The Manufacturing Institute’s Heroes MAKE America initiative is committed to making today’s military heroes tomorrow’s manufacturing leaders.

Veterans are well-positioned to succeed in manufacturing careers, with skills, talents and training that are highly valued. Our signature training program provides integrated certification and career-readiness training in partnership with local technical and community colleges to prepare transitioning service members, veterans, National Guard, reservists and military spouses for rewarding careers in manufacturing.

There are more than 8.9 million veterans in society today! Of those, approximately 3.2 million are either under-employed or unemployed. Additionally, nearly 200,000 men and women transition out of the military every year. According to a 2019 LinkedIn Veteran Opportunity Report, veterans remain with their initial company 8.3% longer than nonveterans and are 39% more likely to be promoted earlier than nonveterans.

In addition to work with veterans, another pillar of Heroes MAKE America is as a Department of Defense-approved SkillBridge program dedicated to promoting manufacturing careers in the United States and providing manufacturers exposure to a reliable stream of skilled military talent.

Since 2018, Heroes MAKE America has issued more than 5,208 industry-recognized certifications, achieved a 90% placement rate among graduates in more than 350 companies in 47 states and introduced more than 12 million individuals from the greater military community to information about manufacturing careers through social media, VA newsletters and virtual and in-person industry events.

Heroes MAKE America supports manufacturers and our nation’s military community by creating opportunities to connect. Through Heroes MAKE America, manufacturers recruit, hire and retain a diverse military workforce while showcasing rewarding industry careers!

The Benefits of Heroes MAKE America Sponsorship Include the Following:

**Supporting HR, Communications, CSR and Public Relations Objectives**
Demonstrates a sponsor’s commitment to closing the skills gap and improving perceptions of manufacturing careers

**Positive Brand Association**
Aligns your organization with a brand that attracts universal positive sentiment

**Targeted Visibility**
Provides exposure for your organization to high-value, high-aptitude military-connected job seekers interested in manufacturing careers

**100% Tax Deductible**
Makes a cost-advantage investment in your brand reputation among manufacturers and the military community

Heroes MAKE America Graduates

- **86%** from minority populations (race and gender)
- **54%** with some post-secondary education
- **40%** with 10+ years in the military
- **20%** who identify as female

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2 [https://www.callofdutyendowment.org/content/dam/atvi/callofduty/code/pdf/ZipCODE_Vet_Report_FINAL.pdf](https://www.callofdutyendowment.org/content/dam/atvi/callofduty/code/pdf/ZipCODE_Vet_Report_FINAL.pdf)

*The Manufacturing Institute is a nonprofit organization organized under Section 501(c)(3) of the U.S. Internal Revenue Code. Heroes MAKE America sponsorships may be deductible. Not to be perceived as tax advice, please consult your tax adviser.*
SPONSORSHIP LEVELS

NATIONAL UNDERWRITER  I  $250,000 – $1,000,000+ (Limited Availability)

Heroes National Underwriters are industry leaders supporting those fighting 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 makes our industry stronger. Each highly customized National 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.

*National Underwriter Sponsors have access to all Gold Sponsor deliverables.

GOLD SPONSOR  I  $125,000+

• Participation in the Heroes MAKE America Advisory Committee (one-year term)
• Priority host for up to five Heroes Connect: Military to Manufacturing events
• Participation in three virtual networking/hiring events
• Premier sponsor for one customized virtual Veteran Learning Series event
• Premier sponsor for one regional or virtual employer workshop (topic and location mutually agreed on)
• Priority invitation to participate as a panelist or speaker in a Heroes MAKE America regional or virtual event
• Veterans Engagement Best Practice Capture—Listed on the MI website

SILVER SPONSOR  I  $50,000+

• Participation in the Heroes MAKE America Advisory Committee (one-year term)
• Priority host for up to three Heroes Connect: Military to Manufacturing events
• Participation in two virtual networking/hiring events
• Priority to engage with Heroes participants via virtual career-readiness events
• Invitation to participate as a panelist or speaker in a Heroes MAKE America regional or virtual event
• Veterans Engagement Best Practice Capture—Listed on the MI website

BRONZE SPONSOR  I  $25,000+

• Participation in the Heroes MAKE America Advisory Committee (one-year term)
• Priority host for up to two Heroes Connect: Military to Manufacturing events
• Participation in one virtual networking/hiring event
• Priority to engage with Heroes participants via virtual career-readiness events

SUPPORTER SPONSOR  I  $15,000+

• Priority host for up to one Heroes Connect: Military to Manufacturing event
• Access to engage with Heroes participants via virtual career-readiness events

ALL HEROES MAKE AMERICA SPONSORS RECEIVE THE FOLLOWING:

• Career Page Link: A link to your company’s career page placed on the Heroes MAKE America website
• Resume Distribution Spreadsheet: Advanced access to Heroes MAKE America resume distribution spreadsheet
• Plant Tours: Priority access for onsite facility tours (within 60 miles of training installations)
• Recognition: Logo placement on Heroes MAKE America collateral, social media channels and website
• Proud Sponsor: Heroes MAKE America “Proud Sponsor” badge to add to your website
KEY TERMS: HEROES MAKE AMERICA INITIATIVE

Heroes MAKE America SkillBridge Training Program
Heroes MAKE America builds connections between the military community and the manufacturing industry. This 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. It also provides manufacturers and supply chain companies with a pipeline of uniquely qualified candidates to interview for potential jobs.

Heroes MAKE America Advisory Committee
The Advisory Committee meets quarterly to discuss program strategy, execution, progress, industry needs and workforce challenges. Members will also serve as program spokespeople as appropriate. Members will serve a minimum of a one-year term.

Resume Distribution Spreadsheet
The spreadsheet contains a digital pipeline of Heroes participants and alums seeking employment and is emailed quarterly to sponsors. In addition, this searchable list includes rank, years of service, relocation preferences, experience and certifications.

Career-Readiness Training
Engage with Heroes students via customized in-person or virtual career training events. These events support service members as they transition to the civilian workforce and focus on resume writing, mock interviews and application preparation.

Heroes Connect—Military to Manufacturing
This virtual platform can facilitate introductions between manufacturers seeking talent with Heroes participants and others in the greater military community interested in pursuing industry careers. These events are 60 minutes long, and sponsors will receive registrant contact information and a recording of the event.

Facility Tours
Facility tours allow Heroes MAKE America participants to meet with your recruiters and veteran leaders to learn about your company and employment opportunities. Tours are usually two to three hours long, and facilities are typically within a 70-mile radius of Heroes in-person training locations.

Networking and Hiring Events
These regional or virtual events can facilitate connections for manufacturers and supply chain companies to engage directly with the military community through networking and interview sessions to enhance their hiring opportunities. Sponsors will receive registrant contact information.

Veteran Learning Series
The learning series creates opportunities for veterans and military spouses to brush up on their career and soft skills training, such as resumes, interviewing skills and LinkedIn profiles, to prepare themselves better to secure a career in manufacturing. Sponsors will receive registrant contact information.
As the 501(c)3 nonprofit workforce development and education partner of the National Association of Manufacturers, the Manufacturing Institute elevates and advances solutions to support the industry’s skilled workers and advance modern manufacturing.

The MI’s mission is to build, diversify and strengthen the manufacturing workforce for individual opportunity, community prosperity and a competitive manufacturing industry. The Manufacturing Institute relies on contributions from corporations, foundations and individuals to support our mission.

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