

CREATORS WANTED

PRESENTED BY



2021

Prospectus

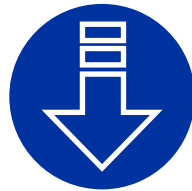
Our Mission

Creators Wanted is the U.S. manufacturing industry's largest campaign to build the workforce of tomorrow — and inspire, educate and empower a new generation of creators today.

By 2030, according to the MI and Deloitte, manufacturers need to fill more than 4 million jobs. Right now, more than half of those jobs are at risk of going unfilled. Creators Wanted is tackling this problem head on by changing the perception of modern manufacturing and recruiting new manufacturing talent.



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%

“Creators Wanted will help a new generation of emerging and displaced workers see themselves in a modern manufacturing career, while also adding to the industry’s talent pipeline by engaging veterans, women and communities of color, all critical to expanding the workforce of tomorrow.”

– Jay Timmons, President and CEO of the National Association of Manufacturers

A Joint Effort

Creators Wanted is a joint effort by the National Association of Manufacturers (NAM) and The Manufacturing Institute (MI), the 501(c)(3) non-profit education and workforce development partner of the NAM.

Half of all sponsorships funds are allocated to supporting digital and in-person activities. The other half is dedicated to expanding the long-term workforce development efforts of the MI.

MI Programs

STUDENT ENGAGEMENT INITIATIVES

The MI's student engagement initiatives aim to hone STEM skills, introduce students to career pathways in manufacturing and clarify misperceptions about these careers by providing educational tools and experiences to students, parents and teachers. This work is achieved through several key initiatives: Creators Wanted, MFG Day, youth-facing content focused on learning more about manufacturing careers, activities and programs, content and channel partnerships, as well as the STEM Careers Coalition.

STEP WOMEN'S INITIATIVE

The STEP Women's Initiative is the nation's marquee program focused on closing the gender gap in manufacturing. STEP works to foster a 21st-century manufacturing workforce by empowering and inspiring women in the manufacturing industry through recognition, research and leadership, as well as by motivating alumnae to pay it forward by mentoring the next generation. The goal is to shrink the gender gap and increase innovation by building networks and developing skills for women in the industry, while identifying and elevating role models who can inspire the next generation.

HEROES MAKE AMERICA

Heroes MAKE America builds connections between the military community and the manufacturing industry. Veterans are well positioned to succeed in a manufacturing career with skills, talents and training that are highly valued in the industry. Heroes MAKE America's signature program provides integrated certification and career-readiness training in partnership with local community colleges to prepare transitioning service members, veterans, National Guard, reservists and military spouses for rewarding careers in manufacturing.

MI Programs

FAME

FAME, the Federation for Advanced Manufacturing Education, is the premier advanced manufacturing workforce development and education program. Founded by Toyota in 2010 and transitioned to the MI in 2019, FAME helps students become highly skilled, globally competitive, well-rounded and sought-after talent who can meet the unique needs and challenges of today's modern manufacturing workforce. The two-year program combines training in technical skills with development of professional practices while immersing students in the culture of lean manufacturing.

BUILDING A STRONGER AND MORE DIVERSE WORKFORCE

The MI's Diversity and Inclusion initiative aims to make the manufacturing workforce more reflective of our communities. The initiative works to foster and promote an inclusive culture in manufacturing, supporting companies with their D&I efforts and amplifying best practices to multiply the impact. Creating a more diverse and inclusive workplace is the right thing to do—and robust D&I initiatives will help change the perception of manufacturing and attract and retain a talented workforce.

SECOND CHANCE HIRING

Without second chance opportunities, many in this sizable talent pool are excluded from the workforce, needlessly leaving them on the sidelines as employers search for candidates who can fill skills gaps. Through roundtable discussions, webinars, C-suite leadership events, case studies, pilots and research, the MI is helping manufacturers navigate second chance hiring and best practices.

Where We've Been

Creators Wanted has already reached 6.4 million people through virtual events across the U.S. and an on-demand video series that engages our target audience nationwide.

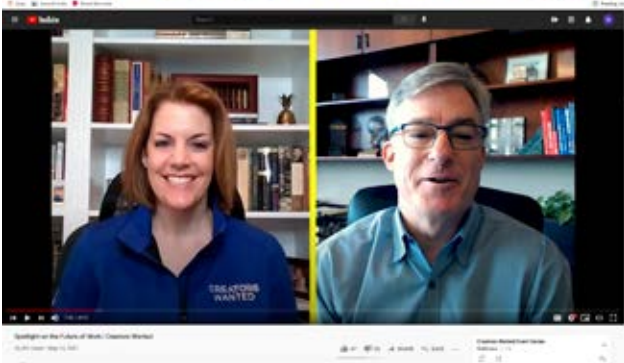
Beyond that, the Creators Wanted Fund has begun expanding the MI's workforce development efforts. Over the past year, the MI has added virtual resources for Heroes MAKE America, dramatically increased its D&I resources and convenings, launched an effort to promote second chance hiring in manufacturing and strengthened FAME and the STEP Women's Initiative to reach more prospective and current workers than ever before.

Where We're Going

Now, we're gearing up to expand our reach with in-person tour stops featuring programming to bring emerging workers into the industry and an online resource hub where they can make connections with programs and manufacturers in their communities. We're also launching a virtual version of the tour's immersive mobile experience to change perceptions in places where the physical tour cannot go.

"The mobile experience is astounding; it's unlike anything we've done as an industry to reach the next generation and engage emerging and displaced workers. But what makes this campaign worthwhile is that the mobile experience is just one part of a comprehensive plan to create interest and then create opportunity by providing resources to help people launch or grow a career in manufacturing,"

– Michael W. Lamach, Executive Chair of the Trane Technologies Board of Directors



“[Creators Wanted] is how we build a worker pipeline to support the economic rebound.”

– The Dallas Morning News Editorial Board

Will You Join Us?



**SUPPORT
THE CAUSE**

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**SUPPORT AN
IMPACT AREA**

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**SUPPORT
MFG DAY 2021**

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**BUILD YOUR
CUSTOM
SPONSORSHIP**

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Support the Cause

Secure the future of manufacturing in America by making a topline contribution to expand the reach and impact of Creators Wanted between now and 2025.

By choosing to make a contribution that supports the holistic Creators Wanted mission, your sponsorship will be allocated to meeting the campaign's highest priority needs as we build the manufacturing workforce of tomorrow.



SPONSORS WILL RECEIVE THE FOLLOWING SUPPORT FOR THEIR SPONSORSHIP:

Tour Stop brand presence	Logo placement on displays and signage within the mobile experience footprint and at programming events.
Digital brand presence	<ul style="list-style-type: none">• Logo placement on Creators Wanted website• Logo placement in published sponsor lists• Virtual event and episode end credits
Press Toolkit	<ul style="list-style-type: none">• Press release template• Social media templates
*Press Release	Press release sent by the NAM <i>*Included at investment levels above \$20,000</i>
Earned Media	Coordination to build an earned media strategy surrounding the campaign <i>Included at investment levels above \$100,000</i>

Support an Impact Area

Every Creators Wanted sponsorship is designed to make an impact. For those interested in focusing on a sponsorship objective, we've created a selection of options that are directly tied to each of our featured impact areas. While these are not the full list of sponsorship options, by starting here you can make informed selections based on the impact you desire.

Additional sponsorship options, not directly tied to a specific impact area, can be found beginning on page 19 and can be added to any impact area selection.



HERE'S HOW IT WORKS

- Choose an impact area. You can focus on one impact area or select multiple areas to customize a Creators Wanted sponsorship that meets your objectives.
- Select one or more options under each impact area.
- The total dollar amount of the options you select indicates your overall Creators Wanted sponsorship level and benefits (found on page 18).

Change Perceptions

Emerging workers and younger generations have an outdated and inaccurate perception of manufacturing. Creators Wanted offers an authentic platform to show them what modern manufacturing is really all about: a diverse range of high-skilled, well-paid, stable jobs that make a difference.

IN-PERSON SELECTIONS

Making the Future Field Trip Sponsor	\$15,000
Creators Lounge 10x10 Activation Space	\$25,000
Creators Lounge 20x20 Activation Space	\$50,000
Industry Programming Sponsor	\$150,000
Community Programming Tour Stop	\$150,000
Creators Wanted Tour – Private Event	\$250,000
Mobile Experience Tour Stop	\$500,000

DIGITAL SELECTIONS

On-Demand Video Series Episode Sponsor	\$50,000
Virtual Event – 30 minutes	\$100,000
Virtual Event – 45 minutes	\$150,000
Making the Future Virtual Interactive Experience	\$1,000,000

Reach Emerging Workers Right 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 can connect you with emerging workers starting right now.

IN-PERSON SELECTIONS

Making the Future Field Trip Sponsor	\$15,000
Creators Lounge 10x10 Activation Space	\$25,000
Creators Lounge 20x20 Activation Space	\$50,000
Workforce Programming Sponsor	\$100,000
Industry Programming Sponsor	\$150,000
Community Programming Tour Stop	\$150,000
Creators Wanted Tour – Private Event	\$250,000
Mobile Experience Tour Stop	\$500,000

DIGITAL SELECTIONS

Creators Wanted Website – Newsbar Feature	\$10,000
Creators Connect Highlights Banner	\$10,000
Creators Wanted Website – content feature	\$25,000
On-demand Video Series Episode sponsor	\$50,000
Virtual Event – 30 minutes	\$100,000
Virtual Event – 45 minutes	\$150,000
Creators Connect Underwriter	\$1,000,000
Making the Future Virtual Interactive Experience	\$1,000,000

Engage Manufacturing Companies

To build the workforce of tomorrow, manufacturing companies need access to the best tools and knowledge. If helping manufacturing companies succeed is your priority, Creators Wanted can help you engage with key decision makers.

IN-PERSON SELECTIONS

Creators Lounge 10x10 Activation Space	\$25,000
Creators Lounge 20x20 Activation Space	\$50,000
Workforce Programming Sponsor	\$100,000
Industry Programming Sponsor	\$150,000
Creators Wanted Tour – Private Event	\$250,000

DIGITAL SELECTIONS

Creators Wanted Website – Newsbar Feature	\$10,000
Creators Wanted Website – Content Feature	\$25,000
Virtual Event – 30 minutes	\$100,000
Virtual Event – 45 minutes	\$150,000

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 and innovation.

IN-PERSON SELECTIONS

Creators Lounge 10x10 Activation Space	\$25,000
Creators Lounge 20x20 Activation Space	\$50,000
Workforce Programming Sponsor	\$100,000
Industry Programming Sponsor	\$150,000
Creators Wanted Tour – Private Event	\$250,000

DIGITAL SELECTIONS

Creators Wanted Website – Content Feature	\$25,000
Virtual Event – 30 minutes	\$100,000
Virtual Event – 45 minutes	\$150,000

Support MFG Day

On October 1, 2021, we'll celebrate MFG Day. Like Creators Wanted, MFG Day's mission is to educate students, parents, teachers and community leaders about career opportunities in modern manufacturing.

So while MFG Day remains a separate initiative, you can share in our mission by spreading the Creators Wanted message on this day throughout your community.

Thanks to Creators Wanted, any day can be a manufacturing day.



SPONSORS WILL RECEIVE THE FOLLOWING SUPPORT FOR THEIR SPONSORSHIP:

- Sponsor recognition across all MFG Day channels
- Corporate logo on all materials provided by the MI to MFG Day event hosts
- Toolkit to promote your MFG Day sponsorship, including templates for social posts and emails, as well as a joint press release
- Logo featured on the [CreatorsWanted.org](https://creatorswanted.org) website

MFG DAY

MFG Day Flagship Event	\$250,000	MFG Day State Presenting Sponsor	\$15,000
National Presenting Sponsor MFG Day Virtual Event	\$100,000	MFG Day Industry Presenting Sponsor	\$5,000
MFG Day Ally Sponsor	\$50,000	3D Mapped Tour Sponsor	\$10,000
MFG Day Advocate Sponsor	\$25,000	3D Mapped Tour Underwriter	\$75,000
MFG Day Maker Sponsor	\$10,000	MFG Day Video Toolkit Underwriter	\$50,000
		MFG Day Video Toolkit	\$2,500

Additional details regarding all MFG day sponsorship levels and opportunities can be found starting on page 23.

Build Your Custom Sponsorship

Create a custom sponsorship based on your needs by selecting from the grids on the pages to follow. The total dollar amount of your desired selections will determine your sponsorship level as seen on page 18.



Sponsorship Levels

LEGACY



**\$1
MILLION**

INNOVATOR



\$500,000

LEADER



\$250,000

CHAMPION



\$100,000

ALLY



\$50,000

ADVOCATE



\$20,000

MAKER



\$10,000

CREATORS WANTED

CREATORS WANTED SPONSORSHIP SUPPORT

Included at all levels of sponsorship

Tour Stop Brand Presence	Logo placement on displays and signage within the mobile experience footprint and at programming events.	Included
Digital brand presence	<ul style="list-style-type: none"> • Logo placement on Creators Wanted website • Logo placement in published sponsor lists • Virtual event and episode end credits 	Included
Press Toolkit	<ul style="list-style-type: none"> • Press release template • Social media templates 	Included
*Press Release	Press release sent by the NAM	*Included <i>at investment levels above \$20,000</i>
**Earned Media	Coordination to build an earned media strategy surrounding the campaign	**Included <i>at investment levels above \$100,000</i>

CREATORS WANTED DIGITAL SPONSORSHIP

Creators Wanted Website – Newsbar Feature	Sponsored content featured on Creators Wanted newsbar for one month.	\$10,000
Creators Connect Highlights Banner	Sponsored banner featured on the Creators Connect website.	\$10,000
Creators Wanted Website – Content Feature	Sponsored content featured on the home page of the Creators Wanted website for one month	\$25,000
On-Demand Video Series Episode Sponsor	Support an on-demand video series episode designed to leverage culturally relevant topics to explore manufacturing's diverse and exciting career paths. Episode content is directed by the MI and the sponsor can choose from a pre-determined list of episode topics to support. Sponsors will receive an earned media plan for amplification and branding within the episode.	\$50,000
Tour Stop Digital Marketing Sponsor	Help us amplify the Creators Wanted tour stop through paid digital marketing efforts. The sponsor would receive details on our paid media marketing plan, as well as mentions and/or branding within posts targeted towards one of the Creators Wanted audiences.	\$50,000
Tour Stop Highlight Video	During Creators Wanted tour stops we will capture video content of participants through the mobile experience, programming and stories of local manufacturers. At each stop, this content will be used to amplify our message on social media, including a highlight reel of the entire stop. This sponsor will have branding throughout the video, as well as the opportunity to select a participant to be featured in the highlight video. The sponsor will receive a marketing plan on the amplification of the highlight video.	\$75,000
Virtual Event – 30 Minutes	Creators Wanted will host a virtual event that tells the stories of the sponsor's people, innovation, leadership and career opportunities. The 30 minute programs are typically 2 sessions, consisting of pre-recorded keynote speeches, panel discussions or interviews. The virtual event will launch live on the agreed-upon date. Viewing will be available via live.creatorswanted.org, the NAM YouTube channel, and the MI-owned Twitter page, Facebook, and LinkedIn social channels. Combined, the MI's social channels have more than 500,000 followers and are actively watched by business and technology reporters nationwide. The sponsor will receive a marketing and earned media plan with resources to amplify the event.	\$100,000
Virtual Event – 45 Minutes	Creators Wanted will host a virtual event that tells the stories of the sponsor's people, innovation, leadership and career opportunities. The 30 minute programs are typically 3 sessions, consisting of pre-recorded keynote speeches, panel discussions or interviews. The virtual event will launch live on the agreed-upon date. Viewing will be available via live.creatorswanted.org, the NAM YouTube channel, and the MI-owned Twitter page, Facebook, and LinkedIn social channels. Combined, the MI's social channels have more than 500,000 followers and are actively watched by business and technology reporters nationwide. The sponsor will receive a marketing and earned media plan with resources to amplify the event.	\$150,000

CREATORS WANTED DIGITAL SPONSORSHIP

Making the Future Virtual Interactive Experience	<ul style="list-style-type: none"> • Exclusive sponsor of the Making the Future virtual experience, a virtual game that mimics the in-person mobile experience, hosted at CreatorsWanted.org. Sponsorship includes prominent branding on the virtual experience intro. • Sponsorship includes the opportunity to participate in a programming launch surrounding the release of the virtual experience which includes leadership from both the NAM and the MI. • A media plan focused on the launch of the Making the Future virtual experience. • An op-ed with NAM President & CEO Jay Timmons, MI Executive Director Carolyn Lee and a sponsor executive on the importance of Creators Wanted. 	\$1,000,000
Creators Connect – Underwriter	<ul style="list-style-type: none"> • Branding recognition throughout our workforce resource hub, Creators Connect, that will connect prospective workers to on-the-job training opportunities, apprenticeship programs, work-based training and technical education programs. • Sponsorship includes the opportunity to participate in a programming launch surrounding the release of the virtual experience, which includes leadership from both the NAM and the MI. • A media plan focused on the launch of the Making the Future virtual experience. • An op-ed with NAM President & CEO Jay Timmons, MI Executive Director Carolyn Lee and a sponsor executive on the importance of Creators Wanted and Creators Connect. 	\$1,000,000

Available only to nonprofit contributors

CREATORS WANTED IN-PERSON SPONSORSHIP

Local host branding	On-site branding present throughout the duration of a single physical tour stop.	\$2,500
Sanitizer station sponsor	Branding on sanitizer stations throughout the tour stop's venue.	\$5,000
Water station sponsor	Branding on up to 5,000 water bottles distributed to guests at the tour stop venue.	\$5,000
Charging station sponsor	Branding on charger stations throughout the tour stop's venue.	\$5,000
Swag sponsor	Provide co-branded swag to guests of the Creators Wanted experience. <i>This sponsorship does not include the cost of swag. Each stop has an estimated attendance of 1,000 - 5,000 people.</i>	\$5,000
Food & beverage sponsor	Provide food and/or beverages to guests of the Creators Wanted experience throughout the tour stop via branded food and beverage station. <i>This sponsorship does not include the cost of food. Each stop has an estimated attendance of 1,000 - 5,000 people.</i>	\$10,000
Creators Lounge – Community Partner Station	A 6'x6' activation space for sponsor use or for the use by a local community workforce partner of the sponsor's choosing. This space can be used to interact with guests during programming periods. The 6'x6' space includes a table and power access.	\$10,000

CREATORS WANTED IN-PERSON SPONSORSHIP

Field Trip Sponsor	This sponsor will have the opportunity to underwrite the expenses of a field trip for 48 students, selected by the sponsor, to go through the mobile experience. Sponsor will receive guaranteed time slots at the mobile experience for up to 48 students and transportation to and from the venue.	\$15,000
Creators Lounge - 10x10 Activation Space	A 10' x 10' activation space in a prominent location for you to be present and interact with guests during programming periods. The space can be utilized as desired and the sponsor will be provided a table, power and branding on Creators Lounge signage to recruit, educate or inform Creators Wanted guests.	\$25,000
Infrastructure Sponsor	This sponsor can choose to sponsor the core infrastructure of a tour stop and will receive prominent branding across those items throughout the duration of the stop. For example, field trip transportation, power, etc.	\$50,000
Creators Lounge – 20x20 Activation Space	A 20' x 20' activation space in a prominent location for you to be present and interact with guests during programming periods. The space can be utilized as desired and the sponsor will be provided a table, power and branding on Creators Lounge signage to recruit, educate or inform Creators Wanted guests.	\$50,000
Workforce Programming Sponsor	Become the host of original programming developed by the Manufacturing Institute at tour stops on workforce issues. Representatives from the sponsor will be invited to participate in the programming experience. Sponsors will also receive an earned media plan and branding when the video of the event is posted on CreatorsWanted.org.	\$100,000
Industry Programming Sponsor	The NAM and the MI will work with the sponsor to develop programming to engage local manufacturing leaders, policymakers or community leaders on a topic of their choosing. Sponsors will receive an earned media plan and branding when the video of the event is posted on CreatorsWanted.org.	\$150,000
Community Programming Tour Stop	Bring Creators Wanted to your community with NAM/MI hosted programming attended by 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.	\$150,000
Creators Wanted Tour – Private Event	Host a private 2.5 hour event at the Creators Wanted tour stop venue with access to the mobile experience. The Creators Wanted team will manage the event and help to develop a media plan to amplify it. This sponsorship includes light hors d'oeuvres, beverages (soft drinks, beer and wine) and audio visual for event programming.	\$250,000
Mobile Experience Tour Stop	Bring the Creators Wanted Tour with Mobile Experience and Creators Lounge to a community of your choice for 3 days. <i>We must receive at least 6 sponsors to extend the tour into 2022.</i>	\$500,000



MFG DAY SPONSORSHIP SUPPORT

Included at all levels of sponsorship

Digital brand presence	Sponsor recognition across all MFG Day channels.	Included
Branded materials	Corporate logo on all materials provided by the MI to MFG Day event hosts.	Included
MFG Day Toolkit	A toolkit to promote your MFG Day sponsorship, including templates for social posts and emails, as well as a joint press release.	Included
Creators Wanted Website branding	Logo featured on the CreatorsWanted.org website.	Included

MFG DAY SPONSORSHIP

MFG Day Video Toolkit	Complete toolkit to support the creation of MFG Day videos.	\$2,500
MFG Day Industry Presenting Sponsor <i>Available only to CMA partners</i>	<ul style="list-style-type: none">• Branding on industry-specific MFG Day events page distributed to a list of members/companies provided by the association partner to highlight your involvement.• 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 2021.	\$5,000
MFG Day Maker Sponsor	Social media recognition on MFG Day channels, to include up to 10 placements through October 2021.	\$10,000

MFG DAY SPONSORSHIP

3D Mapped Tour Sponsor	<p>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. Each virtual tour will include the following features:</p> <ul style="list-style-type: none"> • 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. <p>Following the completion of the mapping (note that this takes a minimum of 4 weeks), 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. Plus-up option: Enhance your 3D tour experience by adding video to the interactive elements of your 3D facility tour.</p> <p>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.</p> <ul style="list-style-type: none"> • 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. 	Starting at \$10,000
MFG Day State Presenting Sponsor – State partners and nonprofits	<ul style="list-style-type: none"> • Post-MFG Day summary and reach write-up customized to your company. • Support and coordination to promote your MFG Day events with policymakers and influential state partners. • Recognition in MFG Day briefing materials distributed to the state governor, state legislature, state congressional delegation and members of the NAM Board of Directors from the selected state. • Social media promotion to include up to five placements on MFG Day digital channels through. 	\$10,000
MFG Day State Presenting Sponsor – Manufacturers and service providers	<ul style="list-style-type: none"> • Post-MFG Day summary and reach write-up customized to your company. • Support and coordination to promote your MFG Day events with policymakers and influential state partners. • Recognition in MFG Day briefing materials distributed to the state governor, state legislature, state congressional delegation and members of the NAM Board of Directors from the selected state. • Social media promotion to include up to five placements on MFG Day digital channels through. 	\$15,000
MFG Day Advocate Sponsor	<ul style="list-style-type: none"> • Social media recognition on MFG Day channels, to include up to 20 placements through October 2021. • A short video highlighting your sponsorship, the reach of MFG Day 2021 and the impact of the event on youth nationwide. • Coordination and distribution of a joint press release announcing your MFG Day sponsorship. • Post-MFG Day summary and reach write-up customized to your company. 	\$25,000

MFG DAY SPONSORSHIP

MFG Day Ally Sponsor	<ul style="list-style-type: none"> • Social media recognition on MFG Day channels, to include up to 30 placements through October 2021. • A short video highlighting your sponsorship, the reach of MFG Day 2021 and the impact of the event on youth nationwide. • Coordination and distribution of a joint press release announcing your MFG Day sponsorship. • Post-MFG Day summary and reach write-up customized to your company. • 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 Gina Raimondo 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. 	\$50,000
MFG Day Video Toolkit Underwriter	<ul style="list-style-type: none"> • Underwrite the video toolkit for 25 MFG Day hosts you select based on target audience and location. • Social media recognition on MFG Day channels, to include up to 20 placements through October 2021. • Coordination and distribution of a joint press release announcing your MFG Day sponsorship. • Post-MFG Day summary and reach write-up customized to your company. 	\$50,000
3D Mapped Tour Underwriter	<ul style="list-style-type: none"> • Underwrite 3D tours for five MFG Day hosts you select based on target audience, location and industry. • Social media recognition on MFG Day channels, to include up to 20 placements through October 2021. • Coordination and distribution of a joint press release announcing your MFG Day sponsorship. • Post-MFG Day summary and reach write-up customized to your company. 	\$75,000
MFG Day Virtual Event <i>Limit of 3 available</i>	Host a virtual MFG Day event in partnership with the NAM and MI to be held in October. As a virtual event sponsor, you will be able to help shape the event content and representatives from your company will be featured speakers alongside members of the NAM and/or MI. The NAM/MI will handle event production and promote the event across its industry, political and media networks, as well as via its social channels.	\$100,000
MFG Day Flagship Event <i>Limit of 1 available</i>	A flagship in-person MFG Day event hosted in partnership with the NAM and MI to be held on October 1, 2021 at a manufacturing facility of your choice. Includes the in-person participation of either NAM President & CEO Jay Timmons or MI Executive Director Carolyn Lee.	\$250,000

Thank you for your support.

Contact **Creators@Nam.org**
to become a sponsor or if you have any questions.

CREATORS WANTED

PRESENTED BY



NATIONAL ASSOCIATION OF
Manufacturers



MANUFACTURING
Institute