



MFG
DAY®

2025 Sponsorship Prospectus



Celebrated nationally on the first Friday in October, MFG Day is manufacturing's biggest annual opportunity to build the foundation for the manufacturing workforce of today and tomorrow.

Through the generous support of our national sponsors, the Manufacturing Institute ensures that manufacturers and their partners have the tools, resources and expertise needed to plan and produce impactful student experiences. On average, around 300,000 students participate in MFG Day events each year.

Increase manufacturing career awareness, positively shift perceptions and showcase the exciting reality of modern manufacturing in new and exciting ways. Become an MFG Day sponsor today!



Increasing Student Awareness and Changing Public Perception

Research consistently shows that the biggest influence on a student's career decisions is their own experience. There's no better way to demonstrate modern manufacturing careers and the importance of creativity, problem solving and teamwork than by bringing the next generation in to see manufacturing firsthand.

The Benefits of MFG Day Sponsorship

- **Positive brand association**—Align your organization with a brand that attracts universal positive sentiment.
- **Supporting human resources, 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 MI social media outlets and through MFG Day content distributed to thousands of fellow manufacturers.
- **Tax deductible**—Strengthen your brand and your community with a meaningful investment that delivers lasting value.
- **Recognition**—Receive national recognition for your company.



Ready to move forward? Use the QR code to let us know!



MFG Day Event Sponsorship

These official events are hosted in partnership with the MI.

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

Dates are available during the second and third weeks of October. Held 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 MI President and Executive Director Carolyn Lee
- Amplification on MI and 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
- Includes all items listed in the Platinum MFG Day Promotional Sponsorship package on the following page



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MFG Day Promotional Sponsorships

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

MFG Day Platinum Promotional 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 Promotional Sponsor across all MFG Day channels, including company logo prominently featured on MFGDay.com and in the MI's MFG Day 2025 highlight video (post-October)
- One custom highlight in both the NAM Input newsletter 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
- Acknowledgment on six manufacturing-specific content graphics targeted at students and educators on social media
- Optional recognition in MI 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 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 Promotional 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 2025
- MFG Day Platinum Promotional Sponsor logo for display on company website and social channels
- Branded gift to display in office as recognition of your MFG Day 2025 support



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

MFG Day Gold Promotional 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 Promotional Sponsor across all MFG Day channels, including company logo featured on MFGDay.com and in the MI's MFG Day 2025 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
- Acknowledgment 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 Promotional 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 2025
- MFG Day Gold Promotional Sponsor logo for display on company website and social channels
- Branded gift to display in office as recognition of your MFG Day 2025 support

Silver Promotional Sponsor—\$10,000

Premier billing for your company:

- Recognition as a Silver Promotional Sponsor across all MFG Day channels, including company logo featured on MFGDay.com and in the MI's MFG Day 2025 highlight video (post-October)
- Company logo and recognition in email content, including MFG Day newsletter, distributed to event hosts
- Acknowledgment 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 2025
- MFG Day Silver Promotional Sponsor logo for display on company website and social channels
- Branded gift to display in office as recognition of your MFG Day 2025 support



Ready to move forward? Use the QR code to let us know!



Bronze Promotional Sponsor—\$5,000

National recognition for your company:

- Recognition as a Bronze Promotional Sponsor across all MFG Day channels, including company name listed on MFGDay.com and in the MI's MFG Day 2025 highlight video (post-October)
- Company recognition in email content, including MFG Day newsletter, distributed to event hosts
- Acknowledgment on one manufacturing-specific content graphic targeted at students and educators on social media

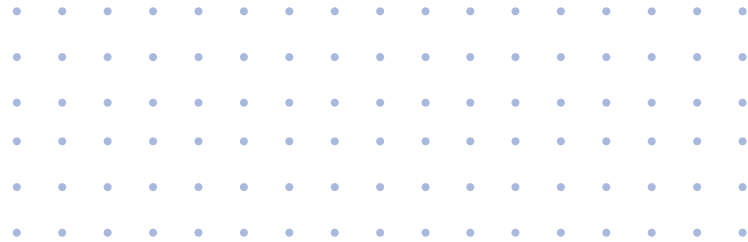
Support for your company's sponsorship investment:

- 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 2025
- MFG Day Bronze Promotional Sponsor logo for display on company website and social channels
- Branded gift to display in office as recognition of your MFG Day 2025 support

Friend of MFG Day—\$1,000

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 2025 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 2025
- MFG Day Bronze Promotional Sponsor logo for display on company website and social channels
- Branded gift to display in office as recognition of your MFG Day 2025 support



MFG Day is an initiative of the MI, the 501(c)(3) nonprofit workforce development and education affiliate of the National Association of Manufacturers.

➤ **For sponsorship inquiries, please contact:**
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