

Connecting Small Businesses with L.A.'s Big Opportunities

Unlock Contracting Opportunities with Free Support Services

# Module - 4

FEBRUARY 11, 2025 (Tue) 1:00 pm (90 min, PST)

## CRAFTING MARKETING STRATEGY TO THE CITY OF LOS ANGELES DEPARTMENT & PRIME CONTRACTORS

This webinar will guide you through the key strategies for marketing your business to city departments and prime contractors, along with the tools and techniques that will help you stand out in the competitive government contracting space.



### Guest Speakers

### Host & Moderator



**Patty Ross**  
CEO & Founder  
Golden State Marketing



**Jose Diaz**  
Procurement Manager  
PACE



**Cristina Espiritu**  
Procurement Manager  
PACE

### THE WEBINAR COVERS

- **ProcureLA/PACE Services**
- **Introduction to Marketing Tools** - Explore essential marketing tools that can boost your visibility with the City of Los Angeles and prime contractors
- **Attending Networking Events** - highlight key events hosted by the city, industry associations, and contracting organizations
- **The Importance of Capability Statements in Government Contracting**
- **Components of an Effective Capability Statement**
- **Crafting a Compelling Capability Statement**

ProcureLA, a new program launched by Mayor Bass and the City of Los Angeles Economic and Workforce Development Department (EWDD), provides free resources to help small businesses secure contracts and is operated by **PACE (Pacific Asian Consortium in Employment)**.