WOMEN MAKE AMERICA

PROSPECTUS
Since 2006, The Manufacturing Institute has shined a spotlight on the biggest opportunity to strengthen our industry’s workforce: recruiting and retaining women.

Through first-of-its-kind research to regional awards connecting women to a national awards program elevating female leaders and rising stars, the STEP Women’s Initiative has empowered, inspired and connected more than 1,250 STEP Ahead Awards alumnae and reached more than 20 million women, men and children.

Most important, the gender gap has shrunk by 5%.

**Our biggest talent opportunity comes from closing the gender gap in manufacturing, so now is the time to supercharge our proven strategies and reaffirm that Women MAKE America.**

With its proven record of accomplishment, we can play a key role in tapping into the industry’s largest talent pool by supporting young women and girls interested in STEM, growing recruitment and retention practices, and amplifying female role models in our industry.

In this prospectus, you will find opportunities to become a leader in our collective efforts to strengthen our industry’s workforce.

**Manufacturers can close the skills gap by 50+% simply by bringing 10% more women into the industry.**
**KEY TERMS**

**Women Make America: 30 by 35 Campaign:** Launching in 2022, this industry-wide, action-oriented campaign will add half a million women to the manufacturing industry by 2030. Your financial contributions will fund research, mentorship programs, strategic partnerships and more.

**Women Make America Executive Coalition:** The campaign steering committee who will meet regularly to discuss campaign strategy, execution and progress. Members will also serve as campaign spokespeople, as appropriate.

**Fall Leadership Program:** An annual training program for women in the manufacturing industry to learn how to navigate their careers, make connections with peers and companies and network with each other. There is a fee associated with attending.

Now entering its 10th year, the STEP Ahead Awards have recognized, celebrated and supported the accomplishments of more than 1,000 outstanding women in manufacturing who have impacted and inspired more than 300,000 others through mentoring and volunteering as ambassadors for the industry.

**STEP Ahead Awards:** The MI’s annual STEP Ahead Awards focus attention on women’s impact on the industry by honoring 100 distinguished female leaders and 30 rising female stars. Each are peer-selected for their contributions to their company, community and future generations. Awardees have an opportunity to attend a two-day leadership training program, and all are celebrated during an evening gala, which can be attended by company representatives and family.

**STEP Ahead Awards Chair:** A thought leadership opportunity for a company to become even more involved with the STEP Ahead Awards by designating a female leader to assist as an adviser for the program, serve as a spokesperson as appropriate and have a speaking role at the awards gala.

**STEP Ahead Awards Vice Chair:** A precursor to serving as presiding officer. A thought leadership opportunity for a company to become even more involved with the STEP Ahead Awards by designating a female leader to assist as an adviser for the program, serve as a spokesperson as appropriate and have a speaking role during the leadership training program.

**STEP Forward Events:** STEP Forward regional events give manufacturers an opportunity to raise awareness of their company and manufacturing as a whole by showcasing existing female talent and providing unique leadership opportunities to develop talent.

**Anchor Sponsor:** Brand visibility and strategic input during a daylong event with increased promotion, executive-level speaker engagement and more networking. Virtual options also available.

**Principal Sponsor:** Brand visibility and strategic input during a two- to three-hour regional event. Virtual options also available.
ANNUAL STEP AHEAD AWARDS

Strategic Underwriter | $100,000

- Verbal acknowledgment from The Manufacturing Institute
- Speaking opportunity during the leadership training program
- **Two (2)** STEP Ahead Awards tables for 20 individuals
- Featured in the Women in Manufacturing Leadership video
- Appropriate name and logo recognition

Platinum | $50,000

- Verbal acknowledgment from The Manufacturing Institute
- Speaking opportunity during the leadership training program
- **One (1)** STEP Ahead Awards table for 10 individuals
- Appropriate name and logo recognition

Gold | $30,000

- **One (1)** STEP Ahead Awards table for 10 individuals
- Appropriate name and logo recognition
- Verbal acknowledgment from The Manufacturing Institute

Silver | $15,000

- **One (1)** STEP Ahead Awards table for 10 individuals
- Appropriate name and logo recognition
WOMEN MAKE AMERICA PROSPECTUS

ANNUAL STEP AHEAD AWARDS

Additional sponsorship opportunities for added company recognition:

STEP Ahead Presiding Chair | $150,000 over two years
(two-year term; chair role preceded by one-year term as vice chair)

- Verbal acknowledgment from The Manufacturing Institute
- Speaking opportunity as the STEP Ahead Chair during the STEP Ahead Awards
- Two (2) STEP Ahead Awards tables for 20 individuals
- Appropriate name and logo recognition
- Public announcement as chair
- Three (3) thought-leadership LinkedIn posts or articles per year
- Host a regional or virtual STEP Forward event
- Opportunity to respond to media inquiries or event requests as appropriate

STEP Ahead Vice Chair | $150,000 over two years
(two-year term; vice chair role followed by a one-year term as presiding chair)

- Verbal acknowledgment from The Manufacturing Institute
- Speaking opportunity during the STEP Ahead Awards leadership training program
- Two (2) STEP Ahead Awards tables for 20 individuals
- Appropriate name and logo recognition
- Public announcement as vice chair
- Two (2) thought-leadership LinkedIn posts or articles per year
- Host a regional or virtual STEP Forward event
- Opportunity to respond to media inquiries or event requests as appropriate

Entertainment (1 available) | $30,000

- Name and logo recognition during performance

Food and Beverage (3 available) | $15,000

- Feature your branding/product during the reception or dinner

Banner (4 available) | $15,000

- Brand spotlighted visually throughout the entire awards gala

Leadership Program Gift (limited availability) | $10,000

- Custom professional gift for 130 Honorees/Emerging Leaders

All sponsorship opportunities are customizable to fit your brand and strategic objectives.
Looking for additional creative ways to increase brand visibility? Let’s brainstorm: STEPAhead@nam.org
WOMEN MAKE AMERICA PROSPECTUS

STEP FORWARD EVENTS

Anchor Sponsor (in person) | $100,000

- Recognition as “STEP Forward Sponsor” at selected six- to eight-hour event
- Recognition as sponsor in promotional materials, invites and collateral
- Co-branded invitation for sponsor to invite employees and fellow manufacturers
- **Five (5)** reserved VIP seats at programming
- Introduction and recognition from the NAM host
- Optional company representative participation on women in leadership panel

Anchor Sponsor (virtual) | $15,000

- Recognition as “STEP Forward Sponsor” at virtual event
- Recognition as sponsor in promotional materials, invites and collateral
- Co-branded invitation for sponsor to invite employees and fellow manufacturers
- Introduction and recognition from the NAM host
- Social media amplification of event
- Optional company representative participation on women in leadership panel

Principal Sponsor (in person) | $30,000

- Recognition as “STEP Forward Sponsor” at selected two- to three-hour event
- Recognition as sponsor in promotional materials, invites and collateral
- Co-branded invitation for sponsor to invite employees and fellow manufacturers
- Introduction and recognition from the NAM host
- Optional company representative participation on women in leadership panel

Principal Sponsor (virtual) | $5,000

- Recognition as “STEP Forward Sponsor” at virtual event
- Recognition as sponsor in promotional materials, invites and collateral
- Co-branded invitation for sponsor to invite employees and fellow manufacturers
- Optional company representative participation on women in leadership panel

All sponsorship opportunities are customizable to fit your brand and strategic objectives.
Looking for additional creative ways to increase brand visibility? Let’s brainstorm: STEPAhead@nam.org