



MFG
DAY

2023 Sponsorship Prospectus



Celebrated nationally on the first Friday in October, MFG Day is manufacturing's biggest annual opportunity to inspire the next generation, positively shift perceptions about our industry and build the foundation for the manufacturing workforce of the future. MFG Day helps showcase modern manufacturing careers and build the future workforce by encouraging

thousands of companies and educational institutions around the nation to open their doors to students, educators, parents, caregivers and community leaders. MFG Day empowers manufacturers to come together to address their collective challenges and build excitement about modern manufacturing careers so they can help their communities and future generations thrive.

Each year, nearly 300,000 students participate in MFG Day events across the country. Exit polling administered by Deloitte in recent years has indicated that both student and educator event attendees developed more positive opinions of manufacturing and felt more inclined to investigate manufacturing careers following their MFG Day experiences. In 2022, while the nation was still recovering from the COVID-19 pandemic, MFG Day surpassed 620 events and 55 million impressions on social media and garnered more than \$701,000 in earned media publicity.

MFG Day 2023 represents a great opportunity for companies and partner organizations to showcase manufacturing in a new and exciting way.



Changing Public Perception

Research consistently shows that tying manufacturing careers to creativity, problem-solving, teamwork, diversity of work and career paths and making a difference can enhance perspectives on the industry with students and emerging workers. Coupled with research showing that a student's own experiences are the biggest drivers of their career choice, MFG Day is a proven way to open doors to future careers.



The Next Generation of Manufacturing Workers

*Fifty-four percent of students were “**more likely to pursue a career in manufacturing**” because of their MFG Day experience.*

The Benefits of MFG Day Sponsorship Include the Following:

- **Positive Brand Association**—Align your organization with a brand that attracts universal positive sentiment.
- **Supporting HR, Communications, Corporate Social Responsibility and Public Relations Objectives**—Help support improved perceptions of manufacturing careers, while leveraging MFG Day's track record with your community, policymakers and the media to increase exposure for your company.
- **Targeted Visibility**—Secure logo placements or mentions on MFG Day-owned properties, such as MFGDay.com, MFG Day and Manufacturing Institute social media outlets and through MFG Day content distributed to thousands of fellow manufacturers.
- **Tax Deductible***—Make a cost-advantage investment in your brand reputation and community's well-being.

**MFG Day sponsorships may be deductible as a charitable contribution less the cost of any goods and services provided. This is not to be perceived as tax advice; please consult your tax adviser.*

MFG Day Event Sponsorships

These official kickoff events to start Manufacturing Month are hosted in partnership with the MI and the NAM.

Platinum Event Sponsor—\$150,000 (Limited Availability)

Held during the first week of October at a manufacturing facility of your choice with a target audience of middle or high school students and educators from local area schools, this three- to four-hour event includes the following:

- In-person participation of either MI President and Executive Director Carolyn Lee or NAM President and CEO and MI Chairman of the Board Jay Timmons
- Amplification on NAM/MI/MFG Day social media channels and earned media support
- A facility tour and hands-on activity led by company employees for students, educators and other guests
- Meet and greet opportunity for participants to engage with your employees
- MFG Day-branded event signage and t-shirts for participants
- Professional photography and videography to include an edited event highlight video
- Full MI support as needed for the following:
 - School outreach
 - Production and logistics
 - Federal, state and local VIP and media invites
 - Tour and activity recommendations
- All items listed below in the Platinum MFG Day Promotional Sponsorship minus the pre-MFG Day promo video





Gold Event Sponsor—\$100,000 (Limited Availability)

Held during the first two weeks of October (excluding Oct. 6) at a manufacturing facility of your choice with a target audience of middle or high school students and educators from the local area schools, this two-hour event includes the following:

- In-person participation of MI President and Executive Director Carolyn Lee
- Amplification on NAM/MI/MFG Day social media channels and earned media support
- A facility tour and hands-on activity led by company employees for students, educators and other guests
- MFG Day-branded event signage and t-shirts for participants
- Professional photography and videography to include an edited event highlight video
- Limited MI support as needed for the following:
 - School outreach
 - Production and logistics
 - State and local VIP and media invites
 - Tour and activity recommendations
- All items listed below in the Gold MFG Day Promotional Sponsorship

Silver Event Sponsor—\$60,000 (Limited Availability)

Held during the first two weeks of October (excluding Oct. 6) at a manufacturing facility of your choice with a target audience of middle or high school students and educators from local area schools, this two-hour event includes the following:

- In-person participation of MI President and Executive Director Carolyn Lee or other MI leader
- Amplification on NAM/MI/MFG Day social media channels and earned media support
- A facility tour and hands-on activity for students, educators and other guests
- MFG Day-branded event signage and t-shirts for participants
- Professional photography
- Limited MI support as needed for the following:
 - School outreach
 - Regional and local VIP and media invites
 - Tour and activity recommendations
- All items listed below in the Silver MFG Day Promotional Sponsorship

MFG Day Promotional Sponsorships

Platinum Sponsor—\$50,000 (Limited Availability)

MFG Day Platinum Sponsors will be recognized by event hosts and participants, thought leaders and fellow manufacturers as leading underwriters of MFG Day and supporters in developing the next generation of manufacturing excellence. Specific benefits include the following:

Premier billing for your company:

- Recognition as a Platinum Sponsor across all MFG Day channels, including company logo prominently featured on MFGDay.com and in the MI’s MFG Day 2023 highlight video (post-October)
- One custom highlight in both the NAM Input and MFG Day email newsletter
- One company-selected article featured in the NAM’s Smart Brief
- Company logo and recognition in email content distributed to event hosts
- Acknowledgement on six manufacturing-specific content graphics targeted at students and educators on social media
- Optional recognition in MI and NAM MFG Day promotional materials distributed to policymakers, highlighting your participation with audiences that include the Office of the President, the Secretary of Commerce and other key administration officials
- Optional recognition in MI and NAM briefing materials on MFG Day delivered to members of Congress, state legislatures and governors

Support for your company’s sponsorship investment:

- Post-MFG Day summary and audience reach report customized to your company
- Coordination and distribution of a joint press release announcing MFG Day Platinum Sponsorship
- Social media amplification of your MFG Day support on MFG Day channels, to include up to 30 placements on MFG Day digital channels through October 2023
- MFG Day Platinum Sponsor logo
- Branded gift to display your support for MFG Day in office
- Optional pre-MFG Day promo video using MI boilerplate with company-provided video or photos





Gold Sponsor—\$25,000 (Limited Availability)

MFG Day Gold Sponsors will be recognized by event hosts and participants, thought leaders and fellow manufacturers as leaders within the manufacturing community in developing the next generation of manufacturing excellence. Specific benefits include the following:

Premier billing for your company:

- Recognition as a Gold Sponsor across all MFG Day channels, including company logo featured on MFGDay.com and in the MI's MFG Day 2023 highlight video (post-October)
- One company spotlight in MFG Day email newsletter
- One company-selected article featured in the NAM's Smart Brief
- Company logo and recognition in email content distributed to event hosts
- Acknowledgement on four manufacturing-specific content graphics targeted at students and educators on social media

Support for your company's sponsorship investment:

- Post-MFG Day summary and audience reach report
- Coordination and distribution of a joint press release announcing MFG Day Gold Sponsorship
- Social media amplification of your MFG Day support on MFG Day channels, to include up to 20 placements on MFG Day digital channels through October 2023
- MFG Day Gold Sponsor logo
- Branded gift to display your support for MFG Day in office

Silver Sponsor—\$10,000 (No Limit)

Premier billing for your company:

- Recognition as a Silver Sponsor across all MFG Day channels, including company logo featured on MFGDay.com and in the MI's MFG Day 2023 highlight video (post-October)
- Company logo and recognition in email content, including MFG Day newsletter, distributed to event hosts
- Acknowledgement on two manufacturing-specific content graphics targeted at students and educators on social media

Support for your company's sponsorship investment:

- Post-MFG Day summary and audience reach report
- Joint press release template for your company's use and distribution
- Social media amplification of your MFG Day support on MFG Day channels, to include up to 10 placements on MFG Day digital channels through October 2023
- MFG Day Silver Sponsor logo
- Branded gift to display your support for MFG Day in office

Bronze Sponsor—\$5,000 (No Limit)

National recognition for your company:

- Recognition as a Bronze Sponsor across all MFG Day channels, including company name listed on MFGDay.com and in the MI's MFG Day 2023 highlight video (post-October)
- Company recognition in email content, including MFG Day newsletter, distributed to event hosts
- Acknowledgement on one manufacturing-specific content graphic targeted at students and educators on social media

Support for your company's sponsorship investment:

- Post-MFG Day summary and audience reach report

- Joint press release template for your company's use and distribution
- Social media amplification of your MFG Day support on MFG Day channels, to include up to five placements on MFG Day digital channels through October 2023
- MFG Day Bronze Sponsor logo
- Branded gift to display your support for MFG Day in office

Friend of MFG Day—\$1,000 (No Limit)

National recognition for your company:

- Recognition as a Friend of MFG Day across all MFG Day channels, including company or individual name listed on MFGDay.com and in the MI's MFG Day 2023 highlight video (post-October)
- Post-MFG Day summary and audience reach report
- Social media amplification of your MFG Day support on MFG Day channels, to include one placement on MFG Day digital channels through October 2023

- Friend of MFG Day logo
- Branded gift to display your support for MFG Day in office

MFG Day is an initiative of the Manufacturing Institute. The MI builds, diversifies and strengthens the modern manufacturing workforce, with the goal of furthering individual opportunity, community prosperity and a more competitive manufacturing industry. The MI engages underrepresented communities and shifts perceptions about careers in modern manufacturing, leads skilled training and career development programs, provides thought leadership and research on the changing state of the workforce and builds partnerships to scale up its impact on manufacturing in the United States. As the 501(c)(3) nonprofit workforce development and education affiliate of the National Association of Manufacturers, the MI is a trusted adviser to manufacturers, equipping them with solutions for the industry's toughest challenges.

