

Massachusetts Manufacturing **MASH-UP**

September 25, 2024

Gillette Stadium
Foxborough, MA



MASSACHUSETTS CENTER for
ADVANCED MANUFACTURING



at the MassTech
Collaborative

In partnership with:



WPI



NEMC HUB
Northeast Microelectronics Coalition

massrobotics



Solving Tough Challenges, Together.

The Massachusetts Manufacturing Mash-Up is about helping our manufacturers succeed. The event, now in its fourth year is headed to the iconic Gillette Stadium in Foxborough. Set above the famous field and below the six championship banners, the indoor venue will set the “vibe” for manufacturing in Massachusetts.

This is an event to discover new business opportunities, meet partners, find resources, and gain the knowledge necessary to join the advanced manufacturing world in which we now operate.

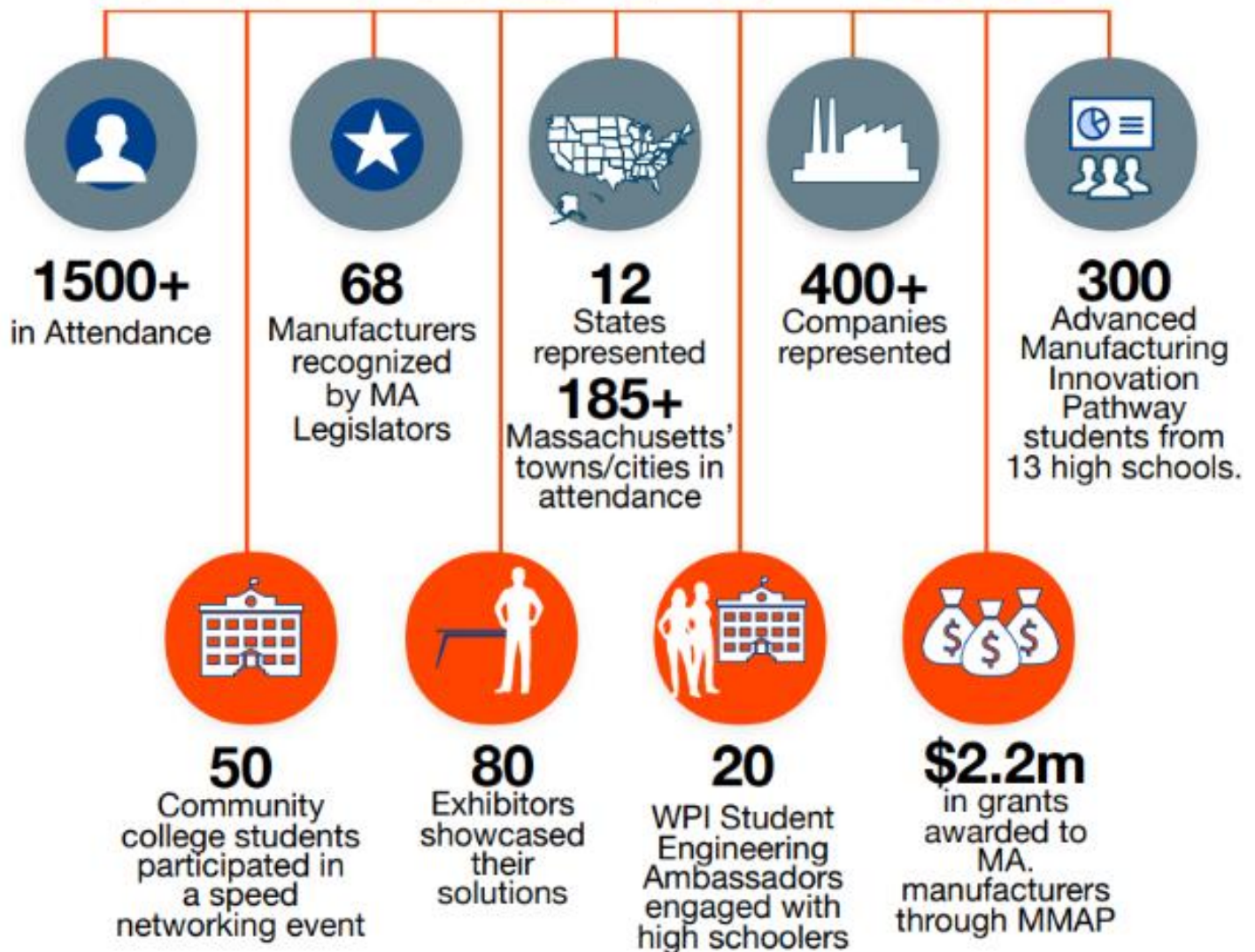
As a leading organization in the advanced manufacturing industry in Massachusetts, the Center for Advanced Manufacturing, along with ecosystem partners: MassMEP, MassRobotics, FORGE, the MassHire boards, the Northeast Microelectronics Coalition (NEMC) Hub, and WPI invite you to become a Mash-Up sponsor. We appreciate your consideration of these customizable opportunities and look forward to connecting with you to help elevate your goals.

Expected audience: 2500+ manufacturers, OEMs, startups, students, and public officials from across Massachusetts.



2023 by the numbers:

Massachusetts Manufacturing **MASH-UP**



Field Goal Sponsorship

\$2,000	
Exhibitor Table	Exhibitors will have a 6ft. table, 2 chairs, and access to power* (if requested). Showcase what your company is all about!
Logo on Mash-Up Marketing Materials	Company logo on the following materials: event website, marketing emails, printed sponsorship signs, and digital signage throughout the stadium and clubs, including the Jumbotron!
Program Booklet Ad	Your company ad featured in the Mash-Up Program Booklet. Size of ad: ¼ of a page

*Note: Power package includes access to one (1) 120 volt outlet to support up to 500 Watts (5 AMPS). If more power is requested, additional charges may apply.



Touchdown Sponsorship

\$5,000	
Exhibitor Table	Exhibitors will have a 6ft. table in a premier location, 2 chairs, and access to power (if requested). Showcase what your company is all about!
Logo on Mash-Up Marketing Materials	Company logo on the following materials: event website, marketing emails, printed sponsorship signs, and digital signage throughout the stadium and clubs, including the Jumbotron!
Program Booklet Ad	Your company ad featured in the Mash-Up Program Booklet. Size of ad: ½ of a page
Promo Item in Welcome Bag	Opportunity to place a branded company promotional item in the event Welcome Bag, distributed to approximately 1,750 attendees.
Logo Printed on Event Badges	See your Company's logo printed on the back of the Mash-Up event badge that all registered attendee's will receive.
Host a content session at the Mash-Up	You will have the opportunity to host a Peer Perspectives or Lightening Talk session at the event. Content topics will be determined in conjunction with the CAM team. (First come, first served, Champion sponsorship prioritized).

*Note: Power package includes access to one (1) 120 volt outlet to support up to 500 Watts (5 AMPS). If more power is requested, additional charges may apply.



Champion Sponsorship

\$10,000

Exhibitor Table (Priority Placement)	Exhibitors will have a priority exhibitor space location within the event. The space will include a 6ft. table, 2 chairs, and access to power (if requested). Showcase what your company is all about!
Logo on Mash-Up Marketing Materials (Priority Placement)	Company logo prominently displayed on event website, marketing emails, printed sponsorship signs, and digital signage throughout the stadium and clubs, including the Jumbotron!
Program Booklet Ad	Your company ad featured in the Mash-Up Program Booklet. Size of ad: 1 full page
Promo Item in Welcome Bag	Opportunity to place a branded company promotional item in the event Welcome Bag, distributed to approximately 1,800 attendees.
Logo Printed on Event Badges	See your Company's logo printed on the back of the Mash-Up event badge that all registered attendee's will receive.
Dedicated Social Media Shoutout	As a thank you for your sponsorship for the Mash-Up, your company will receive a dedicated social media highlight on MassTech's LinkedIn and Instagram pages.
Video ad on Gillette Stadium's Jumbotron	Run a video on Gillette Stadium's large jumbotron for all attendees to see. This is a once in a lifetime opportunity to see your company shine!
Interview for recap video	As a top-level sponsor, be interviewed for inclusion in the 2024 Mash-Up recap video.
Host a content session at the Mash-Up	You will have the opportunity to host a Peer Perspectives or Lightning Talk session at the event. Content topics will be determined in conjunction with the CAM team.
Lighthouse View	Bring up to 20 guests to the top of the Gillette Stadium Lighthouse for a unique experience you won't soon forget (includes pictures)!

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Exclusive Sponsorships (Limited to 1 opportunity)

Lanyard Sponsor

\$5,000

Logo featured on event lanyard distributed along with badge to all attendees (2500-3000).

Welcome Bag Sponsor

\$5,000

Logo featured on event Welcome Bag distributed to attendees (1800).

Add-on Opportunities

(Available to Field Goal, Touchdown, and Champion Sponsors)

Stadium Tour (5 available)

\$2,000

This tour package includes a 30-minute guided tour for up to 20 guests. This is your opportunity to invite potential key customers, bring along company employees, or create a drawing for event participants to win a chance to be on the tour!

Top of the Lighthouse (limited availability)

\$1,000

Bring up to 20 guests up to the Gillette Stadium Lighthouse, where you will catch a spectacular view that is certainly photo-worthy.

Video Ad Display Package (4 available)

\$1,000

Display a company video or ad on the jumbotron located on the Patriots' field, as well as on the large video wall and monitors throughout the exhibit hall.

Pat the Patriot (3 available)

\$750

Have Pat the Patriot stand strategically next to your booth for 30 minutes. This will surely bring a crowd to your booth, drawing them in for a conversation.



Empowering our Future Workforce

Students are essential at the Manufacturing Mash-Up to give them the chance to explore manufacturing career opportunities. They'll engage in design challenges, interact with leading manufacturers and innovators, and listen to inspiring speakers, all of which will open their eyes to the future possibilities in manufacturing. We are hosting 500 high school students, 100 community college students, and 300 members from Big Brothers and Big Sisters organization from Greater Worcester.

We need your support to make this event a success! Your support will help cover costs for buses, lunches, venue space, and equipment. Together, we can invest in our future workforce and create an unforgettable experience for our youth.

Student Section Sponsor (limited availability)

\$2,000

Logo featured on event website, printed sponsorship signs and table placards in student area, ½ page ad in event program booklet, and digital signage throughout the stadium and clubs, including the massive screens in the GP Atrium and Jumbotron!

Game Changing Student Section Sponsor

\$5,000

Main stage presence to introduce our keynote speaker in the Student Section.

Logo featured on event website, printed sponsorship signs and table placards in student area, full page ad in the event program booklet, your logo on the student lanyards and digital signage throughout the stadium and clubs, including the massive screens in the GP Atrium and Jumbotron!