

2024

WORK FORCE

Development

GR | GREATER
CA | READING
Chamber Alliance

SPONSORSHIP GUIDE



MFG Summit

The region's premier, annual **MFG Summit**, is held during the nationally-recognized MFG Month. The Greater Reading region celebrates manufacturing as our highest-priority industry, and shares a dedication to the industry's success with all of our neighboring partners, training providers and employers in ten surrounding counties.

Date: October 2024

Sponsor Benefits	Platinum: \$2,500 2 exclusive	Gold: \$1,500 4 exclusive	Silver: \$750 2 available	Bronze: \$500 unlimited
Event tickets	6 reserved	4 reserved	2	1
Logo in sponsor presentation	*	*	*	*
Recognition in event program	Logo	Logo	Name	Name
Support to local students to attend event free of charge	*	*	*	*
Pre-event publicity	*	*	*	
Logo on event signage	*	*	*	
Add materials to swag bags	*	*		
Recognition in advertising, media & press releases	*	*		
Event display table	*	*		
Welcome/Closing remarks	*			
1-min. company commercial played at start/end of event	*			

For Workforce Development sponsorships with the Greater Reading Chamber Alliance, contact Keith Stamm.

kstamm@greaterreading.org | 610-898-7776



The focus of the **MFG Industry Partnership** is to convene leaders in the manufacturing industry around shared challenges, opportunities and programming. With the support of educational partners and workforce development organizations, this public-private partnership brings all stakeholders to the table to create solutions for sustainable change to ensure economic growth and success.

Dates: Quarterly

MFG E-Newsletter Sponsor: \$1,000 – 4 available

The MFG Newsletter provides timely updates on the latest trends in manufacturing, incumbent worker training grants, educational programs and upcoming events. It is delivered monthly to more than 1,200 inboxes and has an average open rate of 28%.

- Company name displayed in monthly E-Newsletter (10-12 per year)
- Company logo prominently displayed on the [Industry Partnerships webpage](#)
- Spotlight in E-Newsletter linking to the [Industry Partnerships webpage](#)
- 1 ticket to annual MFG Summit

MFG IP Meeting Sponsor: \$500 – 1 per event

These meetings bring together 25 to 50 attendees to discuss shared challenges as well as best practices within the manufacturing industry. This also is an opportunity to discuss workforce trends and connect manufacturing professionals with resources to strengthen their businesses.

- 2-minute welcome and comments
- Company logo prominently displayed on the [Industry Partnerships webpage](#)
- Company logo on Meeting Agenda & Minutes shared before and after meeting
- Spotlight in Manufacturing E-Newsletter following meeting
- 2 tickets to annual MFG Summit

MFG Training Needs Assessment: \$250

The MFG Training Needs Assessment is a biannual needs assessment that assesses the training needs of our local manufacturers and provides follow up information to participants on educational programs, incumbent worker training grants and upcoming events. It is delivered annually to more than 1,200 inboxes and has an average open rate of 18%.

- Company name displayed on Needs Assessment survey
- Company logo displayed on the [Industry Partnerships webpage](#)
- Spotlight in E-Newsletter linking to the Needs Assessment biannually
- 1 ticket to annual MFG Summit

MFG Mixers – 1 per event

Are you interested in hosting a manufacturing mixer? Come socialize and network with manufacturing professionals in a relaxed environment. The MFG IP brings attendees to your location.

- 2-minute event welcome and comments
- Company logo prominently displayed on Workforce website and event registration page
- Spotlight in E-Newsletter linking to event registration page
- Recognition in all Chamber-initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media

MFG Tour & Networking – 1 per event

Are you interested in hosting a tour and networking lunch at your business? This brings attendees to your location.

- Welcome and tour of your business followed by light lunch and networking
- Company logo prominently displayed on Workforce website and event registration page
- Spotlight in E-Newsletter linking to event registration page
- Recognition in all Chamber-initiated advertising, media and press releases
- Pre-event publicity through Chamber publications, website and social media