

800-654-5773



# 2022 Sponsorship Packages

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



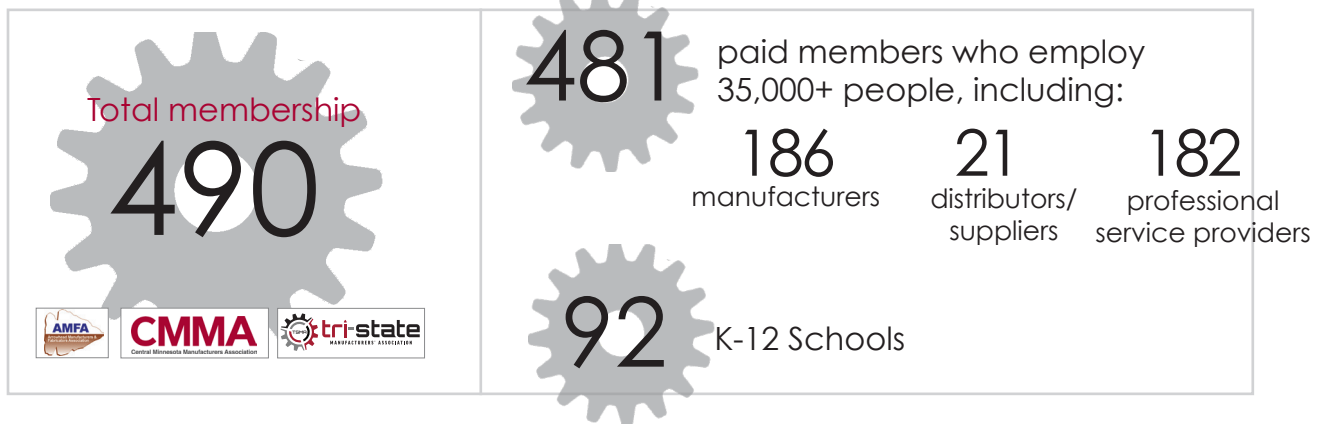
“The secret to change is to focus all your energy not on fighting the old but on building the new.”

- Socrates, father of Western philosophy

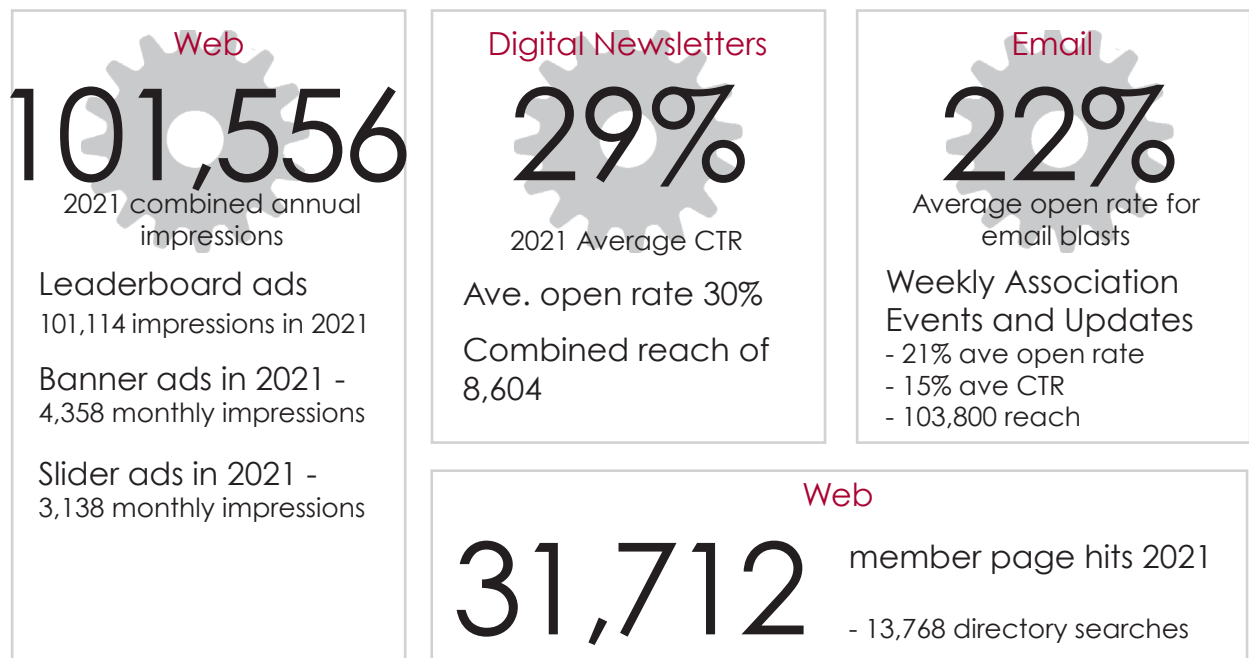
# Expand your reach

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
<b>Website</b>					
Leaderboard ad (\$2400 value)	✓				
Banner ad on all "Module pages" (\$1000 value)*	✓	✓		✓	✓
Home page slider ad (\$250 value each)			✓	✓	✓
Enhanced member listing (\$200 value)	✓	✓	✓	✓	✓
<b>Newsletters - 12 issues</b>					
Newsletter ads - Primary ad position (\$550 value each)				✓	
Newsletter ads - tertiary position (\$150 value each)	✓		✓		
<b>Email</b>					
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.	✓	✓	✓	✓	✓
<b>Social Media</b>					
Dedicated post on Facebook, Instagram and LinkedIn (\$100 value each)	✓	✓	✓	✓	✓
Total value	\$7200	\$4350	\$2150	\$2250	\$1700
<b>DISCOUNTED package price/month**</b>	<b>\$420</b>	<b>\$254</b>	<b>\$125</b>	<b>\$150</b>	<b>\$113</b>

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%.

### À la carte pricing

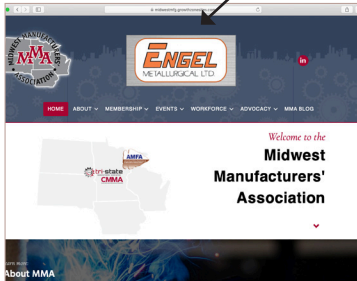
All options listed above (except a dedicated E-blast) are available for individual purchase.

### À la carte or package add-ons

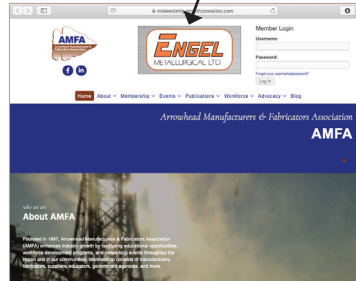
Member spotlight - feature article in newsletter .....	\$350	Choose: AMFA, CMMA, TSMA
Ad in printed membership directory.....	\$350	Full page color
In-person meeting sponsorship (1 meeting) .....	\$250	Choose: AMFA, CMMA, TSMA
Education sponsor (annual) .....	\$150	Choose: AMFA, CMMA, TSMA
Weekly Association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

**Buy now!**

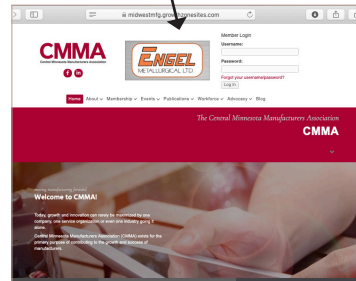
# Website leaderboard ad



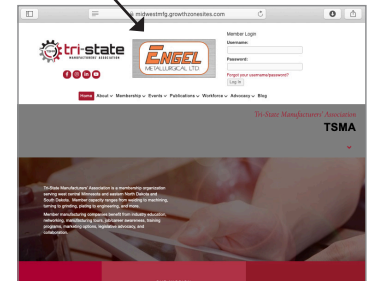
MidwestManufacturers.com



AMFA-MN-WI.org



CMMMAworks.org



TSMA.org

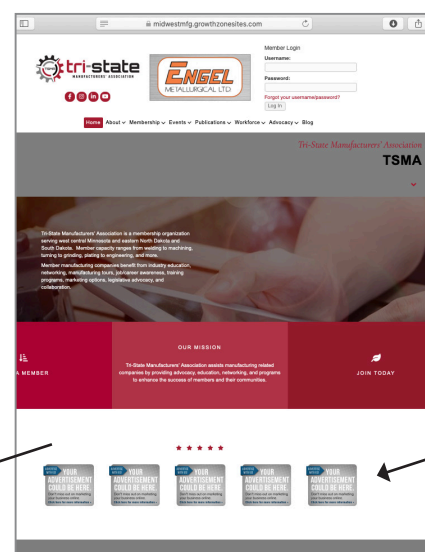
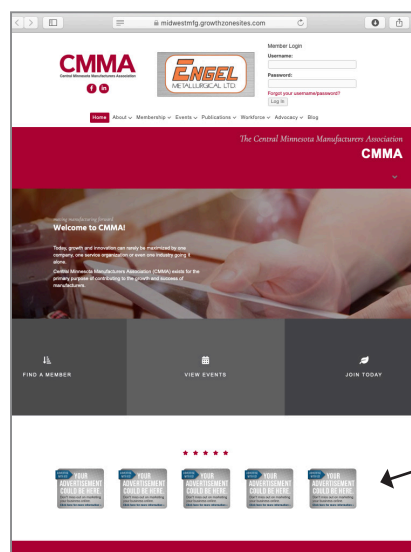
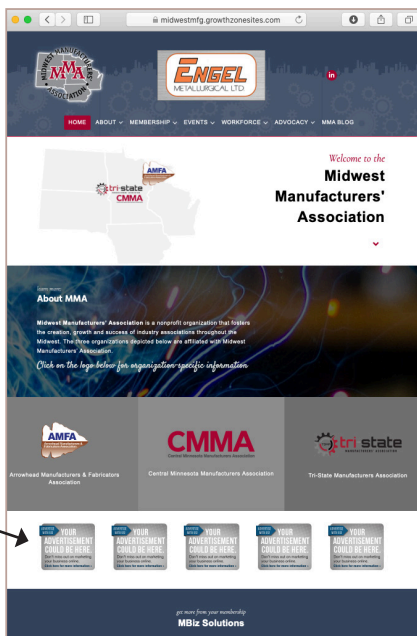
Rotating ad is visible on **all** 110 web pages of website that encompasses all 3 affiliates: [MidwestManufacturers.com](http://MidwestManufacturers.com).

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!**

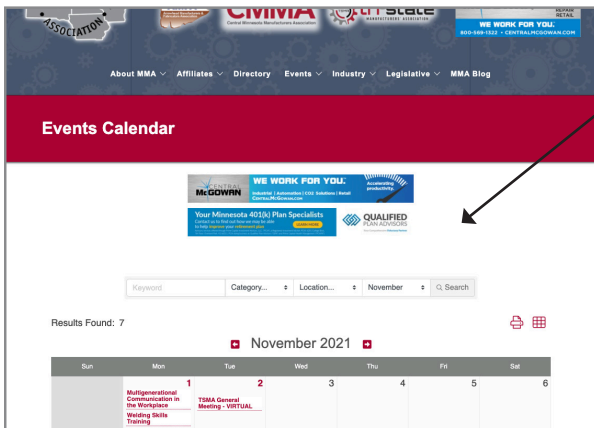
# Home page slider ad

20 per site. Ad appears on home page only of MMA, AMFA, CMMMA, 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

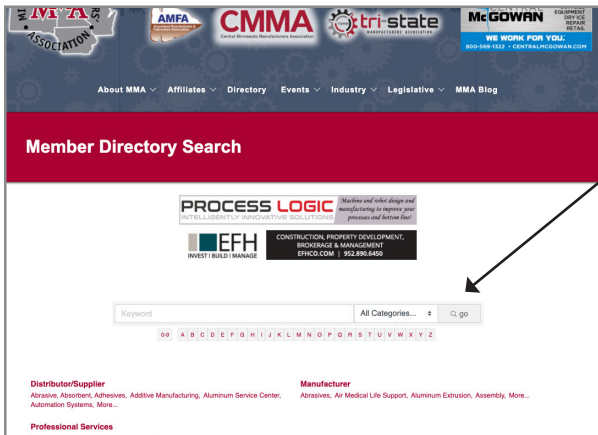


**Rotating banner ad.** Rotating ad appears on module pages of each affiliate area.  
Size: 480 pixels wide x 60 pixels high, DPI 300

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

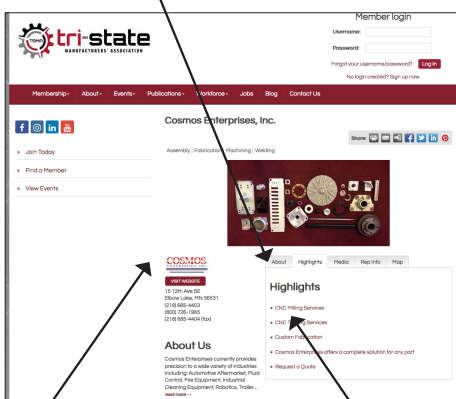
**Buy now!**

## 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).

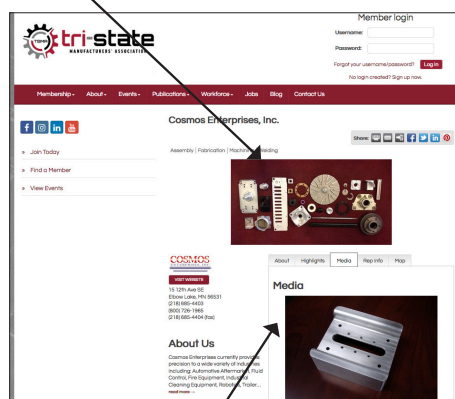
Expanded description

Additional photos

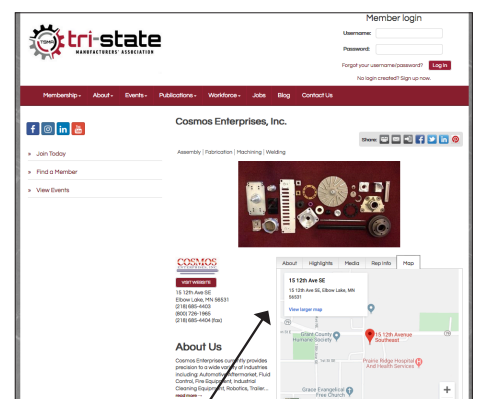


Company logo

5 linking bullet points



video links



map link



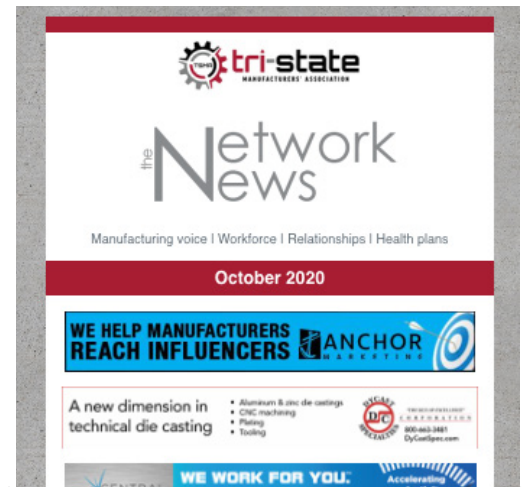
# Digital newsletter ad examples



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

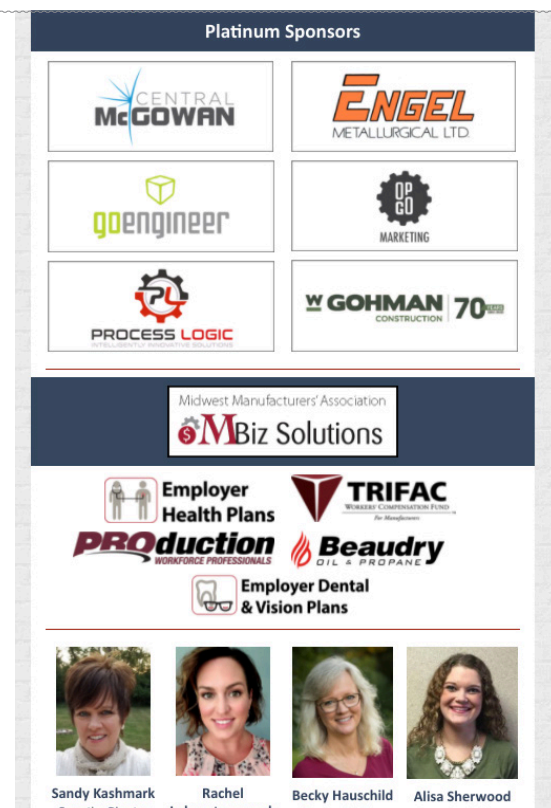


Reach is 2076 weekly - 103,800 annually  
Ave. open rate - 21%  
Ave. CTR - 15%

## 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

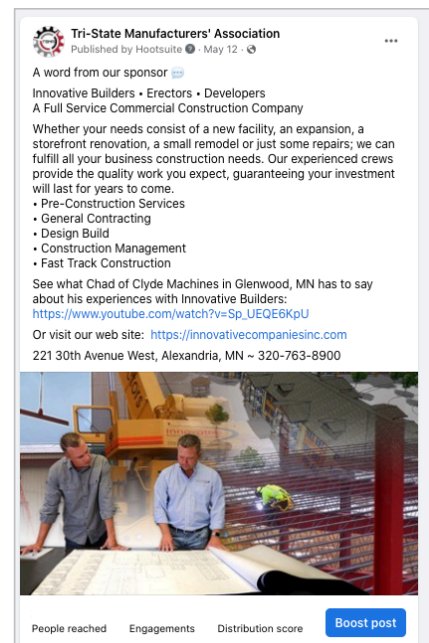
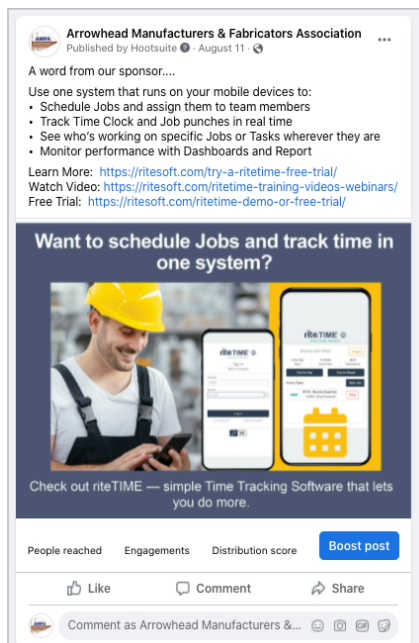
# Social media posts



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.

### Contact us today!

Rachel@MidwestManufacturers.com

800.654.5773



### 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](mailto: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.

**Click here to purchase** your sponsorship package now!