

2021 **STEP AHEAD**  
**WOMEN'S INITIATIVE**

PROSPECTUS

# 2021 **STEP AHEAD** WOMEN'S INITIATIVE

## STEP Ahead Women's Initiative

With a network extending beyond 5,000 aspiring and current women in manufacturing, and an audience annually ranking among the largest for National Association of Manufacturers' (NAM) events, the STEP Ahead Women's Initiative is the nation's marquee program celebrating the accomplishments of women in manufacturing and inspiring the next generation to follow their path. Brought together by the NAM's Manufacturing Institute, the STEP Ahead Women's Initiative moves our nation forward—toward building the 21st-century manufacturing workforce and giving women in manufacturing the recognition they deserve for their hard work, ingenuity and leadership. Be a part of the STEP Ahead Women's Initiative and help our women and our industry rise to new heights. The Manufacturing Institute launched the STEP Ahead Women's Initiative to honor and promote the role of women in the manufacturing industry through recognition, research and leadership. The STEP Ahead Women's Initiative is a national initiative that includes an annual awards gala, community-based regional events and engagements and as well as an online community.

### National STEP Ahead Awards

The STEP Ahead Awards celebrate and recognize the accomplishments of outstanding current leadership in manufacturing, inspire the next generation of women leaders in manufacturing through mentorship and document best practices in attracting and retaining female talent.

While Honorees represent the strength of manufacturing, Emerging Leaders represent our future. The 100 Honorees and 30 Emerging Leaders gather in Washington, D.C., for professional development and celebration. Honorees share best practices, develop their professional strengths and network with peers.

As manufacturers continue to struggle with attracting, retaining and advancing talent, the STEP Ahead Women's Initiative offers an avenue for corporate action and impact.

### 2021 STEP Ahead Awards at a Glance

The Manufacturing Institute's STEP Ahead Awards celebrate women who have demonstrated excellence in science, technology, engineering and production careers. In 2021, The Manufacturing Institute will honor 100 Honorees and 30 Emerging Leaders.

By telling the real stories of these women, we will demonstrate leadership and opportunities in a diversity of manufacturing careers and use them to inspire the next generation of talent to pursue careers in the industry. The STEP Ahead Awards are also meant to empower Honorees to lead in their companies, communities and networks on the importance of manufacturing and issues related to attracting, advancing and retaining strong manufacturing talent.

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## ENGAGEMENT OPPORTUNITIES

We offer dinner sponsorship opportunities to companies and organizations that place a priority on female talent and the need for attracting, advancing and retaining more women in our industry. The Institute looks forward to working with all members of our industry to ensure the dinner is once again a success.

### 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
- Two tables of 10 at the dinner (preferential seating)
- All the benefits of Table Sponsor at the STEP Awards dinner in Washington, D.C.

#### *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.

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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 past video [here](#)).

- Verbal acknowledgement for support of the Leadership Video by The Manufacturing Institute at the STEP Awards dinner
- One table 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.

### *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)
- One table of 10 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 a Table Sponsor at the STEP Awards dinner in Washington, D.C.

For a full list of sponsorships or for customized opportunities, please contact AJ Jorgenson at [ajorgenson@nam.org](mailto:ajorgenson@nam.org).

# 2021 STEP AHEAD WOMEN'S INITIATIVE

## STEP Forward Women's Program Regional Events

STEP Forward regional events give manufacturers an opportunity to raise awareness of their company and manufacturing as a whole by showcasing existing female talent and providing unique leadership opportunities to develop talent. Eighty-eight percent of STEP Ahead alumnae say it has increased their level of engagement in developing others. Seventy-five percent say the STEP Ahead Women's Initiative has increased visibility of opportunities for women.

There are two main types of STEP Forward regional events:

- STEP Forward full conference events take place over one to one and a half days and include about six hours of content (training, panels, keynotes) followed by a reception. These events include full promotional efforts, more comprehensive developmental training and gift bags for attendees. This program targets 150–200 senior level (director/VP) attendees with executive-level engagement in the keynotes.
- STEP Forward lite events are custom-designed one- to three-hour events, including a women in leadership panel discussion, reception and optional breakout training before or after the event. These events include targeted promotional efforts and gift bags for attendees. This program targets 50–75 manager-level (manager/director/VP) attendees with executive-level engagement in the keynotes.

These networking events are held with manufacturers to discuss current strategies and develop new concepts for advancing and retaining female talent. It is a chance for women to connect with their peers, learn from each other's successes and develop a local community focused on diversity.

### STEP Forward Full Conference Anchor Sponsor: \$75,000

- Recognition as "STEP Forward Supporting Sponsor" at selected full event
- Recognition as sponsor in promotional materials, invites and collateral
- Co-branded invitation for sponsor to invite employees and fellow manufacturers
- Five reserved VIP seats at programming
- Recognition in STEP Ahead gala program in Washington, D.C. in April
- Introduction and recognition from the NAM host
- Optional company representative participation on women in leadership panel
- Company promotional item distributed in attendee gift bags (sponsor provides item)

### STEP Forward Lite Event Anchor Sponsor: \$7,500 (virtual) \$30,000 (in-person)

- Recognition as "STEP Forward Supporting Sponsor" at selected lite event
- Recognition as sponsor in promotional materials, invites and collateral
- Co-branded invitation for sponsor to invite employees and fellow manufacturers
- Introduction and recognition from the NAM host
- Optional company representative participation on women in leadership panel
- Company promotional item distributed in attendee gift bags (sponsor provides item)

# 2021 STEP AHEAD WOMEN'S INITIATIVE

## STEP Forward Company Event Support Sponsor: \$5,000 (Plus Travel)

STEP Forward company events are company-hosted events that include a STEP Forward keynote speaker or a STEP Forward panel discussion; both of these offerings also include the use of the STEP Forward branding and promotion.

- Recognition as sponsor in promotional materials, invites and collateral
- Co-branded invitation for sponsor to invite employees and fellow manufacturers
- Optional company representative participation on women in leadership panel



# 2021 STEP AHEAD WOMEN'S INITIATIVE

## #MFGWOMEN AND STEP AHEAD ALUMNAE ONLINE COMMUNITIES

More than 7,000 people have attended a STEP Women's event—90 percent of them were women. Analysis administered by Deloitte indicates the STEP Ahead Women's Program has helped raise the visibility of opportunities for women in the industry, manufacturing opportunities in the community and opportunities for women within their companies.

The Manufacturing Institute introduced the #MFGWomen Community platform to provide participants with an online community to connect, engage and share information and best practices in real time as part of the STEP Ahead Women's Initiative. With more than 5,000 members and growing, the #MFGWomen Community allows you to interact and communicate with your peers, community leaders, educators and more. Here are a few benefits to get you engaged on the #MFGWomen Community site:

- Collaborate with others in discussion groups
- Exchange resources and best practices
- Discuss critical industry issues and receive input from those outside your organization
- Network with other industry experts
- Foster a sense of company and regional community

The benefits are endless and will deepen as more individuals engage and join in discussions.

### Community Engagement Partner: \$20,000

- Ability for two sponsor members to join the STEP Ahead Alumnae Online Community
- Ability for unlimited members to join the STEP Ahead #MFGWomen Community
- Ability for two sponsored posts per month for 12 months, including articles, questions, trainings, videos and/or blogs
- Annual logo placement on the STEP Ahead Alumnae Online Community
- Appropriate name and logo recognition in the STEP Ahead Awards dinner event program

### Digital Ad: \$1,000

- Digital ad placement connecting to external site for one month

### Logo Recognition: \$500

- Logo placement connecting to external site for one month
- Annual logo placement for \$5,000

# 2021 STEP AHEAD WOMEN'S INITIATIVE

## BEST PRACTICE SHARING

The Manufacturing Institute is dedicated to providing manufacturers with best practice solutions for their workforce challenges. The Institute documents best practices on how manufacturers are attracting and retaining a quality workforce and highlights these best practice spotlights on a national level through social media and digital outlets, press promotion and Institute programs, such as the STEP Ahead Women's Initiative and National Manufacturing Day.

Associations or corporate sponsors who wish to be profiled as the face of their respective industry on gender equity have the opportunity to be the official co-presenter of an industry-specific toolkit. This package is industry exclusive, with one "industry toolkit" per sector; yours will be the only industry best practice spotlight for the selected industry.

### Corporate Best Practice Spotlight: \$5,000

- Development of a co-branded "Best Practice Spotlight" documenting your association or company's women's initiative
- The spotlight will also be promoted via social media and the Institute's website
- The spotlight will be included in the STEP Ahead LEAD Toolkit, as well as the #MFGWomen Community resource center

