



Miles for Manufacturing (M4M) 5K Run/Walk and Accompanying Cycle Jersey Sponsorship Program

The Miles for Manufacturing 5k Run/Walk (M4M) was first run during IMTS 2014. Born out of an informal group of runners who wanted to get a little exercise during the week of IMTS – and raise money for a good cause along the way – the M4M has now been held several times around the country and has raised and distributed more than \$190,000 to schools and programs that influence young people toward careers in manufacturing and design.

Since the IMTS tradeshow absorbs all of the hard costs of producing the M4M, such as shirts, timing gear, permits, banners, etc., **EVERY SINGLE DOLLAR** we raise through sponsorship and **100% of the runner registration fees** get donated back into the educational community.

So, do a good thing for our industry – and raise your company’s profile – by becoming a sponsor of the M4M!

How does your brand get recognized when you sponsor Miles For Manufacturing?

- Your brand on over 700 shirts and runner packets distributed onsite
- Your brand promoted in waves of M4M pushed promotions
- Your brand featured through the M4M portion of IMTS.com
- Your brand in print and electronic ads with media partners
- HUGE social media presence!

Collectively, hundreds of thousands of impressions over several weeks of promotion!

SPONSOR OPTIONS DETAILED ON NEXT PAGE!

Contact Cat Ross, AMT Director of Community Engagement,
to secure your sponsor position: cross@amtonline.org.

Gold Sponsor (Limit 2) *SOLD OUT***** **\$5,000**

- Logo placement on front and back of IMTS cycling jersey
- Logo on back of race shirts in Large, leading position
- Logo on sleeve of shirts
- Logo in top position on M4M packets sent to participants
- Logo in top position on M4M portion of IMTS.com website
- Logo in top position on all email promotions
- *NOTE: Logos on emails and websites will link back to your showroom on IMTS.com*

Race/Tour Sponsor **\$2,000**

- Mid-size logo placement on back of IMTS cycling jersey
- Logo on back of race shirts in upper position
- Logo on M4M packets sent to participants
- Logo in upper position on M4M portion of IMTS.com website
- Logo included on all email promotions
- *NOTE: Logos on emails and websites will link back to your showroom on IMTS.com*

Silver Sponsor **\$1,250**

- Logo placement on back of IMTS cycling jersey
- Logo on back of race shirts in upper position
- Logo on M4M packets sent to participants
- Logo in upper position on M4M portion of IMTS.com website
- Logo included on all email promotions
- *NOTE: Logos on emails and websites will link back to your showroom on IMTS.com*

Race Sponsor **\$750**

- Logo on race shirts
- Logo on M4M packets sent to participants
- Logo on M4M portion of IMTS.com website
- Logo on select email promotions
- *NOTE: Logos on emails and websites will link back to your showroom on IMTS.com*

Water Bottle Sponsor (Limited to 1 company) **\$4,500***

- Logo on back of race shirts in Large, leading position *
- Logo on water bottles distributed to all runners/walkers
 - * (Cost of bottle, printings and shipping included)
- Logo in leading position on M4M packets sent to participants
- Logo in leading position on M4M portion of IMTS.com website
- Logo in leading position on all email promotions
- *NOTE: Logos on emails and websites will link back to your showroom on IMTS.com*

Race-Day Bag Sponsor (Limited to 1 company) **\$3,500**

- Logo on back of race shirts in upper position

- Logo on nylon draw-string bags distributed to all runners to manage personal possessions
 - (Cost of bags, printing and shipping included)
- Logo on M4M packets sent to participants
- Logo on M4M portion of IMTS.com website
- Logo included on all email promotions
- *NOTE: Logos on emails and websites will link back to your showroom on IMTS.com*

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