

2021 **STEP AHEAD** **AWARDS**

PROSPECTUS

2021 STEP AHEAD AWARDS

STEP 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 manufacturing jobs are going unfilled already. Over the next decade, nearly five times as many (2 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.

2021 STEP Ahead Awards

The STEP Ahead Awards 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 give 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.

The 2021 STEP Ahead Awards will be held in Fall 2021. The Manufacturing Institute is closely monitoring the coronavirus pandemic and will announce the date and format of the event in accordance with CDC guidelines on large gatherings as more information develops, anticipating an event date in Fall 2021. We expect the event to be hosted both virtually and in-person in Washington, D.C.

At the ninth annual STEP Ahead Awards, 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.

The 2021 STEP Ahead Honorees and Emerging Leaders are also invited to a professional and leadership development program surrounding the STEP Ahead Awards.

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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 (FILLED) AND VICE CHAIRWOMAN

Please email AJ Jorgenson, Vice President of Strategic Engagement, for more information on the Vice Chairwoman opportunity at ajorgenson@nam.org.

STRATEGIC UNDERWRITER: \$75,000 - \$100,000

STEP Ahead Awards Program Sponsor

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

Sponsored Entertainment Break

- Appropriate name and logo recognition during performance

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)
- 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 Awards Sponsor (filled)

- This year's award is a stunning crystal, etched STEP "boot in motion," which will be given 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
- Appropriate name and logo recognition in the STEP Ahead Awards event program
- One table of 10 at the STEP Ahead Awards Dinner in Washington, DC

Full Gift Sponsor

- Custom built swag boxes for registered attendees, included branded assets
- Appropriate name and logo recognition in the STEP Ahead Awards Event Program
- One table of 10 at the STEP Ahead Awards Dinner in Washington, DC

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
- Appropriate name and logo recognition in the STEP Ahead Awards event program
- One table of 10 at the STEP Ahead Awards Dinner in Washington, DC
- 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)

Session Sponsor (five available)

- The Session sponsor supports honoree professional development and helps to expand and strengthen their personal network.
- Appropriate name and logo recognition in the STEP Ahead Awards Event Program
- Verbal acknowledgement for selected programming support from The Manufacturing Institute during the STEP Ahead Leadership Program in 2021
- Organization's name and recognition in STEP Ahead Awards related promotional activity (STEP Publications, Website, etc.)
- Optional participation in a webinar on our #MFGWomen community, offering thought leadership to more than 5,000+ members

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GOLD SPONSOR: \$5,000 - \$25,000

Company Virtual Spotlight

- A total of ten opportunities for virtual spotlights exist to highlight your organization's unique investment made on behalf of women and support for this important aspect of our industry
- Honor your female leaders and how they are leading in the face of a pandemic through at 15 or 30 second video, featured at the 2021 STEP Ahead Awards
- Appropriate name and logo recognition in the STEP Ahead Awards event program

Table Sponsor

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

Class Gift Sponsor

The Class Gift sponsor supports honoree professional development and helps to expand and strengthen their personal network.

- Excite the 2021 Class of STEP Ahead with a branded asset shipped directly to the winners
- Appropriate name and logo recognition in the STEP Ahead Awards Event Program

FOR MORE INFORMATION OR CUSTOMIZED SPONSORSHIP OPPORTUNITIES, CONTACT:

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