

Creators Wanted

Workforce Solutions: Increasing Talent, Changing Lives

The Creators Wanted Mission

Creators Wanted is the manufacturing industry's largest campaign to build the workforce of the tomorrow—and inspire, educate and empower a new generation of creators in the United States today. The campaign is a joint effort of the National Association of Manufacturers and the workforce solutions leader, The Manufacturing Institute.

By 2025, Creators Wanted aims to:



Reduce the skills gap in the United States by
600,000



Increase the number of students enrolling in technical and vocational schools or reskilling programs by **25%**



Increase the positive perception of the industry among parents to **50%** from **27%**

Sustaining Creators Wanted

Creators Wanted Tour – 2021: In unprecedented times, this campaign successfully launched its pilot tour and supported the programs of The Manufacturing Institute, raising almost \$10 million, building a list of more than **160,000 potential manufacturers or influencers**, reaching more than **2,700 students**, and **extending a digital and earned media reach to tens of millions**, overall while advancing industry-leading efforts to retain and recruit more women, veterans and workers in manufacturing.

In order to sustain our efforts, the campaign has made several major enhancements to increase ROI and drive success. Including:

- Built a comprehensive data model to focus the campaign's plan and resources, leveraging best-in-class data analytics methods to reach our target audience of parents, teachers and students and potential manufacturing employees.
- Initial fundraising built lasting infrastructure, including the immersive experience and the framework for Creators Connect, the industry's online resources hub, to make the campaign even more cost effective.
- Established the foundation for audience engagement to recruit 600,000 new workers by 2025 with additional support.

Campaign Structure

The Creators Wanted campaign reaches future manufacturers via complementary channels using data-driven methods to optimize the efficiency of every dollar through:

- ❖ **In-Person Live Tour**
- ❖ **Targeted workforce solutions with Manufacturing Institute programs**
- ❖ **Powerful Digital & Data Analytics**

Opportunities for Investment

1 Support the Cause
Your **topline contribution** helps secure the future of manufacturing in America expanding the reach and impact of Creators Wanted between now and 2025, closing the skills gap and reaching 600,000 new workers.

By choosing to make a direct contribution to support our comprehensive workforce solutions, your sponsorship will be allocated to the most impactful aspects of our work as we build the manufacturing workforce of tomorrow together.

2 Reach Emerging Workers Now
Creators Wanted is about building the workforce of tomorrow — and today. If hiring and building your talent pipeline are your top priorities, Creators Wanted and The Manufacturing Institute can connect you with emerging workers starting right now.

3 Lead the Industry
Creators Wanted is about shaping the future of our industry. If you're ready to step up, Creators Wanted provides an authentic platform to elevate thought leadership, innovation and help advance your aggressive corporate ESG and D&I goals.

Creators Wanted Tour Live

Partnerships built for Manufacturers

Creators Wanted is about building the workforce of tomorrow — and today. If hiring and building your talent pipeline or deepening relationships with feeder schools and institutions are your top priorities, Creators Wanted can connect you starting right now.



Mobile Experience Tour Stop

\$250,000

Bring the mobile experience and exhibits to a community of your choice for 3 days. Includes:

- Comprehensive media, VIP/public official and community engagement plan with digital branding and promotion
- Participation in premier event programming
- Access to campaign data
- Virtual assets for use following tour stop
- Support for connections with local schools

**Local tour stop sponsorship opportunities also available for each location.*

**6 sponsors required to commit to full Fall 2022 tour schedule.*

**final cost will depend on site selection and local costs*

Community Partner Event

\$100,000

Bring Creators Wanted to your community with NAM/MI hosted programming attended by NAM/MI leadership, the virtual gamified experience and Creators Connect hub housed in a modular pop-up experience. *The mobile experience would not come to these stops in person.* The Creators Wanted team will help to build the audience with an earned media plan to amplify the message and dedicate executive leadership for visibility at the events.

Creators Wanted Tour Live

Partnerships built for Manufacturers

To build the impact of anchor Creators Wanted Tour Live stops, helping emerging workers and students connect with local manufacturers is key. Be a part of this movement:



Exhibitor Partnership

\$50,000+

Set up an exhibit to inspire the next generation/recruit talent at a mobile experience stop for 3 days. Includes:

- Comprehensive media, VIP and community engagement plan with digital branding and promotion
- 30-minute program in-person and broadcast digitally featuring company creator(s)
- Virtual assets for use following tour stop
- Support for connections with local schools

Job Opportunities Blast

\$5,000

Be featured in an NAM email blast with your job opportunities to our tour stop contact lists of students, emerging workers and career influencers. List sizes range from 35,000-40,000 and growing.

Creators Wanted Digital

Partnerships built for Manufacturers

In just less than three months, the Creators Wanted campaign amassed an email list that beats the cost per acquisition of the best campaigns in the country. Let us put our data science and digital prowess to work for you!

Digital Recruitment Partnership \$15,000-\$50,000

The NAM will build a targeted digital ad campaign to recruit either students or emerging workers for your open positions, for a new facility opening or other talent need.

- Social graphics/multimedia to support digital ad campaign
- Instagram Live interview(s) featuring your creators to help recruit talent (up to 5)
- Up to 10 hours of dedicated support from the NAM's Data Science director
- Branding on all Creators Wanted digital assets as a sponsor

Creators Connect

Our Interactive Resource Center

Creators Connect is our virtual interactive resource center that serves as a starting point for future creators to begin discovering potential manufacturing career pathways of their own. It also features interactive versions of creators' stories.

Your investment in Creators Connect will power additional capabilities to highlight live career and training opportunities.

Creators Connect Sponsorships

\$50,000/\$15,000 SMM

- Prominent logo placement
- Prioritized job postings (TBD)
- "Creator spotlight" stories
- Media support



"Creators Spotlights"

"Our mom was a single mother. She was working in food service at theme parks but wanted something better. She knew how to solder a little bit so she dropped off resumes everywhere she could. Boeing hired her. Twenty-three years later, she helps us travel to outer space."



Workforce Solutions

to build, diversify and strengthen the manufacturing workforce:

**WOMEN
MAKE
AMERICA**

**SKILLS
MAKE
AMERICA**

**PEOPLE
MAKE
AMERICA**

**HEROES
MAKE
AMERICA**

The Manufacturing Institute grows and supports the industry's skilled workers for the advancement of modern manufacturing.

The MI is a trusted advisor to manufacturers, equipping them with resources necessary to solve the industry's toughest challenges. The MI is the NAM's 501(c)3 nonprofit workforce development and education partner
and is not funded by NAM member dues.

Our Mission: To inspire, educate and empower the manufacturing workforce of today and tomorrow.



Women today account for less than 1 in 3 manufacturing workers, despite representing about half of the overall workforce.

The STEP Women's Initiative is the nation's marquee program to close the gender gap in the manufacturing industry through recognition, research, leadership and mentoring.

Attract and retain female talent, advance your corporate ESG & D&I goals through the following STEP Women's Initiative opportunities:

STEP Forward Women in MFG Virtual Event	Customized live event focused on empowering and inspiring current and/or future female creators. Includes: <ul style="list-style-type: none">• up to 75-100+ attendees• Input on agenda planning & regional attendance• Social and digital promotion of the event in preferred geographies• Recognition as "Lead Sponsor" at event, and on all promotional materials, invites and collateral• Company representative participation on women in leadership panel (optional)	\$15,000
STEP Forward Women in MFG In-Person Event	Customized live event focused on empowering and inspiring current and/or future female creators. Includes: <ul style="list-style-type: none">• Sponsorship includes food, beverage and programming for 50-100+ targeted attendees• Input on agenda planning & regional attendance• Social and digital promotion of the event in preferred geographies• Recognition as "Lead Sponsor" at event, and on all promotional materials, invites and collateral• Company representative participation on panel (optional)• Ten (10) reserved VIP seats at event	\$35,000+



Equipping today's workers with the skills, network and knowledge to build the future workforce is mission critical for The Manufacturing Institute.

One-in-four Americans currently possess a criminal record. Without second chance opportunities, many in this sizeable talent pool are excluded from the workforce. Advance your corporate ESG and D&I goals through the following opportunities:

Second Chance Hiring – Employer Event	<p>Sponsor a regional or virtual convening of employers to discuss the second chance hiring landscape and best practices.</p> <ul style="list-style-type: none">• Connect to local community based organizations.• Be positioned as a thought leader in engaging this community and convene local businesses to learn more.	\$30,000+
Second Chance Hiring “Case Study” Underwriting	<p>Sponsor a series of case studies and best practices that will be shared in MI and NAM channels:</p> <ul style="list-style-type: none">• Includes logo placement and social media/digital promotion.• Spotlight your own company and/or support the effort to bring second chance individuals into manufacturing	\$35,000+



Creating a more diverse and inclusive workplace is the right thing to do. Robust D&I initiatives will help change the perception of manufacturing and attract a talented workforce.

D&I Virtual Roundtable Spotlight	<p>D&I Virtual Roundtable spotlight and Case Study amplification focused on thought leadership and providing expertise. Includes:</p> <ul style="list-style-type: none">• Featured panelist on a virtual event highlighting D&I efforts and best practices• 75-100+ HR and D&I focused attendees• Case Study spotlight on specific D&I best practices, including collateral creation and amplification with logo placement• Social and promotion in preferred geographies	<p>\$15,000</p> <p><i>Limited availability</i></p>
3rd Annual D&I Summit – Sponsorship	<p>The Manufacturing Institute’s Annual D&I Summit, focused on manufacturing specific communities of practice and thought leadership. Held annually in the 4th Quarter live in DC and streamed for a broader audience. Sponsorship includes:</p> <ul style="list-style-type: none">• Featured session speaker or panelist• Engagement with 250+ HR and D&I focused attendees• Logo placement with social and digital promotion in preferred geographies• Recognition as “Presenting Sponsor” at event, and all promotional materials, invites and collateral• Two (2) reserved VIP seats at in-person event	<p>\$35,000+</p>



Every year, about 200,000 men and women transition out of the military, and many need assistance finding a new career that utilizes their talents and supports their growth.

- The Heroes MAKE America Training Program participants earn the industry-specific skills, certifications and connections necessary to establish a fulfilling career in manufacturing. We offer a variety of in-person trainings at five sites as well as remote training options.
- Heroes MAKE America is committed to helping manufacturers integrate Heroes participants and other great talent from the military community into their workforce and has developed resources for employers, including best practice sharing, hiring trainings and more.

Heroes Connect Virtual Events	Host two Heroes MAKE America virtual events, connecting career-ready candidates in the military community to your available careers. Includes: <ul style="list-style-type: none">• Access to participant resumes• Preferred live facility tour opportunities for regional Heroes cohorts• Opportunities to engage with participants with Career Training support• Social and digital promotion of the event in preferred geographies	\$15,000
--------------------------------------	---	----------

Additional Sponsorship/Leadership opportunities:

<p>MI Board of Advisors</p> <p><i>The MI is advised by an extraordinary group of leaders from manufacturers across all sectors. The BOA helps guide the Institute's strategy for growing and supporting the industry's skilled workers for the advancement of manufacturing.</i></p>	<p>One year leadership position on MI Board of Advisors for a senior HR or operations professional at your company. Quarterly meetings with peers and MI leadership team on all workforce attraction and retention strategies of the MI.</p> <ul style="list-style-type: none"> • <i>Limited spaces available.</i> • Exclusive invitations to MI events • Opportunity to provide thought leadership and company best practices promoted through the MI website and media channels • Priority for media requests and speaking roles regarding relevant issues 	<p>\$35,000</p>
<p>CW Workforce Newsletter</p>	<p>Sponsor the bi-weekly Workforce Solutions newsletter to NAM/MI and CW lists of manufacturing leaders and top workforce partners:</p> <ul style="list-style-type: none"> • Banner recognition and logo placement • Thought leadership promotion 	<p>\$10,000/month</p>

Average hourly manufacturing
wage in South Carolina

\$28.32

ISABEL SIMON
Assistant Factory Manager,
South Carolina

CNBC

Intel is spending \$20 billion to build
two new chip plants in Arizona

MARCH 31, 2021 / 1:07 PM

400,000

JOBS TO FILL RELATED TO
CHIP MANUFACTURING
BETWEEN NOW AND 2031

**CREATORS
WANTED**

Thank You.

Additional questions?

Contact Barret Kedzior at bkedzior@nam.org

and many need
ASSISTANCE FINDING
A NEW CAREER

"It's about community and investing in
community to make manufacturing the
FUTURE THAT IT IS TODAY."

JOE CANNON

Executive Director

**CREATORS
WANTED**