

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 stage backdrop
- 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

SOLD OUT

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 (1 left)

\$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 (1 left)

\$1,000

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

VIDEO AD DISPLAY (2 left)

\$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
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

[Follow us on LinkedIn](#)



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THANK YOU

A photograph of a 'Mash-Up' event. In the foreground, the backs of several people's heads are visible as they look towards a large, illuminated sign. The sign reads 'Massachusetts Manufacturing' in a white, sans-serif font, with 'mash-UP' below it in a large, stylized, outlined font. The 'mash' part is blue and the 'UP' part is red. The background is dark and out of focus, showing industrial equipment.