



2022 Sponsorship Prospectus



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—this year’s MFG Day falls on October 7, 2022—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 2021, even amid significant COVID-19 restrictions, MFG Day surpassed 584 events and 101 million impressions on social media and garnered more than \$1 million in earned media publicity. Pre-pandemic, MFG Day exceeded 3,000 annual events.

MFG Day 2022 represents a great opportunity for companies like yours 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.

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, 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, Manufacturing Institute social media outlets and through MFG Day content distributed to thousands of fellow manufacturers.
- **100% Tax Deductible***—Make a cost-advantage investment in your brand reputation and community’s well-being.

MFG Day is now a part of the MI’s comprehensive workforce program called Creators Wanted, which seeks to attract, train and retain talent across the industry.

* 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.

MFG Day Flagship Event—\$150,000 (Limited Availability)

The official kickoff event to start MFG Month events, hosted in partnership with the NAM and MI to be held the week of Oct. 3, 2022, at a manufacturing facility of your choice. It includes the in-person participation of either NAM President and CEO Jay Timmons or MI President and Executive Director Carolyn Lee, as well as amplification on NAM/MI/MFG Day social media channels and earned media support.

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

MFG Day Platinum Sponsors will be recognized by event hosts and participants, thought leaders, public officials 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 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
 - 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 2022
 - Custom MFG Day sponsor logo
- 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





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 MFGDay.com 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
 - Social media amplification of MFG Day support on MFG Day channels, to include up to 20 placements on MFG Day digital channels through October 2022
 - Sponsorship listing in a press release drafted and distributed by the NAM/MI announcing all Gold Sponsors in September 2022
 - Custom MFG Day Gold Sponsor logo

Silver Sponsor—\$10,000 (No Limit)

- National recognition for your company:
 - Acknowledgement in all program collateral as a 2022 MFG Day Silver Sponsor
 - Recognition as a Silver Sponsor across all MFG Day channels, including link to corporate website of choice

State Sponsorships (Discounts Available for Multistate Packages)

State Presenting Sponsor (Limit Two Per State)

\$15,000 for manufacturers and service firms | \$10,000 for state partners and nonprofits

- State-specific recognition:
 - Recognition as a State Sponsor on MFG Day channels, including company logo prominently featured on MFGDay.com with link to organization webpage
 - 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
 - Social media promotion to include up to five placements on MFG Day digital channels through October 2022
 - Joint press release template for your distribution and promotion

Industry Presenting Sponsors—\$5,000

(Available to Council of Manufacturing Association Partners)

- Industry wide recognition:
 - Recognition as an Industry Sponsor on MFG Day channels, including company logo prominently featured on MFGDay.com with link to a webpage of your choice



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To learn more about MFG Day sponsorship opportunities, please visit MFGDay.com or email us at MFGDay@nam.org.

