



## Heroes MAKE America Sponsorship Opportunities

### The Manufacturing Institute

The Manufacturing Institute (MI) grows and supports the manufacturing industry's skilled workers for the advancement of modern manufacturing. The MI's diverse initiatives support all American workers, including women, veterans and students, through skills training programs, community building and the advancement of their career in manufacturing. As the workforce development and education partner of the National Association of Manufacturers, the Manufacturing Institute is a trusted adviser to manufacturers, equipping them with resources necessary to solve the industry's toughest challenges. As a 501(c)(3) charitable nonprofit, donations could be tax deductible.

**Heroes MAKE America is The Manufacturing Institute's workforce initiative to build a bridge between the military community and the manufacturing industry. Our signature program arms transitioning service members, National Guard and Reservists, veterans and military spouses with the skills and certifications to find - and excel - in careers in manufacturing. In addition, we provide resources to assist manufacturers with recruiting, hiring and retaining talent from the military community.**



**90%**

Placement Rate

**\$67,793**

Average Salary

**\$20**

Hourly Wage

**100+**

Manufacturing Tours and  
Networking Events

**38 states**

**3 countries**

with Heroes Graduate  
Placement



## Partnering with Heroes MAKE America

Heroes MAKE America offers many ways for companies, foundations, and individuals to get involved and help to fill the skills gap with talent from the military community. The program relies on funding from contributions, sponsorships and grants which are vital to our efforts to solve the toughest challenges in the industry today.

**Heroes MAKE America underwriting and sponsorship investments go directly toward the program. Each investment underwrites training enhancements, educational classes and other key program elements that assist in preparing military personnel for success in the civilian workforce.**

The Manufacturing Institute will work closely with your marketing, recruiting, 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.

## Benefits

- **Access**—Exposure for your company to high-value, high-aptitude military job seekers interested in 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 with the military community, your customers and supply chains, the press and policymakers showcasing your role in the hiring and training of veterans

## Meet some of our Heroes MAKE America Sponsors



Novelis



SAMSUNG



SHERWIN-WILLIAMS.

## Underwriter Levels

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

- **Patriot Underwriter: \$500,000 (Exclusive)**
- **Valor Underwriter: \$250,000\***

\*Limited Availability

## 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**

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