HEROES MAKE AMERICA

Underwriting and Sponsorship Opportunities
The Manufacturing Institute is the workforce and education partner of the National Association of Manufacturers. It is dedicated to supporting the manufacturing workforce of today and growing the manufacturing workforce of tomorrow.

Partnering with the MI to support Heroes MAKE America offers underwriters and sponsors a unique opportunity to help expand a skilled manufacturing workforce while championing the career growth of active-duty service members transitioning into rewarding careers.

Heroes MAKE America underwriting and sponsorship investments go directly toward the program. Each investment underwrites additional educational classes and other key program elements that assist in preparing military personnel for success in the civilian workforce. Your contribution may also be tax deductible; please consult with your tax adviser to determine deductibility.

Benefits of partnering with the MI

- **Access**—Exposure for your company to high-value, high-aptitude military job seekers planning for transition into civilian manufacturing careers
- **Workforce Expertise**—Acknowledged as a leader in actively addressing the manufacturing industry skills gap
- **Branding**—Offering top-tier visibility for your organization’s marketing objectives
- **Industry Leadership**—Recognition in military communities, your own community, the press and with policymakers of your role in the hiring and training of veterans

Setting the Stage

- **2.4 MILLION MANUFACTURING JOBS EXPECTED TO GO UNFILLED BY 2028**
- **MORE THAN 200,000 ACTIVE MILITARY TRANSITIONING TO PRIVATE SECTOR ANNUALLY**
- **HEROES WILL TRAIN VETERANS ON CRITICAL MANUFACTURING SKILLS FOR TODAY’S MANUFACTURING ENVIRONMENT**
Every year, more than 200,000 U.S. service members return to civilian life. These are men and women who put their talents to work in a mission larger than themselves, accustomed to working in teams toward common goals and in possession of skills that would make them excellent additions to any manufacturing team. So, at a time when the manufacturing industry is facing a workforce crisis, why would we not connect our nation’s heroes to rewarding manufacturing careers? Manufacturers get top-quality talent, and service members get top-quality career opportunities—it’s a win–win.

The Manufacturing Institute launched Heroes MAKE America to build a pipeline from the military to manufacturing. Our signature program is a full-time career skills program aimed at connecting manufacturers with highly qualified candidates. Our program arms those participants with the exact in-demand qualifications and industry-specific certifications they need to not only find a perfect manufacturing career but excel in it.

Heroes MAKE America is open to soldiers within their last six months of military service, veterans and military spouses. Heroes enrolls transitioning service members while they are still on active duty enabling them to continue to receive military pay and benefits.

Program Highlights

- Approved Department of Defense SkillBridge Program
- Up to 15 weeks of accelerated training
- Certifications include Certified Production Technician, OSHA 10 and Fork Lift Operation (Ft. Riley, KS; Ft. Hood, TX and Ft. Bragg, NC) and Siemens Level 1 Mechatronics (Fort Campbell)
- Essential manufacturing credentials: safety, quality, maintenance, manufacturing processes and production
- Weekly modern manufacturing tours
- Career readiness instruction—resume writing, interview skills, LinkedIn training
- Placement Support—connections and guidance during career search and interview process

Heroes MAKE America Sites

<table>
<thead>
<tr>
<th>Month</th>
<th>Location</th>
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<tbody>
<tr>
<td>January 2018</td>
<td>Fort Riley, KS</td>
</tr>
<tr>
<td>August 2018</td>
<td>Fort Hood, TX</td>
</tr>
<tr>
<td>April 2019</td>
<td>Fort Bragg, NC</td>
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<tr>
<td>August 2019</td>
<td>Fort Campbell, KY</td>
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Success to Date

- 95% graduation rate
- 85% placement rate
- 33% placed in supervisory roles
Underwriter Levels

Underwriters are industry leaders supporting those who have fought to protect our freedoms as they transition to rewarding manufacturing careers. Preparing our nation's heroes for their civilian career is not just the right thing to do—it is the right thing for business.

The Manufacturing Institute will work closely with your marketing, communications, CSR and government and public affairs leaders to integrate your corporate positioning priorities into a customized plan of engagement to maximize the value of your sponsorship commitment.

- **Patriot Underwriter: $500,000**
  (Exclusive)

- **Valor Underwriter: $250,000**

  "Heroes MAKE America helped me tremendously in preparing to enter the manufacturing world from the military. It gave me the knowledge and confidence I needed in order to successfully compete for and obtain a high-paying supervisor position."

  **Joseph Smith**
  Maintenance Supervisor
  Arconic
  Davenport, Iowa
Sponsorship Levels

Sponsorship deliverables are semi-customizable to meet your unique objectives. The Manufacturing Institute will consult with your marketing and communications teams regarding such recognition to maximize the effectiveness of your engagement.

- 4-Star Sponsorship: $175,000
- 3-Star Sponsorship: $125,000
- 2-Star Sponsorship: $50,000
- 1-Star Sponsorship: $30,000
- Commander Sponsorship: $15,000

Together We Can...

- Grow Manufacturing
- Increase Veteran Awareness and Participation
- Share Best Practices
- Diversify and Enhance Training
- Expand Placement Opportunities
Example Sponsorship Opportunities

- **Military-to-Manufacturing Forums**—These public forums bring together manufacturers of all sizes to learn best practices and connect with educational and military organizations to create opportunities for hiring and retaining veterans.

- **Lunch and Learn**—During the lunch, the sponsor can meet with the cohort and share about their opportunities and commitment to veterans.

- **Networking Events**—Programs coordinated by the regional Heroes team to facilitate in-person introductions between cohort participants and manufacturing leaders.

### Sponsor Recognition Benefits

| Underwriter partners receive all sponsorship benefits along with a customized package to fit the unique needs of your organization. |
|---|---|---|---|---|---|
| **Sponsor** | 4-Star | 3-Star | 2-Star | 1-Star | Commander |
| Featured sponsor of Employer “Best Practice” online training modules | X | | | | |
| Sponsor for “Manufacturing 101” day during cohort career week | | X | | | |
| Speaking role at select Military-to-Manufacturing events | X | | | | |
| Speaking opportunity at two cohorts at a single location | | X | | | |
| Premier feature on MI social media channels | X | X | X | | |
| Speaking opportunity and branding at networking events at each location | X | X | X | X | X |
| Heroes MAKE America “Proud Sponsor” badge to add to your website | X | X | X | X | X |
| Access to resumes of all Heroes participants | X | X | X | X | X |
| Post jobs at all Heroes training locations | X | X | X | X | X |
| Host tour for Heroes cohorts | | X | X | X | X |
| Recognition in Heroes MAKE America collateral | Prominent | Prominent | Logo | Logo | Listed |

### Program Contact

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