2020 STEP AHEAD AWARDS

STEP (Science, Technology, Engineering, Production) Women’s Initiative

In many ways, manufacturing has never been doing better. More than 9 in 10 manufacturers are optimistic about the future, according to the latest National Association of Manufacturers (NAM) Economic Outlook Survey, yet more than 7 in 10 manufacturers are seriously concerned about their ability to find the skilled workers they’ll need to continue growing. Today, more than half a million (522,000) manufacturing jobs are going unfilled already. Over the next decade, nearly five times as many (2.4 million) could go unfilled.

There are a variety of reasons for the skills-gap workforce crisis, but there is one certainty underpinning everything: this crisis threatens the future of America’s most iconic industry, and our economy as a whole, unless we get it under control.

The Manufacturing Institute launched the STEP women’s initiative to support women in science, engineering, production, and technology careers and inspire more to join them. Why is this important?

- **It’s the right thing to do:** Women today account for less than a third of manufacturers (29%) despite representing almost half of all workers (47%). Yet it’s manufacturing that set the stage for a decades-long march of women into the workforce. Women in previous generations showed the country what they could do through manufacturing and it’s on us to inspire girls in the next generation to dream of what they can do through manufacturing too.

- **It’s critical to solving the workforce crisis.** Women represent one of the largest pools of untapped talent for manufacturers. Thus, closing manufacturing’s gender gap is key to closing the skills gap too. Moreover, research shows that gender diversity benefits a manufacturing firm by improving its ability to innovate and grow.

STEP is dedicated to fostering a 21st century manufacturing workforce that gives women the recognition and support they deserve. **STEP Ahead** focuses on honoring the best of the best female leaders in the manufacturing industry now and then arms them with the tools to pay it forward and inspire, engage and mentor the next generation through an annual awards gala and associated leadership training program. By honoring current and existing leaders we are building and elevating the role models that can inspire the next generation – and we are building the networks for women to have support in their industry and do even more.

**2020 STEP Ahead Awards**

The 2020 STEP Ahead Awards will take place on April 30, 2020 at the National Building Museum in Washington, D.C.

The eighth annual STEP Ahead Awards will recognize women in science, technology, engineering and production careers who exemplify leadership within their companies. This national honor identifies top talent in the manufacturing industry, and further encourages award winners to mentor and support the next generation of female talent to pursue manufacturing careers.

The STEP Ahead Awards gives women across the country a platform to showcase the incredible opportunities the industry has to offer, whether they are running the company, designing the next big product, or testing innovations on the shop floor.

On April 30, the Institute will honor 100 women and 30 Emerging Leaders, a category to honor women under the age of 30 who have achieved unique accomplishments at the start of their careers. Surrounding the Awards Dinner Gala is a professional and leadership development program from April 29 through April 30.
ENGAGEMENT OPPORTUNITIES

We offer STEP Ahead Awards sponsorship opportunities to companies and organizations that place a priority on female talent and the need for attracting, advancing and retaining more women to our industry.

CHAIRWOMAN AND VICE CHAIRWOMAN

STRATEGIC UNDERWRITER: $75,000 – $100,000

STEP Ahead Awards Program Sponsor

- Verbal acknowledgement from The Manufacturing Institute for leadership role at the STEP initiative and at the dinner
- Appropriate name and logo recognition in the STEP Awards dinner event program

STEP Ahead Awards Dinner Sponsor

- Verbal acknowledgement from The Manufacturing Institute for leadership role at the STEP Awards dinner
- Two tables of 10 at the dinner (preferential seating)
- All the benefits of Table Sponsor at the STEP Awards dinner in Washington, D.C.
- Appropriate name and logo recognition in the STEP Awards dinner event program
- All the benefits of Table Sponsor at the STEP Awards dinner in Washington, D.C.

STEP Ahead Crystal Awards Sponsor (sold out)

This year’s award is a stunning crystal, etched STEP “boot in motion,” which will be conveyed to Honorees during the STEP Awards dinner program.
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PLATINUM SPONSORS: $30,000–$70,000
STEP Women in Manufacturing Leadership Video

- Co-branding with The Manufacturing Institute on the Women in Manufacturing Leadership Video (see video [here](#))
- Verbal acknowledgement for support of the Leadership Video by The Manufacturing Institute at the STEP Ahead Awards dinner

Honoree Luncheon Sponsor

- Co-branding with The Manufacturing Institute as the Honoree Luncheon Sponsor for the STEP Ahead Awards daytime professional development
- Verbal acknowledgement for selected programming support from The Manufacturing Institute at the STEP Ahead Awards Luncheon

Banner Sponsor

- A total of six opportunities for banner representation exist to highlight your organization’s unique investment made on behalf of women and support for this important aspect of our industry.
- Co-branding with The Manufacturing Institute on one banner showcasing contributions made by women in manufacturing (final design and content at the discretion of the Institute and will be consistent with all other banner sponsors)

- Appropriate name and logo recognition in the STEP Ahead Awards dinner event program
- One table of 10 at the dinner (preferential seating)
- All the benefits of Table Sponsor at the STEP Ahead Awards dinner in Washington, D.C.

- Appropriate name and logo recognition in the STEP Ahead Awards Dinner Event Program
- One table of 10 at the STEP Ahead Awards Dinner in Washington, DC
- All the benefits of a Table Sponsor at the STEP Ahead Awards Dinner in Washington, D.C.

- Appropriate name and logo recognition in the STEP Ahead Awards Dinner Event Program
- One table of 10 at the STEP Ahead Awards Dinner in Washington, D.C.
- All the benefits of a Table Sponsor at the STEP Ahead Awards Dinner in Washington, D.C.
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GOLD SPONSOR: $20,000–$25,000
Leadership Program Sponsor (one available)

- The one and a half day leadership development session supports honoree professional development and helps to expand and strengthen their personal network.
- Invitation to the one and a half day-long STEP Ahead Leadership Development program
- Verbal acknowledgement for selected programming support from The Manufacturing Institute during the STEP Ahead Leadership program

Leadership Session Sponsor (five available)

The Leadership Session sponsor supports honoree professional development and helps to expand and strengthen their personal network.

- Verbal acknowledgement for selected programming support from The Manufacturing Institute during the STEP Ahead Leadership program
- Appropriate name and logo recognition in the STEP Ahead Awards Dinner Event Program
- One table for 10 guests at the STEP Ahead Awards Dinner in Washington, D.C.
- Organization’s name and recognition in STEP Ahead Awards dinner-related promotional activity (STEP Ahead Publications, Website, etc.)

TABLE SPONSOR: $12,500

- One table for 10 guests at the STEP Ahead Awards Dinner in Washington, D.C.
- Name and logo recognition in the STEP Ahead Awards Dinner Program
- Organization’s name and logo recognition in STEP Ahead Awards dinner-related promotional activity (STEP Ahead Publications, Website, etc.)

FOR MORE INFORMATION OR CUSTOMIZED SPONSORSHIP OPPORTUNITIES, CONTACT:

AJ Jorgenson
ajorgenson@nam.org
(202) 637-3115