

2024



PROSPECTUS

Women **MAKE** Awards and Leadership Conference
April 17–18, 2024 | The Anthem, Washington, DC

Women make up less than one-third of the manufacturing workforce. By raising the percentage of women in the manufacturing sector from 29% to 35%, there would be enough new employees to fill every open position in the manufacturing sector today. The Manufacturing Institute's work to change perceptions about the industry and attract, retain, and advance top-tier female talent is supported by and through the Women MAKE America initiative, which includes the Women MAKE Awards.

The WMA initiative develops and empowers women in the manufacturing industry through recognition, research and leadership development and motivates program participants and award-winning alumnae to cultivate the next generation of women through mentorship, ambassadorship, and opportunities for professional growth.

Since 2012, the MI's Women MAKE Awards (formerly known as the STEP Ahead Awards) have stood as a fundamental part of the WMA initiative and is the manufacturing industry's marquee event celebrating women. The event recognizes 100 industry leaders ("Honorees") and 30 rising stars ("Emerging Leaders") who have been nominated by their peers and colleagues as the "go-to" women for their innovation, dedication, contributions, and good counsel. Winners are further rewarded with access to a two-day leadership conference in Washington, D.C., in the days leading up to the evening Women MAKE Awards gala.

With an audience of nearly 800, the awards gala presents an opportunity for manufacturing companies and partners to show support for the incredible women leading in the sector and demonstrate to the next generation the positive impacts women are making in manufacturing.

Your support of the Women MAKE Awards gala and leadership conference helps underwrite the MI's ongoing efforts to recruit and develop the largest underrepresented section of the talent pool—women—for the betterment of the manufacturing industry and the next generation of women leaders.

For sponsorship-related inquiries, please contact MI Associate Vice President and Head of Partnerships and Development, Rachael Scheffler at rscheffler@nam.org.



**WOMEN
MAKE
AMERICA**

**MANUFACTURING
Institute**



Women MAKE Initiative Platinum Partner | \$75,000

- Acknowledgement by MI leadership onstage during the gala and in published content pre- and post-event.
- Two Women MAKE Awards tables for a total of 20 guests.
- Recognition as a Women MAKE Awards Leadership Conference welcome reception host.
 - Option to provide welcome remarks at the start of the reception.
 - Alternatively, a senior executive to join the Executive Panel during the daytime leadership training program.
- Logo recognition at the event and on the WMA website.
 - Brand spotlighted visually throughout the entire awards gala via traditional banner and/or via onstage screen.
- Selection from one of the following:
 - Recognition as a leading sponsor of the “Rockin’ Welcome” pre-gala reception open to all gala ticketholders at The Anthem.
 - Recognition as a host of the VIP welcome reception at The Anthem. This invite-only event is an opportunity for a more intimate gathering of notable supporters, partners, and friends of the WMA.
 - Recognition on event signage as a “Grand Finale” Family Breakfast host for the winners and their families at The Salamander Hotel.

Women MAKE Ally | \$50,000

- Acknowledgement by MI leadership onstage during the gala and in published content pre- and post-event.
- One Women MAKE Awards table for 10 individuals.
- Recognition as Women MAKE Awards Leadership Conference welcome reception host.
 - Option to provide welcome remarks at the start of the reception.
- Logo recognition at the event and on the WMA website.
 - Brand spotlighted visually throughout the entire awards gala via traditional banner and/or via onstage screen.

Friends of Rosie | \$25,000

- One Women MAKE Awards table for 10 individuals.
- Logo recognition at the event and on the WMA website.
 - Brand spotlighted visually throughout the entire awards gala via traditional banner and/or via onstage screen.
- MI-approved sponsor gift for leadership conference attendees.



PROSPECTUS

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Supporter | \$15,000

- One Women MAKE Awards table for 10 individuals.
- Appropriate logo recognition at the event.

A La Carte Options

➤ Entertainment Sponsor (two available) | \$30,000

- Name and logo recognition onstage during performance.

➤ VIP Reception Sponsor (one available) | \$20,000

- Recognition as a host of the VIP welcome reception ahead of the “Rockin’ Welcome” reception at The Anthem. This invite-only event is an opportunity for a more intimate gathering of notable supporters, partners and friends of the WMA.

➤ Party Paparazzi Sponsor (one available) | \$15,000

- Branding on two photo booths available during the “Encore Afterparty.”
- Two guest tickets to gala.

➤ ~~SOLD!~~ Women MAKE Awards and Leadership Conference Breakfast Sponsor

- Recognition and brief remarks during meal (congratulatory and transition remarks).

➤ ~~SOLD!~~ Women MAKE Awards Leadership Conference Lunch Sponsor

- Recognition and brief remarks during meal (congratulatory and transition remarks).

➤ Wellness Partner (one available) | \$3,500

- Recognition as sponsor of Wellness Room at leadership conference as well as the morning yoga class at leadership conference (branded water bottles to be provided by sponsor).