



Atlas Advocacy

It is no longer enough to “lobby”...you must advocate. A productive strategy in the current political reality requires unique and creative approaches to accomplish your goals.

**Atlas Advocacy
1242 E Street, NE
Lower Level
Washington, D.C. 20002
202-818-8688
www.atlasadvocacy.com**

**Partner Contacts:
Jon Wadsworth & Matt Smith**

We are a bi-partisan partnership with over 37 years of combined grassroots, campaign, and government experience. We provide a customized approach tailored to each client's individual challenges or needs.

Leveraging all levels of government to accomplish your business goals

Guidance to emerging small businesses

Navigating the federal marketplace has changed significantly. The earmark ban, greater social media transparency, and increased oversight of contracting has added multiple barriers to achieving success in the federal market.

Often times the U.S. Federal Government is neither equipped nor motivated to identify its own needs. Understanding the U.S. Federal Government's demand for products or services is just one component. It is now critically necessary that businesses educate government proactively in a comprehensive manner to create demand for products or services.

Atlas Advocacy understands the federal procurement process and builds comprehensive campaigns for emerging small businesses working in the federal marketplace or looking to expand their market reach. We develop and implement wide-ranging go-to-market strategies designed to produce tangible results. We outline resources and tactical actions needed to successfully educate and align clients' offerings with government requirements and buying practices. Our go-to-market campaigns identify specific actions needed to drive demand and win business, including product positioning, corporate messaging, and branding.

Penetrating the Federal Market 101

In 2013, top defense contractors will spend an estimated \$120 million in lobbying and an additional \$30 million in political contributions. ***Your enterprise needs to stand out from the thousands of others competing for consideration in a 21st century political reality.*** Traditional means of contact will be drowned out by the sheer volume of parties vying for U.S. Federal Government business. How do you compete? ***Spend smarter, not bigger.***

Atlas Advocacy tactics establish your company as a top leader in your field setting you apart from the competition. We amplify your market and find unique pathways to deliver your message and product to the only audience that matters.

Congress Can Work For You: Partnering with the U.S. Federal Government

Members of Congress still must prove effectiveness in Washington to their voters during these “gridlock” times. While traditional budgetary and legislative pathways to success have narrowed or closed, Congress still wields formidable influence and can be a valuable ally to your endeavor. An inclusive campaign led by Atlas Advocacy will shape the environment and position you to meet the right needs at the right time.

What will set you apart from others is an established credibility with decision makers and a public reputation as a source of solutions. ***We don't present you as a vendor; we present you as a partner.*** Atlas Advocacy expedites that partnership by augmenting your profile and building credible relationships with decision makers. Atlas Advocacy intensifies the need for your product, educates legislators and staff about your enterprise, and builds public support for your mission at all levels.



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About us

Matt Smith

A former congressional, White House, and senior staff member for a cabinet level department, Matt Smith has over 18 years experience in the grassroots, campaign, legislative, and executive branch fields. Matt has been recognized for tackling the tough assignments and managing the delicate situations.

After beginning his career working on local and statehouse races, Matt joined the staff of U.S. Senator Dan Coats. In 1999, he was asked to join the national staff for an early Republican primary presidential campaign, later joining the national staff of the Bush-Cheney campaign in Austin, Texas for the remainder of the election.

In 2001, Matt received the call to join the President George W. Bush administration as Associate Director of the White House Office of Public Liaison responsible for presidential events and building coalitions for various policy initiatives. For his service, he was presented the President's Distinguished Service Award for actions on September 11.

Matt transitioned from the White House to a senior role at the U.S. Department of Veterans Affairs where he served as the Deputy Assistant for Public Affairs and Senior Advisor on the President's Interagency Task Force on Returning Global War on Terror Heroes. Upon his departure, he was the recipient of the department's distinguished service award.

Since leaving the Administration, Matt has advised successful senate and congressional campaigns and positioned corporate clients' issues both nationally and in targeted ways on Capitol Hill. He is a recognized leader in grassroots advocacy, messaging, media relations, and social media campaigns.

Jon Wadsworth

A nationally recognized expert in advocacy solutions, Jon Wadsworth has over 19 years' experience in the creation of political, legislative, and communications strategies in the federal, state, and local government arenas.

A veteran of over 20 political campaigns, Jon began his career as a consultant to candidates nationwide, devising strategies to elect candidates in the toughest races in the country, and developing fully integrated campaigns to fuse grassroots, media relations, and paid media into a coherent and winning message.

In 2003, Jon was an early hire to Governor Howard Dean's presidential campaign. As Deputy Political Director, Jon was a senior member of the team that enabled the revolutionary rise of a dark horse candidate that shocked the political establishment.

Since leaving electoral campaigns, Jon has become a leading innovator in the field of government advocacy. Joining Bracewell & Giuliani, LLP, Jon developed the government relations firm's advocacy coalition practice, consulting for diverse clients in the energy, defense, and consumer products industries. Utilizing groundbreaking techniques to raise his clients' profiles on Capitol Hill, Jon has achieved legislative success in an environment most political watchers considered unyielding.

In 2011, Jon's "Clean Coal Technology. It Works." campaign, a national program on behalf of the American Coalition for Clean Coal Electricity (ACCCE) to build congressional support for America's coal industry, received a prestigious Pollie Award as one of the nation's top public affairs campaigns.