

2025

WOMEN MAKE AWARDS

PROSPECTUS

Women MAKE Awards and Leadership Conference
April 23–24, 2025 | Washington, D.C.



Women make up less than one-third of the manufacturing workforce, but raising their representation to 35% could fill every open position in the sector today. Achieving this milestone is vital for the industry's growth and sustainability, and the Manufacturing Institute is leading the charge to reshape perceptions and attract, retain and advance women in manufacturing through the **Women MAKE America** initiative.

The Women MAKE America initiative empowers women in manufacturing by providing recognition, research, leadership development and mentorship opportunities. It inspires participants and award-winning alumnae to mentor and champion the next generation of women leaders. At its heart is the **Women MAKE Awards Gala**, the industry's premier event celebrating the remarkable achievements of women who are driving innovation and excellence in manufacturing.

Since 2012, the Women MAKE Awards have recognized more than 1,500 Honorees and Emerging Leaders, spotlighting their innovation, dedication and contributions to the sector. These exceptional women are celebrated at a prestigious two-day leadership conference in Washington, D.C., culminating with the gala attended by nearly 800 manufacturing leaders, partners and supporters.

The gala is more than a celebration. It demonstrates your organization's commitment to recognizing your employees, driving progress and inspiring the next generation of women in manufacturing. As a sponsor, you will play a vital role in advancing the MI's mission to grow the largest underrepresented talent pool for the betterment of the industry.

By supporting the **Women MAKE Awards Gala and Leadership Conference**, you are investing in the future of manufacturing—ensuring it thrives with the talent, vision and leadership of women. Join us in building a stronger, more inclusive industry.

For sponsorship-related inquiries, please contact Rachael Scheffler, Head of Partnerships and Philanthropy, at rscheffler@nam.org.



Women MAKE Ally | \$50,000

- Acknowledgment 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 a Women MAKE Awards Leadership Conference welcome reception co-host.
 - Option to provide welcome remarks at the start of the reception.
 - Company logo displayed on signage at the reception.
- Logo recognition at the event and on the WMA website.
 - Company logo spotlighted visually via electronic monitors, onstage screen displays and on sponsored table.

Friends of Rosie | \$25,000

- One Women MAKE Awards table for 10 individuals.
- Logo recognition at the event and on the WMA website.
 - Company logo spotlighted visually via electronic monitors, onstage screen displays and on sponsored table.

Supporter | \$15,000

- One Women MAKE Awards table for 10 individuals.
- Logo recognition on sponsored table.

A La Carte Options

- **After-Party Celebration Reception (Post-Gala) Sponsor (One Available) | \$45,000**
 - Recognition as the host of the post-gala after-party celebration at the JW Marriott Hotel.
 - Company logo displayed on signage at the event.
- **Entertainment Sponsor (Two Available) | \$40,000**
 - Name and logo recognition onstage during performance introduction.
 - ◆ Opportunity to co-introduce entertainment from stage.
 - One Women MAKE Awards table for 10 individuals.
 - Logo recognition at the event and on the WMA website.
 - ◆ Company logo spotlighted visually via electronic monitors, onstage screen displays and on sponsored table.

➤ **VIP Reception Sponsor (One Available) | \$25,000**

- Recognition as the host of the VIP welcome reception at The Anthem. This invite-only event is an opportunity for a more intimate gathering of C-suite leaders, notable supporters, partners and friends of WMA.
 - ◆ Option to provide welcome remarks at the start of the reception.
 - ◆ Company logo displayed on signage.

➤ **Women MAKE Awards Leadership Conference Breakfast Sponsor (One Available) | \$7,500**

- Recognition as the Women MAKE Awards Leadership Conference breakfast sponsor.
 - ◆ Option to provide welcome remarks at the start of breakfast.
 - ◆ Company logo displayed on signage.

➤ **Women MAKE Awards Family Breakfast Sponsor (One Available) | \$7,500**

- Recognition on event signage as a “Grand Finale” Family Breakfast host for the winners and their families at the JW Marriott Hotel.

➤ **Women MAKE Awards Leadership Conference Lunch Sponsor (Two Available) | \$5,000**

- Recognition as the Women MAKE Awards Leadership Conference lunch sponsor.
 - ◆ Option to provide welcome remarks at the start of lunch.
 - ◆ Company logo displayed on signage.

➤ **Wellness Partner (One Available) | \$3,500**

- Recognition as the sponsor of the Wellness Lounge and morning yoga class held at the leadership conference.

