

Coollest Thing Made in Michigan

Year-Long Promotion



Statewide People's Choice Award

Cool products are made by Michigan manufacturers every day and the Coolest Thing Made in Michigan people's choice contest helps recognize the homegrown ingenuity that is leading the entire manufacturing industry into the future. The program features three phases — nominations, voting and the winner reveal with sponsorship opportunities throughout.

Program Sponsor* (\$10,000)

- 2 tickets to the 2024 Manufacturing Excellence Awards event
- Co-branded name
- This keystone sponsorship shows your company's support across all aspects of the Coolest Thing contest including press releases, digital marketing, website and social media
- Full-page, color ad in event program
- Media "influencer kit" to share your manufacturing pride
- Recognition during event
- Copy of attendee list (post-event)
- Inclusion in Manufacturing Excellence Awards press conference and livestream
- Sponsorship of Coolest Thing award at Manufacturing Excellence Awards gala presentation
- Message to nominees on sponsor's behalf

Voting Sponsor (\$5,000)

- 1 ticket to the 2024 Manufacturing Excellence Awards event
- Tie your brand to the fast-paced, highest-traffic period with inclusion of voting promotion through digital marketing, website and social media
- Half-page, color ad in event program
- Media "influencer kit" to share your manufacturing pride
- Co-branding on Voting page

Nomination Sponsor (\$2,500)

- 1 ticket to the 2024 Manufacturing Excellence Awards event
- Connect your brand across multiple channels during the nomination period through digital marketing, website and social media
- Promotion across multiple channels and audiences will be connected with your brand
- Half-page, color ad in event program
- Media "influencer kit" to share your manufacturing pride

**Limited Opportunities Available*

Get Involved!

Your partnership paves the way to share the stories of Michigan manufactures with over a million Michigan consumers — and your brand can be a part of that promotion.



Plan to join us in November to celebrate Michigan manufacturing at the 2024 Manufacturing Excellence Awards!

Build a Strategy that Works for You

Contact Ashley Wakefield
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Additional Branding Opportunities
Contact the MMA team for more ways to expand your brand in addition to sponsorship.