



Manufacturing Day Sponsorship Prospectus

Leading Innovation. Creating Opportunity. Pursuing Progress.

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Manufacturing Day addresses common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what modern manufacturing is—and what it isn't.

The rallying point for a growing mass movement, Manufacturing Day empowers manufacturers to come together to address their collective challenges so they can help their communities and future generations thrive.

In 2016, nearly 600,000 people attended Manufacturing Day events—267,000 of them students. Exit polling administered by Deloitte indicates that most student and educator event attendees developed more positive opinions of manufacturing and felt more inclined to investigate careers in manufacturing following their Manufacturing Day experiences.

Additionally, there were 147 Manufacturing Day-related proclamations made by federal, local and state government officials, and 5,519 news stories contributed to the growing excitement about manufacturing opportunities.

This year, your company can be a part of the largest Manufacturing Day ever.

Changing Public Perception

84% of students were “more convinced manufacturing provides careers that are interesting and rewarding,” according to Deloitte’s MFG DAY 2016 survey.

The Next Generation of Manufacturing Workers

*64% of students were “more motivated to **pursue a career in manufacturing**,” according to Deloitte’s MFG DAY 2016 survey.*

The benefits of Manufacturing Day Sponsorship include:

- **Positive Brand Association**—align your organization with a brand that attracts universal positive sentiment
- **Supporting HR, Communications, CSR, and Public Relations Objectives**—help support improved perceptions of manufacturing careers, while leveraging Manufacturing Day’s track record with your community, elected officials, and the press to increase exposure for your company
- **Targeted Visibility**—secure logo placements or mentions on Manufacturing Day-owned properties such as mfgday.com, social media profiles and publications, distributed to thousands of fellow manufacturers
- **100% Tax Deductible** —make a cost advantaged investment in your brand reputation and community’s well-being

Manufacturing Day is now produced annually by the NAM with key contributions and support from the MEP and Manufacturing Institute. Specific packages are detailed below.

Nationwide Sponsorships

National Sponsor—\$200,000 (Exclusive—Limited Availability)

Manufacturing Day National Sponsors have the unique opportunity to shape the Manufacturing Day curriculum and be directly represented in event programming. Your company will be featured in the national media and on social media with the National Association of Manufacturers (NAM) and the Manufacturing Institute, while your product and brand will be shared with more than 400,000 Manufacturing Day participants.

The NAM will work closely with your marketing, communications, CSR, and government relations teams to integrate your corporate positioning priorities into a customized plan of engagement to maximize the value of your sponsorship investment.

While the Manufacturing Day National Sponsor partnership will be highly customized, examples for engagement include:

- Opportunity for kit/interactive product distributed to attendees with your corporate branding*
- Top billing for your company to include:
 - o Earned media coordination in Manufacturing Day national press release;
 - o Coordination on Manufacturing Day media activities to support your key communications priorities;
 - o Logo recognition on NAM Manufacturing Day paid advertising (details developed in conjunction with NAM and sponsor);
 - o Recognition in all program collateral—"2017 Manufacturing Day, presented by YOUR COMPANY";
 - o Company logo on Manufacturing Day website;
 - o Social media promotion, recognition and marketing coordination on MFG Day channels
 - o Creation of a special "Manufacturing Day presenting sponsor" corporate logo;
 - o Host Toolkit will feature a full-page ad and a sponsor welcome message;
 - o Banner ad on Student Resource/Scholarships page.
- Development of a co-branded "Best Practice Spotlight" documenting your company's Manufacturing Day event. NAM will feature the document in the Manufacturing Day Toolkit resource center.
- Optional recognition in NAM and Manufacturing Institute promotional materials highlighting participation, with audiences that include the Office of the President, Commerce Secretary Wilbur Ross and other key administration officials.
- Optional recognition in NAM briefing materials on Manufacturing Day and delivered to members of Congress, state legislatures and governors.
- NAM to provide mailing address and name for all Manufacturing Day event hosts.

*Product or kit and all shipping and distribution costs are the responsibility of the sponsor.

Platinum Sponsor—\$75,000 (Exclusive: Limited Availability)

Manufacturing Day “Platinum Sponsors” will be recognized by event participants, thought leaders, elected officials and fellow manufacturers as a leader within the manufacturing community in developing the next generation of manufacturing excellence.

We will work closely with your marketing, communications, CSR, and government relations teams to integrate your corporate positioning priorities into a customized plan of engagement.

The Platinum Sponsor plan is tailored to your corporate priorities. Examples for engagement include:

- Premier billing for your company to include:
 - o Earned media coordination in Manufacturing Day national press release;
 - o Coordination on Manufacturing Day media activities to support your key communications priorities;
 - o Logo recognition in all program collateral as a 2017 Manufacturing Day Platinum Sponsor;
 - o Company logo on Manufacturing Day website;
 - o Social media promotion, recognition and marketing coordination on MFG Day channels;
 - o Banner ad on Student Resource/Scholarships page.
- Development of a co-branded “Best Practice Spotlight” documenting your company’s Manufacturing Day event. NAM will feature the document in the Manufacturing Day Toolkit resource center.
- Optional recognition in NAM and Manufacturing Institute promotional materials highlighting participation, with audiences that include the Office of the President, Commerce Secretary Wilbur Ross and other key administration officials.
- Optional recognition in NAM briefing materials on Manufacturing Day and delivered to members of Congress, state legislatures and governors.
- NAM to provide mailing address and name for all Manufacturing Day event hosts.

Gold Supporter—\$25,000 (Limited)

Specific benefits include:

- Premier billing for your company to include:
 - o Recognition in all program collateral as a 2017 Manufacturing Day Gold Sponsor;
 - o Company logo on Manufacturing Day website;
 - o Social media promotion, recognition and marketing coordination on MFG Day channels;
 - o Acknowledgement in all materials provided to Manufacturing Day event hosts.
- Development of a co-branded “Best Practice Spotlight” documenting your company’s Manufacturing Day event. NAM will feature the document in the Manufacturing Day Toolkit resource center.
- Earned media coordination to include:
 - o Recognition in Manufacturing Day national press release.
- Optional recognition in NAM and Manufacturing Institute promotional materials highlighting participation, with audiences that include the Office of the President, Commerce Secretary Wilbur Ross and other key administration officials.

- Optional recognition in NAM briefing materials on Manufacturing Day and delivered to members of Congress, state legislatures and governors.

Silver Supporter—\$10,000 (No Limit)

- Premier billing for your company to include:
 - o Recognition in all collateral as a 2017 Manufacturing Day Silver Sponsor;
 - o Company logo on Manufacturing Day website;
 - o Social media promotion, recognition and marketing coordination on MFG Day channels;
 - o Acknowledgement in all materials provided to Manufacturing Day event hosts.

State Sponsorships

(Discounts available for multi-state packages)

State Presenting Sponsor—\$15,000 (one per state)

- Recognition on all outreach to NAM Board members in the chosen state;
- Inclusion in state-specific press release;
- Premier branding on state-specific Manufacturing Day event page and distributed to all event hosts, media and NAM member companies in the state;
- Link to corporate website included on Manufacturing Day event page;
- Recognition in Manufacturing Day briefing materials provided to the chosen state's governor and state legislature.

State Supporting Sponsor—\$5,000

- Branding on state-specific Manufacturing Day site and distributed to NAM member companies, event hosts and media;
- Link to corporate website included on Manufacturing Day event page;
- Recognition in Manufacturing Day briefing materials provided to the chosen state's governor and state legislature.

Manufacturing Institute Content Partnerships

Manufacturing Day is supported by content from the Manufacturing Institute. Content underwriters have the opportunity to shape, support, and expand the Manufacturing Day content Toolkits and resource library, utilized by the 3,000 host sites to educate participants. Content sponsorship opportunities include:

New for 2017: STEP Ahead Women in Manufacturing Program Sponsor—\$25,000 (3 Available)

Have your company recognized as the exclusive presenter of NAM's women- and girls-oriented Manufacturing Day curriculum.

Specific benefits include:

- Exclusive recognition on Manufacturing Day STEP Ahead Girls Guide Toolkit. Limited to three sponsors.
- Premier billing for your company on Manufacturing Day site to include:
 - o Recognition in all program collateral as a 2017 Manufacturing Day STEP Sponsor;
 - o Company logo on Manufacturing Day website;
 - o Social media promotion, recognition and marketing coordination on MFG Day channels;
 - o Acknowledgement in all materials provided to Manufacturing Day event hosts.
- Earned media coordination to include:
 - o Partnership on women's focused messaging and media activity;
 - o Recognition in Manufacturing Day national press release.
- Optional recognition in NAM and Manufacturing Institute promotional materials highlighting participation, with audiences that include the Office of the President, Commerce Secretary Wilbur Ross and other key administration officials.
- Optional recognition in NAM briefing materials on Manufacturing Day and delivered to members of Congress, state legislatures and governors.

Industry Best Practice Spotlight—\$15,000 (1 featured document per industry sector)

Associations or corporate sponsors who wish to be profiled as the face of their respective industry on Manufacturing Day have the opportunity to be the official co-presenter of an industry specific Toolkit.

This package is industry exclusive, with one "Industry Toolkit" per sector; yours will be the only Industry Best practice spotlight for the selected industry.

Specific benefits include:

- Development of a co-branded "Best Practice Spotlight" documenting a guide to a Manufacturing Day event centered on your industry.

Corporate Best Practice Spotlight—\$5,000 (Must be a sponsor of another Manufacturing Day package to qualify)

- Development of a co-branded "Best Practice Spotlight" documenting your association or company's Manufacturing Day event. NAM will include the document in the Manufacturing Day Toolkit resource center.