



2023

# Sponsorship Packages

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



“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”

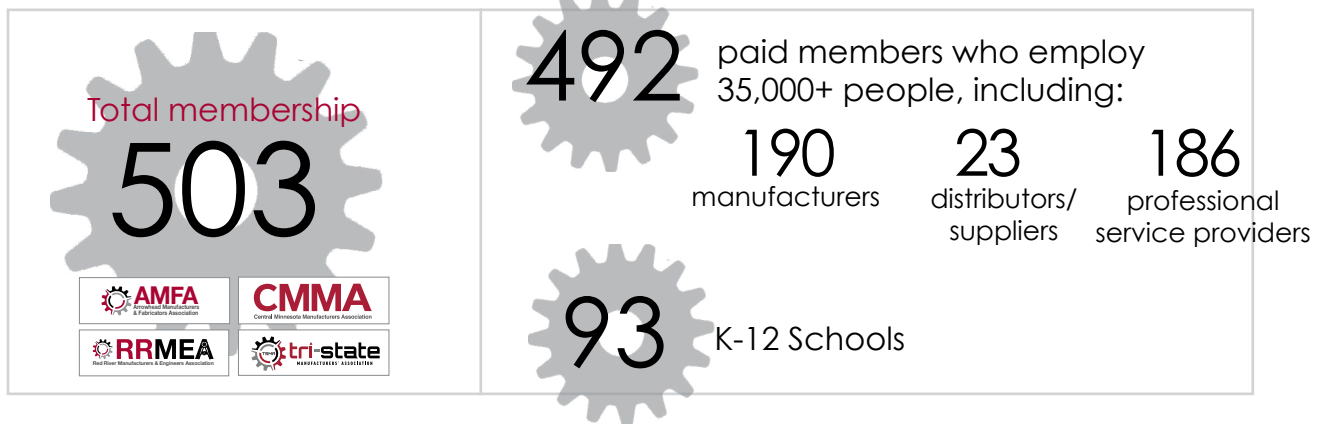
- Benjamin Franklin

800-654-5773

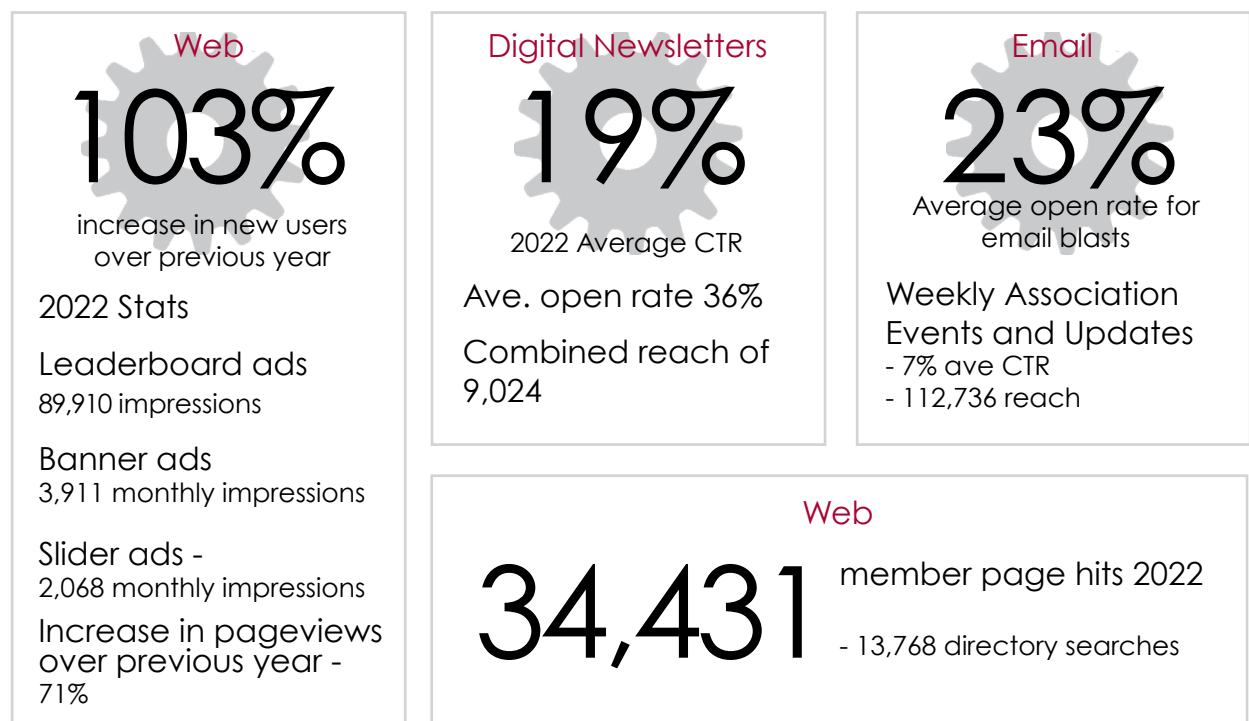
# Expand your reach

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 great value for your marketing dollar because we bundle a host of benefits that get your business recognized as a valued partner of our four manufacturing associations; AMFA, CMMA, RRMEA, and TSMA. Market your company to one, two, three or all four associations; you decide!

We have two levels of sponsorship packages:

 **1. MMA Packages** - reach all 490 members of four manufacturing associations: AMFA, CMMA and TSMA. Additional members will be joining the new association RRMEA throughout 2023.

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

We also have À la carte options, as well as event, 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.

<b>2023 Sponsorship Packages</b> Midwest Manufacturers' Association: AMFA, CMMA, RRMEA, and TSMA	<b>MMA Packages:</b> Promote to ALL affiliates			<b>Association Packages:</b> 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 - 15 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 4 memberships (\$2400 value)	✓	✓			
1 dedicated E-blast to memberships (\$150 value each) <small>Available in packages only.</small>	✓	✓	✓	✓	✓
<b>Social Media</b>					
Dedicated post on Facebook, Instagram and LinkedIn (\$100 value each)	✓	✓	✓	✓	✓
<b>Meeting Sponsorship</b>					
Sponsorship of association meeting (\$250 value)	✓	✓	✓	✓	✓
Total value	\$7450	\$5050	\$2400	\$2500	\$1950
<b>DISCOUNTED package price/month**</b>	<b>\$435</b>	<b>\$295</b>	<b>\$140</b>	<b>\$146</b>	<b>\$114</b>
Click to purchase through eCommerce store	<a href="#">Purchase</a>	<a href="#">Purchase</a>	<a href="#">Purchase</a>	<a href="#">Purchase</a>	<a href="#">Purchase</a>

**Save 10% off listed prices until 12/15/22!**

**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**

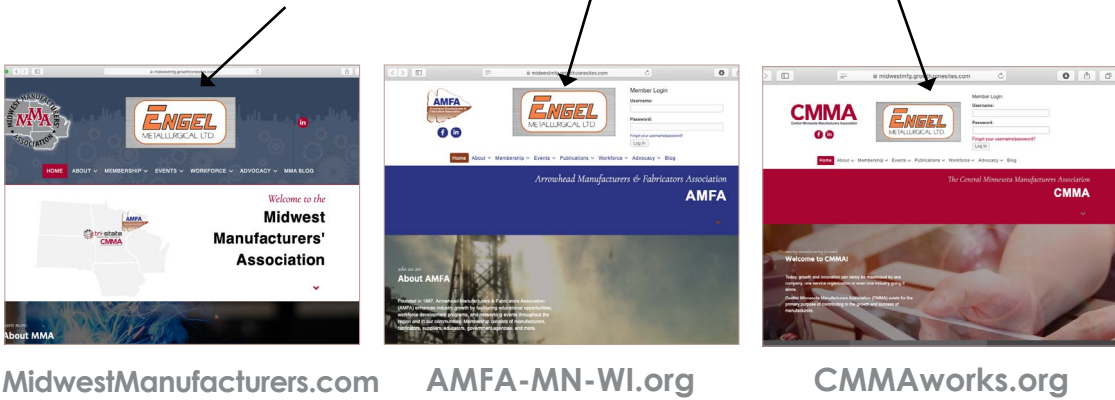
- Member spotlight - feature article in newsletter ..... \$350    Choose: AMFA, CMMA, RRMEA, or TSMA
- Ad in printed membership directory..... \$350    Full page color
- Weekly Association Events and Updates header ad ..... \$1000/quarter. Limit 1 per quarter.



All package prices reflect a 12-month agreement and upfront annual payment. \*Banner ads will display on all five sites, regardless of package option. \*\*Prices listed are for members of AMFA, CMMA, RRMEA, or TSMA. Non members add 25%.

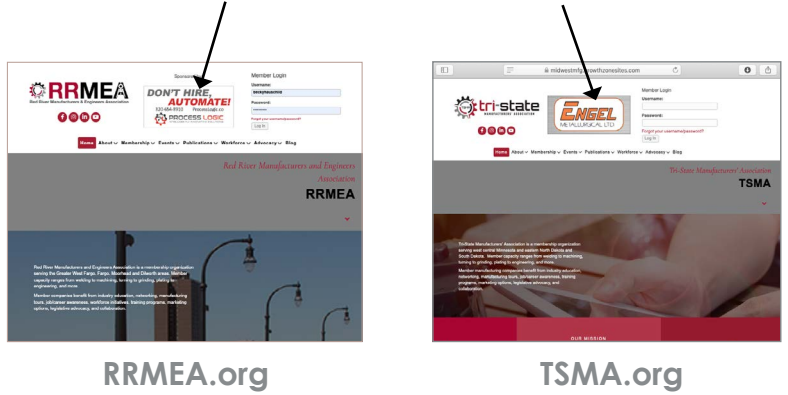
# Website leaderboard ad

Buy now!



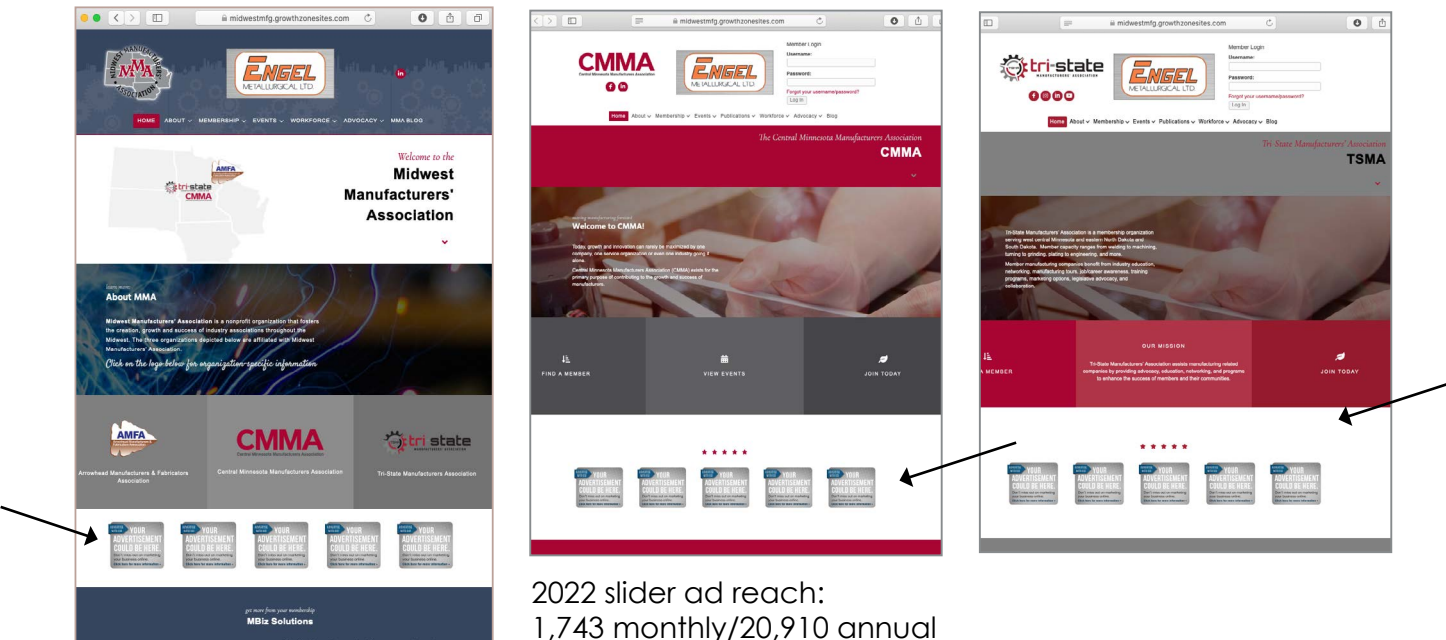
Rotating ad is visible on **all** 115 web pages of website that encompasses all 4 affiliates: [MidwestManufacturers.com](http://MidwestManufacturers.com).

2022 annual impressions: 88,697  
 2022 annual reach: 39,963  
 Maximum of 5 leaderboard ads.  
 Size: 330 pixels wide x 152 pixels high, DPI 300



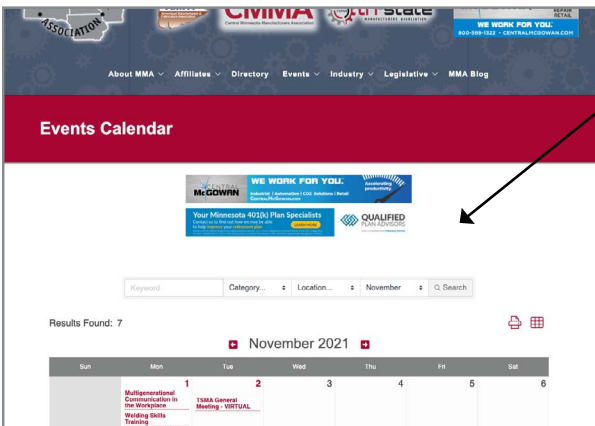
# Home page slider ad

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



2022 slider ad reach:  
 1,743 monthly/20,910 annual

# Banner ad examples

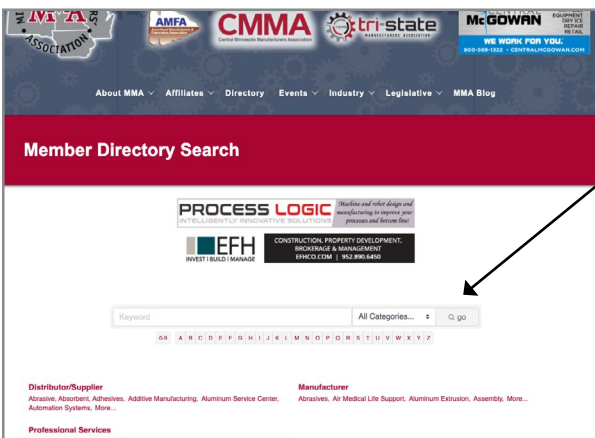


**Rotating banner ad.** Rotating ad appears on module pages of each affiliate area.  
Size: 480 pixels wide x 60 pixels high, DPI 300

Module pages include:

- Member directory
- Events
- Board of directors
- Member application
- Job openings
- Member login
- Blog.

Annual combined impressions 74,787



**Online directory**

Annual completed searches 16,052  
Member page hits 34,431

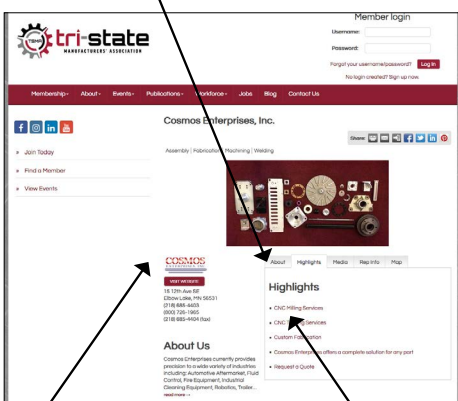
**Buy now!**

# 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).

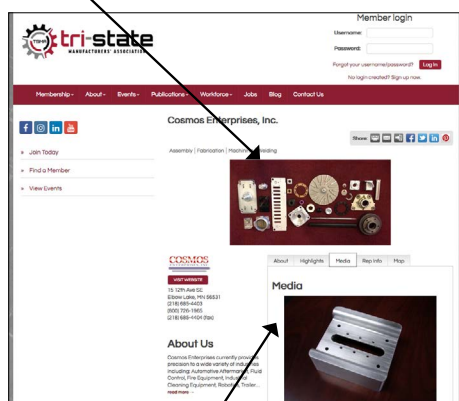
Expanded description

Additional photos

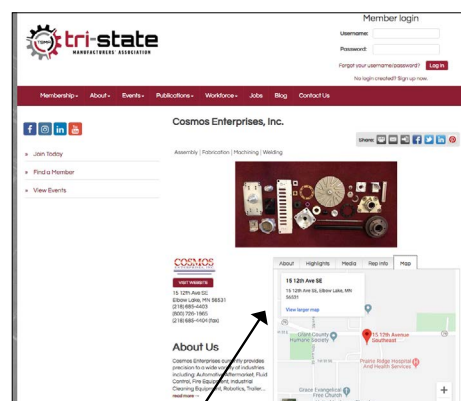


Company logo

5 linking bullet points



video links



map link

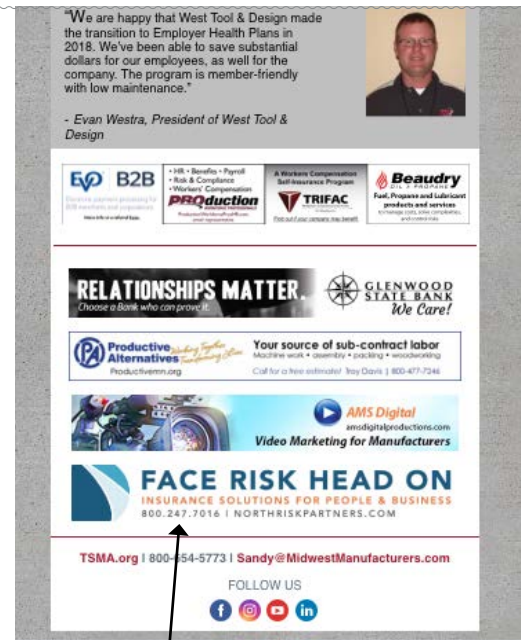
# Digital newsletter ad examples



**AMFA Shoptalk**  
Produced 4x/year  
Reach 488 x 4 = 1,952

**T SMA Network News**  
Produced 4x/year  
Reach 682 x 4 = 2,728

**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 1086 x 4 = 4,344

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



Coming in 2022  
RRMEA Newsletter  
Produced 3x/year  
Reach TBD

**Buy now!**

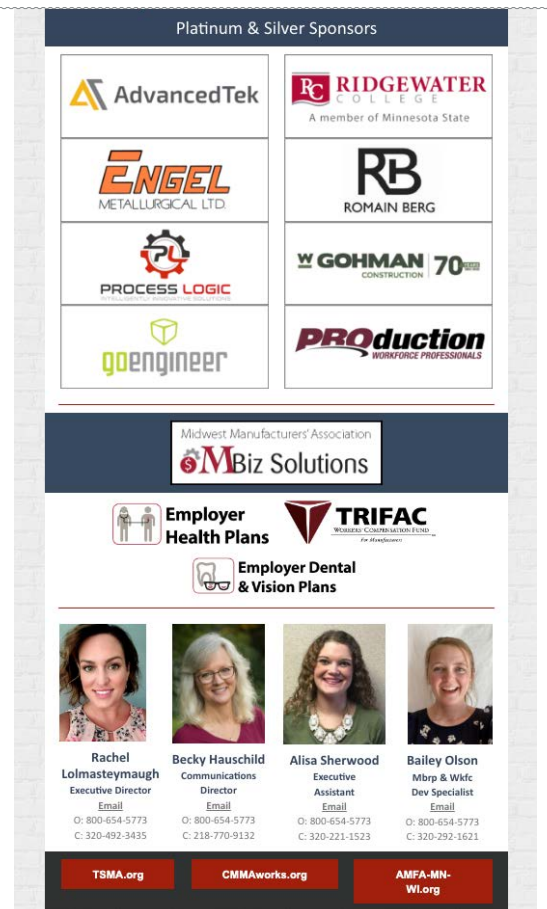
# Weekly Association Events & Updates e-Blast



Reach is 2168 weekly - 112,736 annually  
 Ave. open rate - 23%  
 Ave. CTR - 7%

**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!**

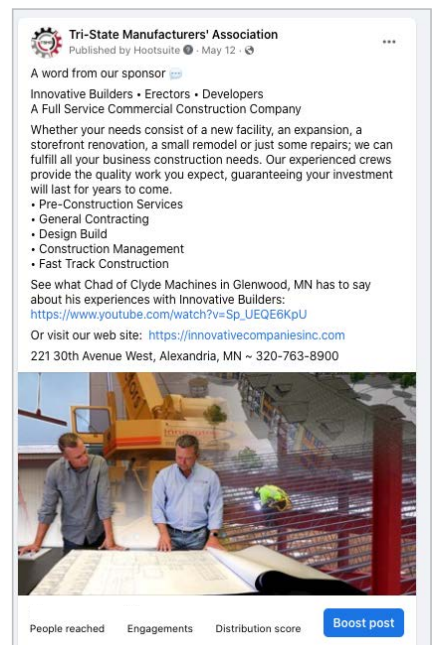
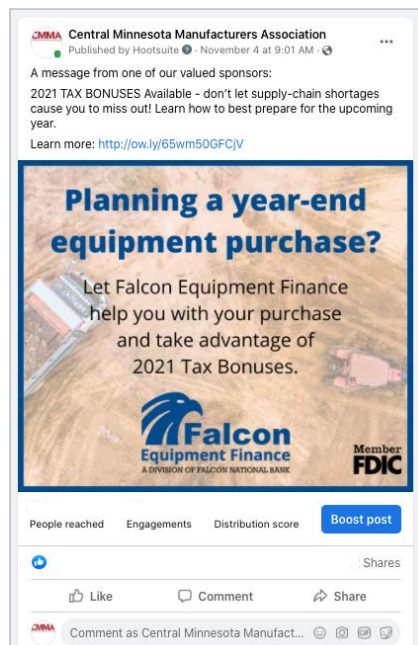
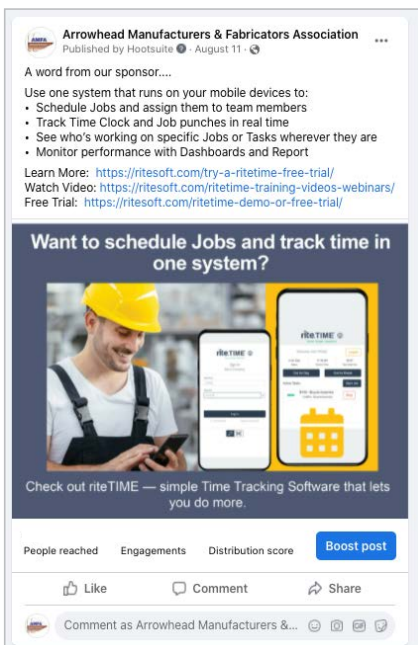
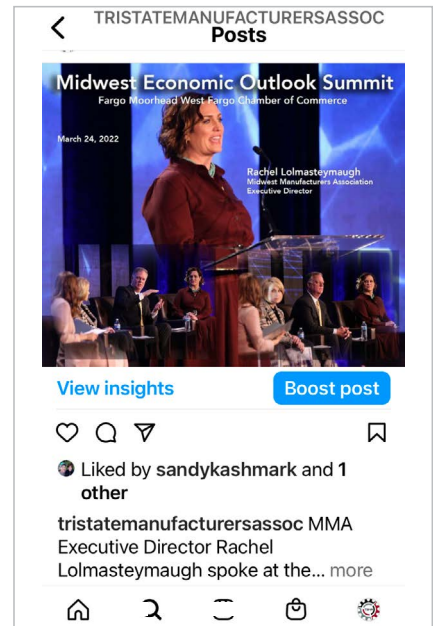
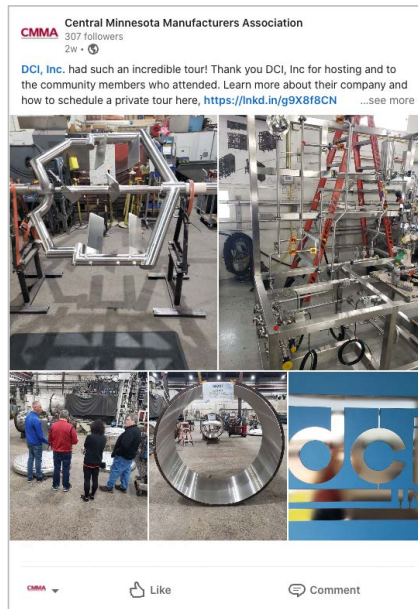
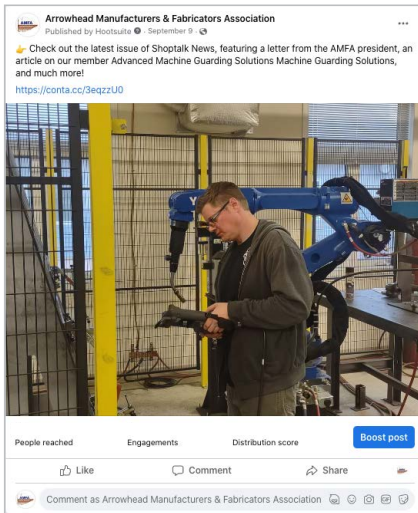


# Social media posts



Combined reach 56,912  
(Combined reach 12 months)

## Examples



**Buy now!**

# Sign me up!!!

**Buy now!**

As the home office to AMFA, CMMA, RRMEA, 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

- **Purchase online through eCommerce store and pay with credit card.**
- All major credit cards accepted.
- **Contact the office** to pay by invoice.

## 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!

**Contact us today!**

Rachel@MidwestManufacturers.com  
800.654.5773



  
Association of  
Manufacturers & Fabricators

  
Central Minnesota Manufacturers Association

  
Rock River Manufacturers & Engineers Association

  
MANUFACTURERS ASSOCIATION

# Printed directory coming in June 2023



The MMA Membership Directory includes information on approximately 580 members and is distributed yearly in June.

**All members of AMFA, CMMA, RRMEA, 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