

Massachusetts Manufacturing  
**MASH-UP**

**SPONSORSHIP  
PROSPECTUS**

**Tuesday, October 27, 2026  
9:00 am - 2:30 pm  
Gillette Stadium  
Foxborough, MA**

Powered by:



MASSACHUSETTS CENTER for  
ADVANCED MANUFACTURING



# EVENT — OVERVIEW



## What is the Manufacturing Mash-Up?

The Massachusetts Manufacturing Mash-Up is an annual statewide event that brings together manufacturers, startups, educators, policymakers, and workforce leaders to celebrate the manufacturing sector in Massachusetts. Organized by the Center for Advanced Manufacturing (CAM) at the Massachusetts Technology Collaborative, the Mash-Up is designed to foster innovation, share best practices, and build strategic partnerships across the state's manufacturing ecosystem.

## The Audience

The Massachusetts Manufacturing Mash-Up is a dynamic event designed to unite a diverse array of stakeholders within the state's manufacturing ecosystem. Our audience includes: manufacturers and OEMs, startups and innovators, students and educators, and public officials and policymakers.

## The Venue

Gillette Stadium, an iconic venue reflecting excellence and innovation, elevates the Mash-Up to a championship caliber offering a first-class backdrop where Massachusetts manufacturing takes center stage. It's more than just a location; it's the ultimate arena for showcasing the power and potential of manufacturing in the Commonwealth.

# SPONSORSHIP LEVELS



## CHAMPION

**\$8,000**

- Exhibitor table (Priority Placement)\*
- Logo on all pre-event Mash-Up marketing materials (Priority Placement)
- Logo featured on signage, indoor monitors, ribbon boards, and jumbotron (Priority Placement)
- Capture leads and track conversations through the use of the Whova event app
- Branding on event map
- Dedicated social media shout-outs (two)
- Introduce a content session at the event
- Video ad featured during event on the Gillette Stadium jumbotron and inside monitors
- Opportunity to bring up to 20 guests to the top of the iconic Gillette Stadium lighthouse

## TOUCHDOWN

**\$5,000**

- Exhibitor table\*
- Logo on all pre-event Mash-Up marketing materials
- Logo featured on signage, indoor monitors, ribbon boards, and jumbo-tron
- Capture leads and track conversations through the use of the Whova event app
- Branding on event map
- Social media shout-out (one)

## FIELD GOAL

**\$2,000**

- Exhibitor table\*
- Logo featured on indoor monitors and jumbo-tron
- Capture leads and track conversations through the use of the Whova event app

\*Exhibitors will be supplied with a 6 foot table (clothed and skirted) and 2 chairs. Access to power will be available upon request. Power package includes access to one (1) 120 volt outlet to support up to 500 watts (5 amps). If additional power is requested, additional charges may apply.

# EXCLUSIVE SPONSORSHIPS

All Exclusive Sponsorships are limited to one availability.  
All include a base-level sponsorship as outlined in the description.

## MAIN STAGE SPONSOR

**\$12,000**

- All benefits of a Champion sponsor
- Logo included on slide deck of all main stage content sessions
- Stage will be officially marked with your company name (ex. The MassTech Main Stage)
- Signage with your company's branding located on stage
- Podium recognition during the opening welcome

## LUNCH SPONSOR

**\$12,000**

- All benefits of a Champion sponsor
- Prominent signage on the lunch buffet
- Podium recognition during the opening welcome
- Listed as the Lunch Sponsor in the event agenda

## SESSION STAGE SPONSOR

**\$8,000**

- All benefits of a Touchdown sponsor
- Logo included on slide deck of all session stage content sessions
- Stage will be officially marked with your company name (ex. The MassTech Stage)
- Signage with your company's branding located on stage
- Podium recognition during the opening welcome

# ADDITIONAL — OPPORTUNITIES

## KEYNOTE SPONSOR (2 avail.)

**\$4,000**

- All benefits of a Field Goal sponsor
- Special listing as "Keynote Sponsor" on the Mash-Up website and the Whova event app
- Recognition during the event on digital screens and signage
- Social media announcement spotlighting your company as the "Keynote Sponsor"
- Podium recognition during the keynote

## STADIUM TOUR (2 avail.)

**\$2,000**

Invite up to 20 guests for a 30-minute guided tour around Gillette Stadium

## TOP OF THE LIGHTHOUSE (2 avail.)

**\$1,000**

Bring up to 20 guests up to the Gillette Stadium Lighthouse for a photo worthy view.

## VIDEO AD DISPLAY (3 avail.)

**\$1,000**

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

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# HOW TO BECOME A SPONSOR —

## Have any questions?

Reach out to [MashUp@masstech.org](mailto:MashUp@masstech.org)  
for answers and to learn more.

Already know what type of sponsorship you want?

[Fill out this form to reserve your spot.](#)

A member of the Center for Advanced Manufacturing team will follow-up with you shortly.

Stay up to date on all event information

Visit [mashupmfg.org](http://mashupmfg.org)

Follow us on [LinkedIn](#)



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# THANK YOU

A photograph of a large, illuminated sign for the 'Massachusetts Manufacturing MASH-UP' event. The sign is made of a translucent material with the text 'Massachusetts Manufacturing' in white and 'MASH-UP' in large, glowing blue and red letters. In the foreground, the silhouettes of several people's heads are visible, looking towards the sign.

Massachusetts Manufacturing  
MASH-UP