BY SUPPORTING MANUFACTURING DAY 2024

Manufacturing Day (MFG Day) 2024 will showcase and bring awareness to the skilled-labor industry. This MFG Day, we’re excited to open doors to youth, parents, and teachers – And demonstrate industrial production using innovation methods of advanced technology.

ABOUT MFG DAY

MFG Day, the largest annual event to promote manufacturing in the United States, shows the reality of modern manufacturing careers by encouraging thousands of companies and educational institutions around the nation to open their doors to students, parents, teachers and community leaders.

Now in its tenth year, MFG Day empowers manufacturers and post-secondary technical schools and colleges to join together, addressing collective challenges to help their communities and future generations thrive.

MFG Day encourages young adults to start thinking about skills needed to qualify for long-term, high-paying and rewarding careers in this secure and growing sector of the economy.

SPONSORSHIP OPPORTUNITIES

HOW CAN YOU IMPACT THE SKILLED-LABOR SHORTAGE, INVEST IN YOUR BRAND VISIBILITY AND CULTIVATE YOUR COMMUNITY’S WELL-BEING – ALL AT THE SAME TIME?

www.SEMCAMiWorks.org/mfgdaysponsor
THE BENEFITS OF MFG DAY SPONSORSHIP

POSITIVE BRAND ASSOCIATION
Aligns your organization with a brand that attracts universal positive sentiment.

SUPPORT FOR HR, MARKETING, AND COMMUNITY ENGAGEMENT OBJECTIVES
Helps support improved perceptions of manufacturing careers, while leveraging MFG Day’s track record with your community, elected officials and the media to increase exposure for your company.

TARGETED VISIBILITY
Secured logo placements or mentions on MFG Day properties, such as social media outlets and through MFG Day content distributed to fellow manufacturers and post-secondary schools.

LOCAL IMPACT
Last year’s numbers underscore the impact of MFG Day in Wayne County:
- More than 2,000 Wayne County participated.
- 23 local manufacturers in Southeast Michigan provided tours and information.
- 7 post-secondary institutions provided career and educational presentations.
- 41 unique schools representing 28 districts.
- $74,000 in sponsorship support.

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THANK YOU TO THE FOLLOWING WAYNE COUNTY COMPANIES AND ORGANIZATIONS FOR PARTICIPATING IN 2023

Andy Dirks Real Estate Team
Benson Lowe Films
Big 3 Precision Products
Detroit Chassis LLC
Detroit Employment Solutions Corporation
Dorsey College
E&E Manufacturing
Forge Solutions Group
Henry Ford College
Junior Achievement of Southeastern Michigan
Loc Performance
MIAT College of Technology
Michigan Manufacturing Technology Center
Mobis North America
New Center Stamping
Performance Assembly Solutions
Rowleys Wholesale
Schoolcraft College
SEMCA Michigan Works!
SME
Storch Products Co Inc
The Henry Ford – Ford Rouge Factory Tour
Verizon
Wayne County
Wayne County Community College District Campuses:
    Eastern • Downriver • Ted Scott

NEED MORE INFORMATION?
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WAYNE COUNTY MANUFACTURING DAY 2024
SPONSORSHIP OPPORTUNITIES

Begin with the basics:

NUTS AND BOLTS SPONSOR | $500
• Company name featured on SEMCA Michigan Works! website (SEMCAMiWorks.org/mfgday2024/sponsor) for a full year
• Company name listed on the Meet & Greet Breakfast Orientation program
• Virtual Platform - Career Exhibit Hall Booth

Customize with these add-ons:

PRECISION SPONSOR | $1,500
• Company name printed on MFG Day T-shirts and bags
• Company name displayed on MFG Day event signage
• Virtual Platform - Company name on sponsor page
  + NUTS AND BOLTS SPONSOR BENEFITS

SUPER ALLOY SPONSOR | $2,500
• Display of company logo on home page of event website (SEMCAMiWorks.org/mfgday2024)
• Acknowledgment in all related press releases and news media
• Virtual Platform - Exterior and Interior Banners and company logo on sponsor page
  + NUTS AND BOLTS SPONSOR BENEFITS
  + PRECISION SPONSOR BENEFITS

PROTOTYPE SPONSOR | $5,000
• Acknowledgment at Meet & Greet Breakfast Orientation – panel seating
• Virtual Platform - Auditorium Banner
  + NUTS AND BOLTS SPONSOR BENEFITS
  + PRECISION SPONSOR BENEFITS
  + SUPER ALLOY SPONSOR BENEFITS

WORLD CLASS SPONSOR | $15,000
• Company logo on the Meet & Greet Breakfast Orientation program
• Premier logo placement in top position among sponsors in all pre- and post-event correspondence, press releases and media
• Speak at Meet & Greet Breakfast Orientation.
  + NUTS AND BOLTS SPONSOR BENEFITS
  + PRECISION SPONSOR BENEFITS
  + SUPER ALLOY SPONSOR BENEFITS
  + PROTOTYPE SPONSOR BENEFITS

www.SEMCAMiWorks.org/mfgdaysponsor

WAYNE COUNTY MFG DAY 2023 EVENT OVERVIEW

September 2024
Pre-recorded corporate content launch on the MFG Day Virtual Platform offering a pre- and post-educational curriculum to students.

Thursday, October 3
Student tours of manufacturing facilities and college campuses providing postsecondary training for manufacturing related careers.

SECURE YOUR SPOT TODAY

By becoming a sponsor, you will be:
• Exposing students to a variety of exciting and rewarding manufacturing careers.
• Providing students the opportunity to engage in hands-on experiences in modern manufacturing facilities.
• Offering education on manufacturing training programs.