

800-654-5773



2022 Sponsorship Packages

Midwest Manufacturers' Association (MMA) is the central office serving:



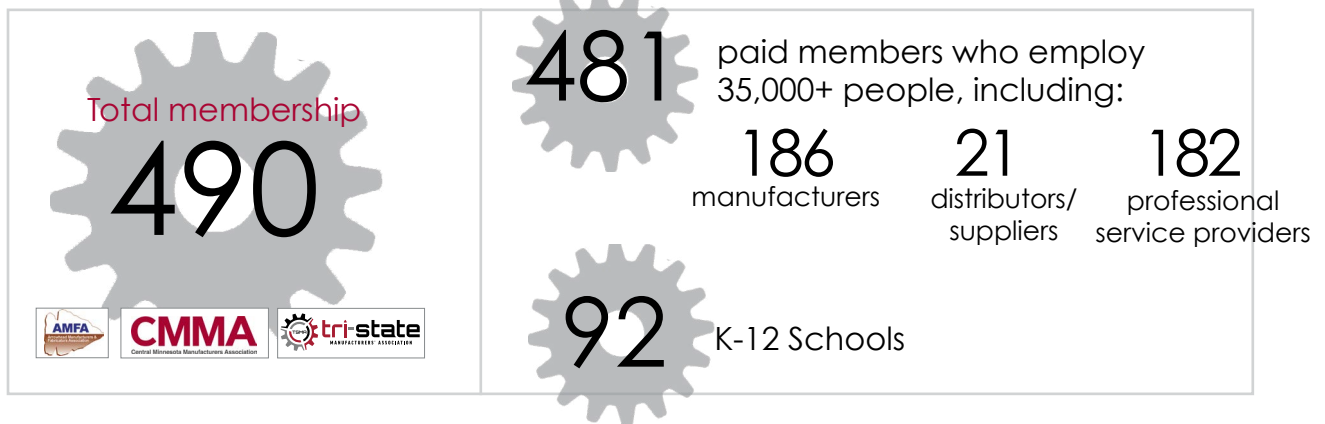
“The secret to change is to focus all your energy not on fighting the old but on building the new.”

- Socrates, father of Western philosophy

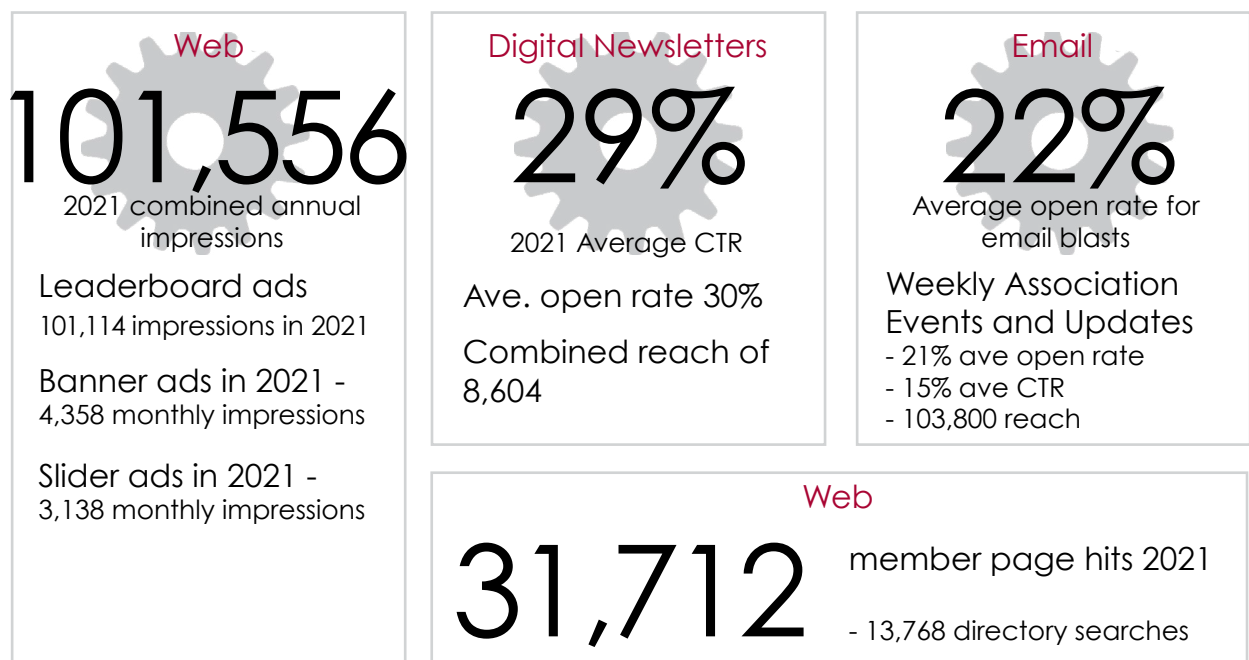
Expand your reach

Getting your business noticed is one of our top priorities. Through our annual sponsorship packages, website ads, newsletter ads, printed directory, and social media your business can expand its reach to grow your customer base and your influence.

Target audience



ROI overview



Sponsorship opportunities

Our sponsorship packages provide greater value for your marketing dollars because we bundle a host of benefits that get your business recognized as a valued partner of our three manufacturing associations; AMFA, CMMA, and TSMA. Market your company to one, two or all three associations; you decide!

We have two levels of sponsorship packages:



1. MMA Packages - reach all 490 members of all three manufacturing associations: AMFA, CMMA and TSMA.

2. Association Packages - reach the entire membership of ONE association.

We also have À la carte options, as well as event, education, webinar, and meeting sponsorships.

Free benefits for all members

Through our partnership with GrowthZone, the leading provider of online solutions for member-based associations, MMA provides you with exclusive access to specialized tools to promote your organization via the Member Information Center (MIC) accessed through our websites.

- Membership listing - update your listing to ensure everyone has access to complete, up-to-date information. Here's how.
- Online directory includes your information and is searchable via categories that you select.
- Free listing in annual print directory.
- **Important:** Completing your profile is critical to gaining increased visibility and exposure!
- Job postings - submit your job openings
- Advertise events - add your events to our online event calendar displayed with quick links; use these links to share in your social media, test to mobile devices, add to calendar, or email to others.
- Network with other members - check out other member listings, job, etc.

2022 Sponsorship Packages Midwest Manufacturers' Association: AMFA, CMMA, and TSMA	MMA Packages: Promote to ALL affiliates			Association Packages: Choose ONE affiliate	
	Platinum	Silver	Diamond	Ultimate	Advanced
Website					
Leaderboard ad (\$2400 value)	✓				
Banner ad on all "Module pages" (\$1000 value)*	✓	✓		✓	✓
Home page slider ad (\$250 value each)			✓	✓	✓
Enhanced member listing (\$200 value)	✓	✓	✓	✓	✓
Newsletters - 12 issues					
Newsletter ads - Primary ad position (\$550 value each)				✓	
Newsletter ads - tertiary position (\$150 value each)	✓		✓		
Email					
Logo in weekly events E-blast to all 3 memberships (\$2400 value)	✓	✓			
1 dedicated E-blast to memberships (\$150 value each) Available in packages only.	✓	✓	✓	✓	✓
Social Media					
Dedicated post on Facebook, Instagram and LinkedIn (\$100 value each)	✓	✓	✓	✓	✓
Total value	\$7200	\$4350	\$2150	\$2250	\$1700
DISCOUNTED package price/month**	\$420	\$254	\$125	\$150	\$113

All package prices reflect a 12-month agreement. Payment terms available: annual, quarterly, monthly. *Banner ads will display on all 3 sites, regardless of package option. **Prices listed are for members of AMFA, CMMA or TSMA. Non members add 25%.

Save 10% if you purchase by 12/15/21
Save additional 10% if paid in full by 12/31/21

[Buy now!](#)

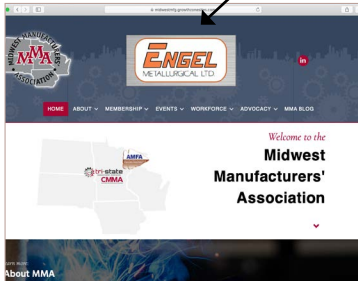
À la carte pricing

All options listed above (except a dedicated E-blast) are available for individual purchase.

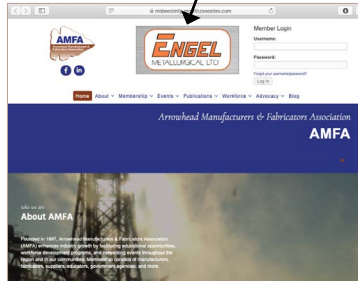
À la carte or package add-ons

- Member spotlight - feature article in newsletter \$350 Choose: AMFA, CMMA, TSMA
- Ad in printed membership directory..... \$350 Full page color
- In-person meeting sponsorship (1 meeting) \$250 Choose: AMFA, CMMA, TSMA
- Education sponsor (annual) \$150 Choose: AMFA, CMMA, TSMA
- Weekly Association Events and Updates Header ad \$1000/quarter. Limit 1 per quarter.

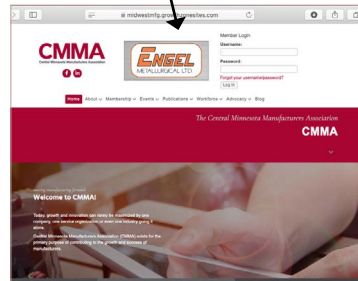
Website leaderboard ad



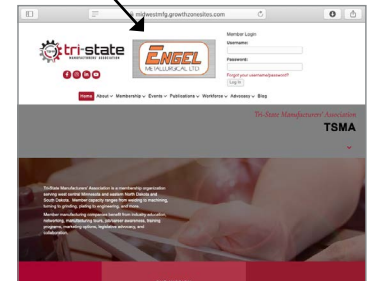
MidwestManufacturers.com



AMFA-MN-WI.org



CMMAsworks.org



TSMA.org

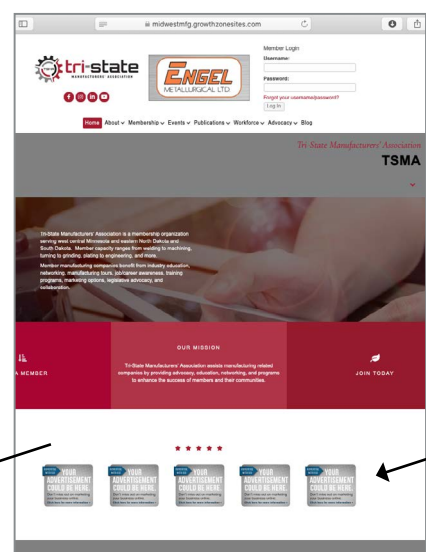
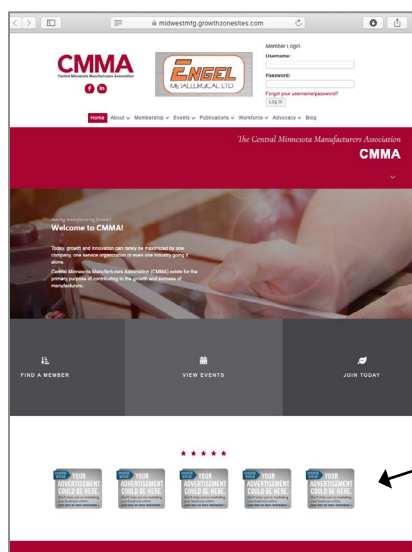
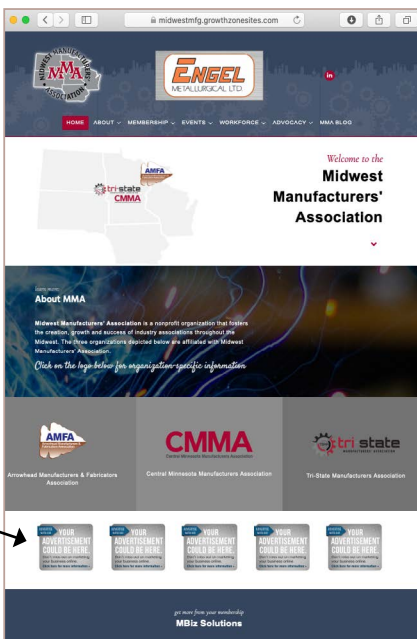
Rotating ad is visible on **all** 110 web pages of website that encompasses all 3 affiliates: MidwestManufacturers.com.

2021 annual impressions: 101,556
 2021 annual reach: 34,542
 Maximum of 5 leaderboard ads.
 Size: 130 pixels wide x 60 pixels high, DPI 300

Buy now!

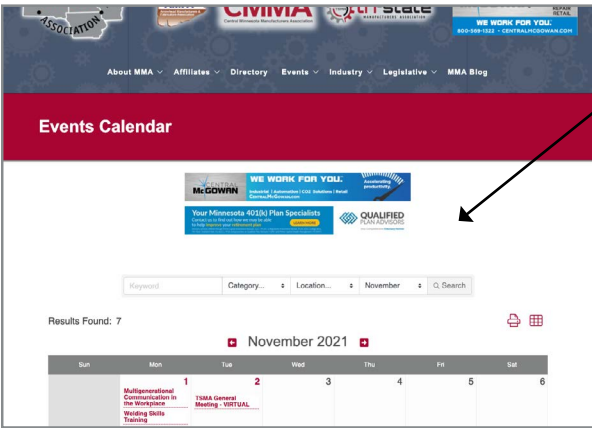
Home page slider ad

20 per site. Ad appears on home page only of MMA, AMFA, CMMA, and/or TSMA areas.
 Size: 180 pixels wide x 150 pixels high, DPI 300



2021 slider ad reach:
 3,138 monthly/37,654 annual

Banner ad examples

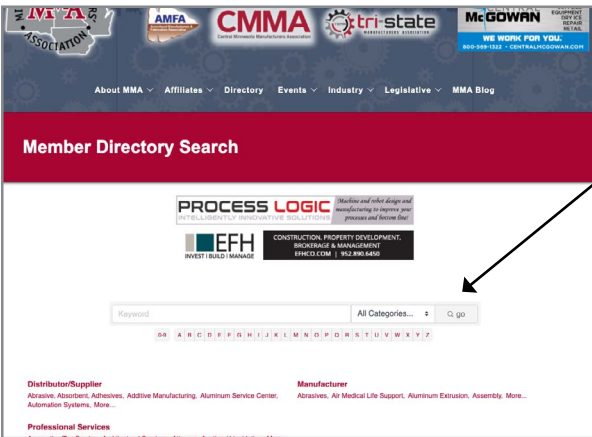


Rotating banner ad. Rotating ad appears on module pages of each affiliate area.
Size: 480 pixels wide x 60 pixels high, DPI 300

Module pages include:

- Member Directory
- Events
- Board of Directors
- Member Application
- Job Openings
- Member Login
- Blog.

Annual combined impressions 52,304



Online directory

Annual completed searches 13,768
Member page hits 31,712

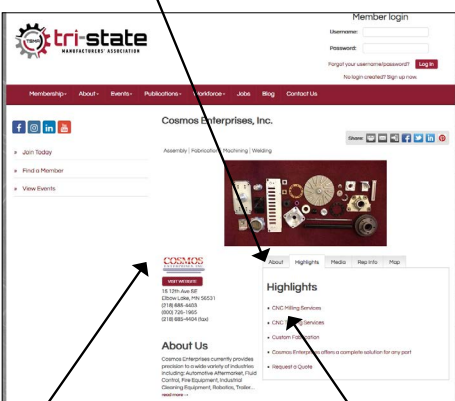
Buy now!

Enhanced listing

Enhanced member page listing will help your prospects find you! Options include expanded description, company logo, additional photos, video links, additional website links, 5 linking bullet points, map link, and additional key words (SEO).

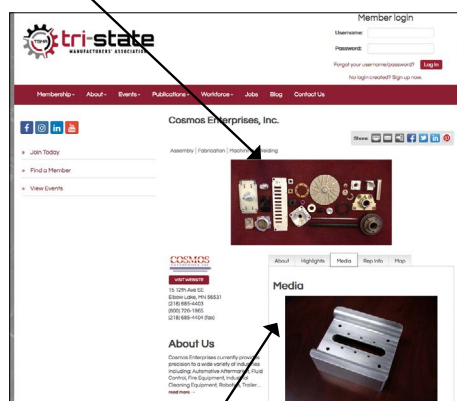
Expanded description

Additional photos

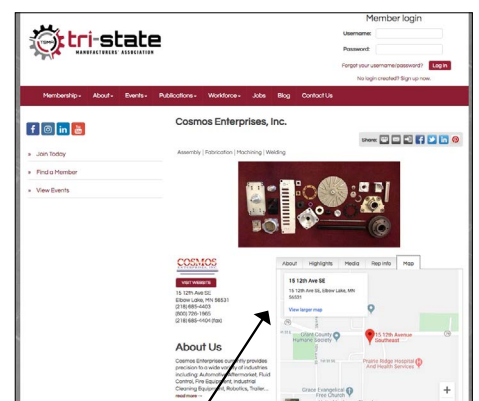


Company logo

5 linking bullet points



video links



map link

Digital newsletter ad examples



AMFA Shoptalk
Produced 4x/year
Reach 495 x 4 = 1,980

TSMa Network News
Produced 4x/year
Reach 615 x 4 = 2,460

Primary ads
Size: 540 pixels wide x 80 pixels high, DPI 300
(Inches: 7.5" w x 1.11" h)



CMMA Manufacturing Matters
Produced 4x/year
Reach 1041 x 4 = 4,164



Tertiary ads.
Size: 540 pixels wide x 80 pixels high
(Inches: 7.5" w x 1.11" h), DPI 300

Buy now!

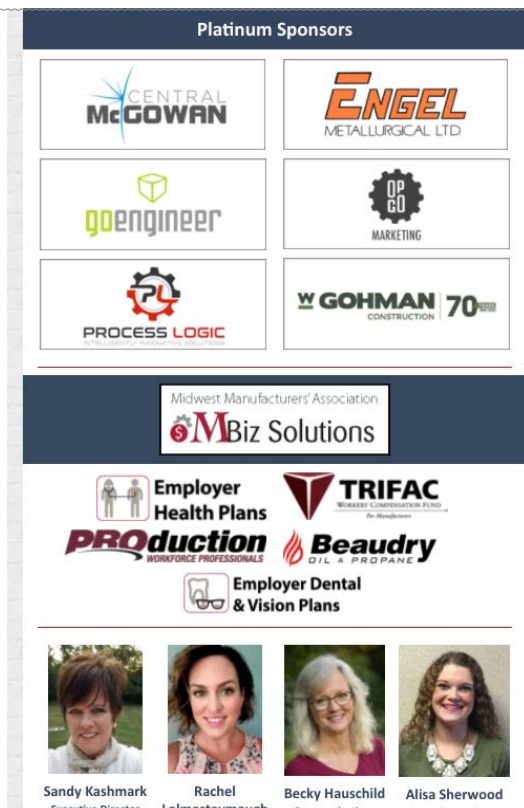
Weekly Association Events & Updates e-Blast



Reach is 2076 weekly - 103,800 annually
Ave. open rate - 21%
Ave. CTR - 15%

Weekly blast header ad

Quarterly buys only
Size: 540 pixels wide x 80 pixels high, DPI 300
(Inches: 7.5" w x 1.11" h)



MMA Platinum package

Sponsor logos here

Buy now!

Printed directory



The MMA Membership Directory includes information on approximately 500 members and is distributed yearly in June.

All members of AMFA, CMMA, and TSMA are listed in the directory for FREE.

À la carte pricing:

Location	Full pg 4.5" w x 7.25" h	Half pg 4.5" w x 3.5" h	Qtr pg 2.125" w x 3.25" h
Cover, back, in color	\$550	NA	NA
Cover, inside, in color	\$500	\$275	NA
Tab in color	\$450	\$250	NA
Colored ads	\$350	\$200	NA

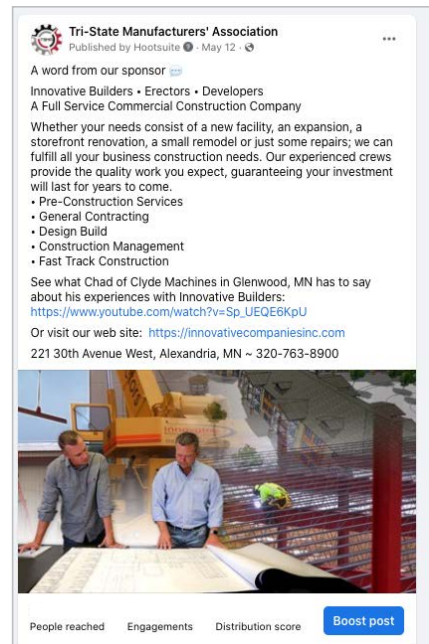
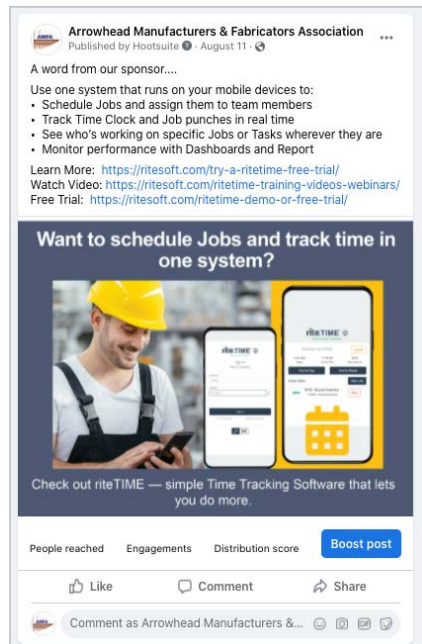
Social media posts



Combined reach 31,215
(Combined reach 12 months)

Buy now!

Examples



Education sponsors

In an effort to foster relationships between K-12 education and manufacturing, all three affiliates offer FREE general meeting attendance for K-12 students, teachers, and administrators. The Education Sponsor program was developed to help underwrite the cost of this policy.

Cost: \$150/year

Max: 6 member companies per year per affiliate

Benefits:

- Logo placement in email blast of meeting announcements
- Logo placement on event page of affiliate website
- Company acknowledged during general meetings
- Company acknowledged in letter to local educators.



Example

[Buy now!](#)

Sign me up!!!

[Buy now!](#)

As the home office to AMFA, CMMA, and TSMA our job is to help your business succeed. We are proud to offer the sponsorship opportunities we've listed and are ready to help you reach your prospects, customers and fellow members.

Payment options

- **Save 10%** off listed price if you pay it all upfront by a single invoice.
- Automated yearly, quarterly, or monthly billing.
- All major credit cards accepted.

Ad creation/submission

Ad copy should be submitted shortly after purchase. Two options:

- You create your ad(s) according to size listed and submit the ad(s) in .jpg or .png format, set at 300 dpi.
Email ads to: Rachel@MidwestManufacturers.com
- MMA staff creates your ad(s) and submits them to you for approval. All ads for the term of your ad commitment will be created and approved at the onset.

Reporting

Reports can be generated upon request as follows:

- Monthly audience overview
- Ad clicks
- Page views of specific pages.

Contact us today!

Rachel@MidwestManufacturers.com

800.654.5773



[Click here to purchase](#) your sponsorship package now!



In-person Meeting Sponsor

In-person meeting sponsorship is a great way to reach audiences at AMFA, CMMA, or TSMA meeting events.

Each sponsorship includes 5 minutes of “mic time” at the meeting to promote your company, products, or services. You may also place literature, swag, etc on each place setting at the meeting. Your company logo will be included in the meeting announcements including emails blasts, website and social media.



Photo by marymarkevich - www.freepik.com

Benefits	AMFA	CMMA	TSMA
Exclusive sponsor of meeting	X	X	X
Branding			
Logo placement in email blast of meeting announcement	550	775	550
Logo placement on event page of organization website	X	X	X
Logo placement on social media posts on the event	X	X	X
Sponsor can present at the meeting to promote company	5	5	5
Option to place literature, swag, etc. at each place setting at meeting	X	X	X
Details			
Amount of meetings	1	1	1
Expected attendance	30	85	35
Impressions	1765 - 2000	2500 - 3600	1795 - 2400
Logo	.jpeg or .png	.jpeg or .png	.jpeg or .png
Investment	\$250	\$250	\$250

To inquire about available meeting dates/locations, contact Rachel@MidwestManufacturers.com

MidwestManufacturers.com • 800-654-5773

PO Box 150 • 117 Central Ave. N. • Elbow Lake MN 56531

AMFA-MN-WI.org

CMMAsworks.org

TSMA.org