

## Doing Business with the National Guard Bureau

The National Guard Bureau (NGB) supports small business participation across more than 150 contracting offices throughout the 54 states, territories, and the District of Columbia. Each office operates independently with its own mission, procurement priorities creating unique opportunities for small businesses nationwide. Whether you're new to federal contracting or looking to grow your footprint within the Department of Defense, understanding who buys what you sell and how NGB operates is the first step to building successful relationships across the Guard.

### Step 1: Start with the Basics

- Register your business in [SAM.gov](https://sam.gov) to be eligible for federal contracts.
- Identify your NAICS codes using the U.S. Census NAICS search tool.
- Learn about your small business status and eligibility for SBA programs (e.g., 8(a), SDVOSB, HUBZone, WOSB).
- Understand acquisition rules, contract types, and agency-specific processes at [acquisition.gov](https://acquisition.gov).
- Your state's APEC Accelerator (formerly PTAC) offers free one-on-one counseling, help with registrations, certifications, and proposals, and targeted training on federal contracting.
- Find your local [APEX Accelerator](#).

### Step 2: Conduct Market Research

- Review the Top 100 NAICS codes most frequently used by NGB components.
- Explore active Indefinite Delivery Indefinite Quantity (IDIQ) contracts in the Federal Procurement Data System (FPDS) and note expiration dates for recompetition.
- Use FPDS and agency procurement histories to assess buying trends and small business participation.

### Step 3: Dive Deeper into the States and Territories

- Research state-level procurement priorities and federal mission support needs.
- Visit Guard websites or contact SBPs to learn about past and upcoming contracts.
- Build a contact list of Small Business Professionals (SBPs) and contracting officers.

#### **Step 4: Set Up Your Opportunity Alerts**

- Brows SAM.gov regularly for open solicitations. You can search by keyword, NAICS code, or location. Save your search settings and sign up for alerts.
- Target states or territories where you wish to compete.

#### **Step 5: Start Marketing Strategically**

- Build relationships with state SBPs and technical personnel.
- Increase visibility by introducing your firm and capabilities early.
- Prepare a tailored, concise capability statement aligned with mission needs.
- Attend procurement fairs, industry days, and outreach events hosted by the Guard or Army components.
- Check out the Marketing to DoD guide [Insert link] and upcoming outreach events.

#### **Step 6: Look for Subcontracting Opportunities**

- Partner with large prime contractors with small business subcontracting plans.
- Engage in teaming or joint ventures to expand your capacity.
- Join the SBA Mentor-Protégé Program to gain insight and experience.
- Use subcontracting to build performance history without the full prime contract risk.

#### **Step 7: Stay Visible to Buyers**

- Ensure your SAM and DSBS profiles are complete and current.
- Proactively share your capability statement with SBPs and program offices.
- Leverage the [Federal Procurement Data System \(FPDS\)](#) to monitor agency spend patterns.
- Participate in local procurement events and industry networking opportunities.

#### **Step 8: Expand Beyond NGB**

- Explore opportunities with [Army, DoD, and other military branches](#).
- Look into federal civilian agencies that align with your business offerings.
- Leverage your NGB performance as a foundation for broader federal work.