



## Heroes MAKE America Sponsorship Opportunities

### The Manufacturing Institute

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

**Every year, about 200,000 men and women transition out of the military, and many need assistance finding a new career that utilizes their talents and supports their growth. The Manufacturing Institute is committed to empowering today's American Heroes to become tomorrow's manufacturing leaders.**

**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. Our 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.**



The Heroes MAKE America program facilitates introductions and supports a community of veterans to ease the transition from active duty to a lucrative career in the manufacturing industry. The Heroes program partners with manufacturing leaders who are proactively building supportive communities of veterans within their organizations. A network of participants and alumni are empowered to serve as resources to each other to facilitate successful transitions into the industry.

**92%**  
Placement Rate

**\$67,100**  
Average Salary  
**\$20**  
Hourly Wage

**250+**  
Companies who have hired  
Heroes Graduates

**38 states,**  
**3 countries**  
with Heroes Graduate  
Placement

## Sponsorship Opportunities

### National Heroes Underwriters – Over \$125,000

National Heroes 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 careers is not just the right thing to do - it is the right thing for business. Each highly customized National Heroes Underwriter sponsorship is tailored to the unique needs of the individual sponsor.

The Manufacturing Institute will work closely with your organization to integrate your philanthropic and business priorities into a plan of engagement to maximize the value of your sponsorship commitment.

### Platinum Sponsor – \$125,000

#### ACCESS TO QUALIFIED WORKFORCE:

- **Resumes:** Platinum Sponsors receive advance access to resumes of all Heroes participants and alumni seeking employment. In addition, this searchable list includes rank, years of service, relocation preference, experience and certifications.
- **Heroes Connect - Military to Manufacturing:** A virtual platform to facilitate introductions between the manufacturers seeking talent with Heroes participants and others in the greater military community interested in pursuing careers in the industry. Platinum Sponsors get 4 custom Heroes Connect events per year.
- **Facility Tours:** Platinum Sponsors have first priority to host Heroes cohorts for in-person facility tours. Participants meet with your recruiters and veteran leaders to learn about your company and employment opportunities. Facilities are typically within a 70-mile radius of Heroes in person training locations.
- **Career Readiness Training:** Platinum Sponsors have first priority to engage with Heroes students via a customized Career Training Event. These events support service members as they transition to the civilian workforce and focus on areas such as resume writing, mock interviews, and application preparation.
- **Manufacturing Awareness:** Opportunity to be the featured industry leader on a panel to showcase various aspects of modern manufacturing and highlight the benefits of a career in the industry to new Heroes participants.
- **Best Practice Capture:** Heroes MAKE America will work with your organization to capture a human resource or employee resource group (ERG) best practice on attracting and retaining the military and veteran talent to be included on the Heroes MAKE America resources page.
- **Career Page Link:** A link to your company's career page placed on the Heroes MAKE America website.

## PREMIER BILLING FOR YOUR COMPANY:

- **Recognition:** Platinum Sponsors get prominent logo placement on Heroes MAKE America collateral, social media channels, and the Heroes MAKE America website.
- **Press Release:** Platinum Sponsors and the MI will coordinate on a joint press release announcing your Heroes MAKE America Sponsorship.
- **Thought Leadership:** Platinum Sponsors get the opportunity to post a mutually agreed upon thought leadership article on the Heroes LinkedIn Showcase page which demonstrates your company's commitment to manufacturing and veterans.
- **Proud Sponsor:** Heroes MAKE America "Proud Sponsor" badge to add to your website.

## 3D VIRTUAL FACILITY TOUR

Knowing that many facilities will need to offer virtual experiences to demonstrate the opportunities that await in modern manufacturing, the MI is pleased to offer Platinum Sponsors a 3D Mapped Narrated Tour Experience. This technology creates 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.

Our video partners will map your facility with proprietary capture technology. Once you select this package, we will need up to four weeks to complete the map. Following the completion of the mapping, 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.



Each virtual tour will include the following features:

- 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 Gear VR.
- 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.



## Gold Sponsor – \$75,000

### ACCESS TO QUALIFIED WORKFORCE:

- **Resumes:** Gold Sponsors receive advance access to resumes of all Heroes participants and alumni seeking employment. In addition, this searchable list includes rank, years of service, relocation preference, experience and certifications.
- **Heroes Connect - Military to Manufacturing:** A virtual platform to facilitate introductions between the manufacturers seeking talent with Heroes participants and others in the greater military community interested in pursuing careers in the industry. Gold Sponsors get 3 custom Heroes Connect events per year.
- **Facility Tours:** Gold Sponsors have priority to host Heroes cohorts for in-person facility tours. Participants meet with your recruiters and veteran leaders to learn about your company and employment opportunities. Facilities are typically within a 70-mile radius of Heroes training locations.
- **Career Readiness Training:** Gold Sponsors have priority to engage with Heroes students via a customized Career Training Event. These events support service members as they transition to the civilian workforce and focus on areas such as resume writing, mock interviews, and application preparation.
- **Human Resources Best Practices:** Gold Sponsors receive a Heroes MAKE America overview session with your company's recruiting and hiring teams to share best practices on attracting and retaining the military veteran workforce.
- **Best Practice Capture:** Heroes MAKE America will work with your organization to capture a human resource or employee resource group (ERG) best practice on attracting and retaining the military and veterans talent to be included on the Heroes MAKE America resources page.
- **Career Page Link:** A link to your company's career page placed on the Heroes MAKE America website.

### PREMIER BILLING FOR YOUR COMPANY:

- **Recognition:** Gold Sponsors get prominent logo placement on Heroes MAKE America collateral, social media channels, and the Heroes MAKE America website.
- **Press Release:** Gold Sponsors and the MI will coordinate on a joint press release announcing your Heroes MAKE America Sponsorship.
- **Proud Sponsor:** Heroes MAKE America "Proud Sponsor" badge to add to your website.

## Virtual Facility Tour Tool Kit

Knowing that many facilities will need to offer virtual experiences to demonstrate the opportunities that await in modern manufacturing, the MI is pleased to offer Silver Sponsors a Video Toolkit to capture your facility showcase to Heroes participants across the country.

The kit mailed would include the following:

- Equipment to enhance mobile phone video creation
- An enhanced toolkit including tips and tricks on how to record a stellar video on a phone using the equipment provided
- Recommendations on the tour flow and how to amplify your content

## Silver Sponsor – \$50,000

### ACCESS TO QUALIFIED WORKFORCE:

- **Resumes:** Silver Sponsors receive advance access to resumes of all Heroes participants and alumni seeking employment. In addition, this searchable list includes rank, years of service, relocation preference, experience and certifications.
- **Heroes Connect - Military to Manufacturing:** A virtual platform to facilitate introductions between the manufacturers seeking talent with Heroes participants and others in the greater military community interested in pursuing careers in the industry. Silver Sponsors get 2 custom Heroes Connect event per year.
- **Facility Tours:** Silver Sponsors have priority to host Heroes cohorts for in-person facility tours. Participants meet with your recruiters and veteran leaders to learn about your company and employment opportunities. Facilities are typically within a 70-mile radius of Heroes training locations.
- **Career Readiness Training:** Silver Sponsors have priority to engage with Heroes students via a customized Career Training Event. These events support service members as they transition to the civilian workforce and focus on areas such as resume writing, mock interviews, and application preparation.
- **Best Practice Capture:** Heroes MAKE America will work with your organization to capture a human resource or employee resource group (ERG) best practice on attracting and retaining the military and veterans talent to be included on the Heroes MAKE America resources page.
- **Career Page Link:** A link to your company's career page placed on the Heroes MAKE America website.



## PREMIER BILLING FOR YOUR COMPANY:

- **Recognition:** Silver Sponsors get logo placement on Heroes MAKE America collateral, social media channels, and the Heroes MAKE America website.
- **Press Release:** Silver Sponsors and the MI will coordinate on a joint press release announcing your Heroes MAKE America Sponsorship.
- **Proud Sponsor:** Heroes MAKE America “Proud Sponsor” badge to add to your website.

## Bronze Sponsor – \$25,000

### ACCESS TO QUALIFIED WORKFORCE:

- **Resumes:** Bronze Sponsors receive advance access to resumes of all Heroes participants and alumni seeking employment. In addition, this searchable list includes rank, years of service, relocation preference, experience and certifications.
- **Heroes Connect - Military to Manufacturing:** A virtual platform to facilitate introductions between the manufacturers seeking talent with Heroes participants and others in the greater military community interested in pursuing careers in the industry. Bronze Sponsors get 1 custom targeted Heroes Connect event per year.
- **Facility Tours:** Based on availability, Bronze Sponsors have priority to host Heroes cohorts for in-person facility tours. Participants meet with your recruiters and veteran leaders to learn about your company and employment opportunities. Facilities are typically within a 70-mile radius of Heroes training locations.
- **Career Readiness Training:** Based on availability, Bronze Sponsors can engage with Heroes students via a customized Career Training Event. These events support service members as they transition to the civilian workforce and focus on areas such as resume writing, mock interviews, and application preparation.
- **Career Page Link:** A link to your company’s career page placed on the Heroes MAKE America website.

### PREMIER BILLING FOR YOUR COMPANY:

- **Recognition:** Bronze Sponsors get logo placement on Heroes MAKE America collateral, social media channels, and the Heroes MAKE America website.
- **Proud Sponsor:** Heroes MAKE America “Proud Sponsor” badge to add to your website.

Potential engagement opportunities include:	Platinum \$125,000	Gold \$75,000	Silver \$50,000	Bronze \$25,000	Supporter \$10,000
<b>3D Virtual Facility Tour:</b> This technology creates 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	X				
<b>Thought Leadership:</b> Opportunity to post a mutually agreed upon thought leadership article on the Heroes LinkedIn Showcase page which demonstrates your company's commitment to manufacturing and veterans	X				
<b>Manufacturing Awareness:</b> Opportunity to be the featured industry leader on a panel to showcase various aspects of modern manufacturing and highlight the benefits of a career in the industry to new Heroes participants	X	X			
<b>Virtual Facility Tour Tool Kit:</b> The kit includes tips and tricks on how to record a stellar video on a phone using the equipment provided and recommendations on the tour flow and how to amplify your content	X	X			
<b>Best Practice Capture:</b> Heroes MAKE America will work with your organization to capture a human resource or employee resource group (ERG) best practice on attracting and retaining the military and veterans talent to be included on the Heroes MAKE America resources page	X	X	X		
<b>Press Release:</b> Coordination of a joint press release announcing your Heroes MAKE America sponsorship	X	X	X		
<b>Resumes:</b> Advance access to resumes of all Heroes participants and alumni seeking employment. In addition, this searchable list includes rank, years of service, relocation preference, experience and certifications	X	X	X	X	X
<b>Career Page Link:</b> A link to your company's career page placed on the Heroes MAKE America website	X	X	X	X	X
<b>Proud Sponsor:</b> Heroes MAKE America "Proud Sponsor" badge to add to your website and materials	X	X	X	X	X
<b>Heroes Connect - Military to Manufacturing:</b> A virtual platform to facilitate introductions between the manufacturers seeking talent with Heroes participants and others in the greater military community interested in pursuing careers in the industry	4	3	2	1	Based on availability
<b>Facility Tours:</b> Host Heroes cohorts for in-person facility tours where participants meet with your recruiters and veteran leaders to learn about your company and employment opportunities. Facilities are typically within a 70-mile radius of Heroes training locations	First Priority	Priority	Priority	Based on availability	Based on availability
<b>Career Readiness Training:</b> These events support service members as they transition to the civilian workforce and focus on areas such as resume writing, mock interviews, and application preparation	First Priority	Priority	Priority	Based on availability	Based on availability
<b>Recognition:</b> Organization placed on Heroes MAKE America collateral, social media channels, and the Heroes MAKE America website	Prominent	Logo	Logo	Logo	Listed

## Connect with us

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