



**MFG**  
**DAY**

# 2020 Sponsorship Prospectus

[CreatorsWanted.org](http://CreatorsWanted.org)

 **MANUFACTURING  
Institute**

**CREATORS  
WANTED**



MFG Day, the largest annual event to promote manufacturing in the United States, helps show the reality of modern manufacturing careers and say, “Creators Wanted,” by encouraging thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders. MFG Day empowers manufacturers to come together to address their collective challenges so they can help their communities and future generations thrive.

Occurring annually on the first Friday in October, with some events spread out through the month, nearly 300,000 students participate in MFG Day events each year. Exit polling administered by Deloitte indicates that both student and educator event attendees developed more positive opinions of manufacturing and felt more inclined to investigate careers in manufacturing following their MFG Day experiences. In 2019, MFG Day achieved \$1.1 million in earned media and 163,000 engagements on social media reaching 200 million people, including political leaders and manufacturing leaders from companies of all sizes.

MFG Day 2020 represents a great opportunity for companies like yours to showcase manufacturing in a new and exciting way. While traditional plant tours are more difficult this year, The Manufacturing Institute has introduced several new virtual options to highlight the industry to young people around the country.

## 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.*

## 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, CSR and Public Relations Objectives**—Help support improved perceptions of manufacturing careers, while leveraging MFG 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 MFG Day–owned properties, such as [CreatorsWanted.org](https://creatorswanted.org), Manufacturing Institute social media outlets and through MFG Day content distributed to thousands of fellow manufacturers.
- ▶ **100% Tax Deductible\***—Make a cost-advantaged investment in your brand reputation and community’s well-being.

MFG Day is produced by The Manufacturing Institute, the workforce and education partner of the National Association of Manufacturers.

\* MFG Day sponsorships may be deductible as an ordinary and necessary business expense. Not to be perceived as tax advice; please consult your tax adviser.

# Nationwide Sponsorships

## National Partner—\$100,000 (Limited Availability)

Each highly customized national partnership is tailored to the unique needs of the individual sponsor. MFG Day National Partners will be recognized by event hosts and participants, thought leaders, elected officials and fellow manufacturers as leaders within the manufacturing community in developing the next generation of manufacturing leaders.

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

As a National Partner, your company will be featured in the national media and on MFG Day social media platforms, showcasing your brand and products with MFG Day hosts, supporters and student participants.

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

MFG Day Platinum Sponsors will be recognized by event hosts and participants, thought leaders, elected officials and fellow manufacturers as a leader 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 Platinum Sponsor across all MFG Day channels, including company logo prominently featured on [CreatorsWanted.org](https://creatorswanted.org) with link to corporate website of choice
  - Branding and recognition in MFG Day email newsletter and other email content distributed to event hosts
- ▶ Support for your company's sponsorship investment:
  - Post-MFG Day summary and reach write-up customized to your company
  - Custom MFG Day sponsor logo
  - Highlight video—MI will provide your company a custom short video highlighting your sponsorship, the reach of MFG Day 2020 and the impact of the event on youth nationwide
- ▶ Earned media coordination:
  - Coordination and distribution of a joint press release announcing your MFG Day Platinum Sponsorship
- ▶ Social media promotion, recognition and marketing coordination on MFG Day channels, to include up to 30 placements on MFG Day digital channels through October 2020
- ▶ 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, Commerce Secretary Wilbur Ross 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





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

MFG Day Gold Sponsors will be recognized by event hosts and participants, thought leaders, elected officials 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 prominently featured on [CreatorsWanted.org](https://www.creatorswanted.org) with link to corporate website of choice
  - Corporate logo in all materials provided to MFG Day event hosts
- ▶ Support for your company's sponsorship investment:
  - Post-MFG Day summary and reach write-up customized to your company and promoted on MFG Day channels
  - Custom MFG Day Gold Sponsor logo
  - Highlight video—MI will provide your company a custom short video highlighting your sponsorship, the reach of MFG Day 2020 and the impact of the event on youth nationwide
- ▶ Earned media coordination:
  - Coordination and distribution of a joint press release announcing your MFG Day Gold Sponsorship
- ▶ Social media recognition on MFG Day channels, to include up to 20 placements on MFG Day digital channels through October 2020

### Silver Sponsor—\$10,000 (No Limit)

- ▶ National recognition for your company:
  - Acknowledgement in all program collateral as a 2020 MFG Day Silver Sponsor
  - Recognition as a Silver Sponsor across all MFG Day channels, including link to corporate website of choice
  - Social media promotion to include up to 10 placements on MFG Day digital channels through October 2020
- ▶ Earned media recognition:
  - Joint press release for your use and distribution

# State Sponsorships (Discounts Available for Multistate Packages)

## State Presenting Sponsor—\$15,000 (Limit Two Per State)

- ▶ State-specific recognition:
  - Premier branding on state-specific MFG Day event page distributed to all event hosts and NAM member companies in the selected state, including link to corporate website of your choice
  - Recognition in MFG Day briefing materials distributed to governor, state legislature, state congressional delegation and members of the NAM Board of Directors from the selected state
- ▶ Support for your company's sponsorship investment:
  - Post-MFG Day summary and reach write-up customized to your company
  - Support and coordination in promoting your MFG Day events with policymakers and influential state partners
- ▶ Social media promotion to include up to five placements on MFG Day digital channels through October 2020
- ▶ Joint press release for your distribution and promotion

# Industry Sponsorships

## Industry Presenting Sponsors—\$5,000 (Available to Council of Manufacturing Associations Partners)

- ▶ Industry-wide recognition:
  - Branding on industry-specific MFG Day events page distributed to a list of members/companies provided by the association partner to highlight your involvement
  - Link to association website of your choice
- ▶ Support for your association's sponsorship investment:
  - Post-MFG Day summary and reach write-up customized to your association
  - Social media promotion to include up to five placements on MFG Day digital channels through October 2020
- ▶ Joint press release for your distribution and promotion



# Virtual Sponsorships

MFG Day 2020 will be an event unlike any other. And there has never been a more urgent need to inspire the next generation with the possibilities of a manufacturing career. Knowing that many facilities will need to offer virtual experiences this MFG Day, The Manufacturing Institute has prepared resources that will allow you to open your doors virtually to youth, parents and teachers—and safely demonstrate the opportunities that await in modern manufacturing. Whether you opt for the basic toolkit or a tailored 3D virtual facility tour, together we can make this MFG Day the most successful yet.

## Host Toolkit Featuring Virtual Event Tips—Complimentary

The Manufacturing Institute is creating a revamped Host Toolkit that will include new suggestions and tips for hosting a virtual MFG Day event.

This resource will provide guidance on how to capture the best content for MFG Day, how to connect to your target audience and how to push and promote finished products to viewers.

This event guide will be available for free at [CreatorsWanted.org](https://creatorswanted.org) by Aug. 1.

## Video Toolkit—\$2,500

For those who want to take your event to the next level, we will mail resources needed to capture and share content for your event.

- ▶ The kit mailed to select MFG Day hosts would include the following:
  - Equipment to enhance mobile phone video creation
  - An enhanced toolkit including tips and tricks on how to record a stellar video on a phone using the equipment provided
  - Recommendations on the tour flow and how to amplify your content
  - Up to three hours of personalized consultation with one of our professional video directors
  - Promotion of your finished video on national MFG Day social channels

## 3D Mapped Tour Experience—Starting at \$10,000

Using 3D scanning and a VR capturing system, we can create an interactive 3D model of your facility, or specified areas/stations within your facility. This digital twin experience will immerse viewers and provide them with interactive touchpoints to dive deeper into select areas with text or video content.

Mapping your facility will be done by our video partners with proprietary capture technology. Once you select this package, we will need up to four weeks to complete the map.

Following the completion of the mapping, your company will receive a link to a hosted site with the interactive model, an embeddable widget to post the model on your company's website and downloadable version of the model with floor plans and 3D files.

- ▶ Each virtual tour will include the following features:
  - An interactive model will allow viewers to move around the facility using a Google Street View-like interface. The model has full virtual reality capabilities for use with headsets like Google Cardboard or Samsung Oculus.
  - Tagged text content at select areas or “hot spots” gives viewers a better understanding of the process and the work of the team in that section of the facility.





- If your company has security concerns, access to the interactive model could be limited to a live-streaming session in a password-protected area, where in addition to exploring the tour on their own, participants could hear live from a host in the facility.
- A search engine–optimized MFG Day event page will feature the tour module.
- Additional promotion will be provided on MFG Day digital channels.
- ▶ Pricing for this experience is based on the size of the facility and the number of “tour hot spots” where your company wants to add text. A custom proposal will be generated based on your facility dimensions and the following parameters:
  - \$10,000 for a tour of a 10,000 sq. ft. facility with 20 text hot spots.
  - Each additional 10,000 sq. ft. added to the tour is \$5,000.
  - Each five additional text hot spots added is \$1,000.

### 3D Mapped Tour Experience with Video—Starting at \$20,000

Enhance your 3D tour experience by adding video to the interactive elements of your 3D facility tour.

- ▶ Pricing for this experience is based on the size of the facility and the number of “tour hot spots” where your company wants to add video. A custom proposal will be generated based on your facility dimensions and the following parameters:
  - \$20,000 for a video-enhanced tour of a 10,000 sq. ft. facility with 10 video and 10 text hot spots.
  - Each additional 10,000 sq. ft. added to the tour is an additional \$5,000.
  - Each five additional video hot spots added is \$2,500.



# Virtual Tour Underwriter Opportunities

Service firms and technology companies have the opportunity to show their support for clients and prospective clients by underwriting the creation of companies' virtual tours.

Sponsorships in this category would be co-branded for your company and the manufacturing company, showcasing your business's commitment to the manufacturing sector.

MFG Day Underwriting Sponsors will be recognized by event hosts and participants, thought leaders, elected officials and fellow manufacturers as leaders within the manufacturing community in developing the next generation of manufacturing excellence.

These items can also be incorporated into National Partner and Platinum Sponsorships.

- ▶ Specific benefits include the following:
  - Premier billing for your company and recognition as an Underwriting Sponsor across all MFG Day channels, including company logo prominently featured on [CreatorsWanted.org](https://creatorswanted.org) with link to corporate website of choice
  - Corporate profile integrated into MFG Day newsletter articles and other content
  - Support for your company's MFG Day event(s): Post-MFG Day summary and reach write-up customized to your company and promoted on MFG Day channels
  - Custom MFG Day Underwriting Sponsor logo
  - Coordination and distribution of a joint press release announcing your virtual tour sponsorship
  - Social media recognition on MFG Day channels, to include up to 20 placements on MFG Day digital channels through October 2020

## Video Toolkit Underwriting Sponsor—Starting at \$50,000

Underwrite the video toolkit for 25 MFG Day hosts you select based on customer targets, geography and other key factors.

## 3D Mapped Tour Experience Underwriting Sponsor—Starting at \$75,000

Underwrite 3D tours for five MFG Day hosts you select based on customer targets, such as industry, geography and other key factors.

A custom proposal for potential underwriters will be generated based on objectives and facility details for selected tour hosts.

To learn more about MFG Day sponsorship opportunities, please visit [CreatorsWanted.org](https://creatorswanted.org) or email us at [SponsorMFGDay@nam.org](mailto:SponsorMFGDay@nam.org).



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