2024

CMTA

CALIFORNIA MANUFACTURERS & TECHNOLOGY ASSOCIATION



SPONSORSHIP PROSPECTUS

2024 CALENDAR OF EVENTS

July - Oct.	**Coolest Thing Made in California Contest** Statewide
October 14	**3rd Annual CMTA Foundation Golf Tournament** Rancho Murieta Country Club
October 18	**2nd Annual MakingCA Conference & Coolest Thing Made in California Awards** Kimpton Sawyer Hotel, Sacramento
Oct. 23 - 24	**Board Member Meeting** Fremont, Ca.

For more information:
Go to CMTA.net/cmtaevents

Questions about sponsoring CMTA programming?
Contact Us!
Ananda Rochita, Vice President of Communications
arochita@cmta.net

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WHAT'S THE COOLEST THING MADE IN CALIFORNIA?

2024 SPONSORSHIP OPPORTUNTIES

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COOLEST THING MADE IN CALIFORNIA

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MANUFACTURING POWERS CALIFORNIA

1.31

Million Californians employed in the manufacturing industry.

$310

Billion contributed to California's annual GDP.

$89,912

Average manufacturing wage in California.

ABOUT THE CONTEST

CMTA is searching for the second winner of the "Coolest Thing Made in California" contest. The association's second-annual competition aims to recognize the innovation and ingenuity behind the state's 30,000 manufacturing firms leading into National Manufacturing Month.

HOW IT WORKS

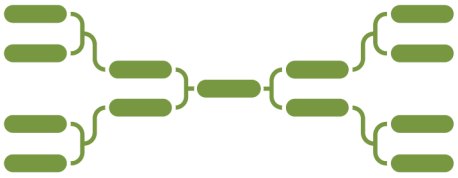
The contest is a bracket-style tournament where the public votes for their favorite California-made product. Once nominations close, the public can vote online to determine the top 16 products. Voting will continue in head-to-head matchups until a winner is selected. The winner will be announced at CMTA's 2nd Annual MakingCA Conference.



Nominations



Popular Vote



Bracket Rounds



Winner

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COOLEST THING MADE IN CA MAKES HEADLINES

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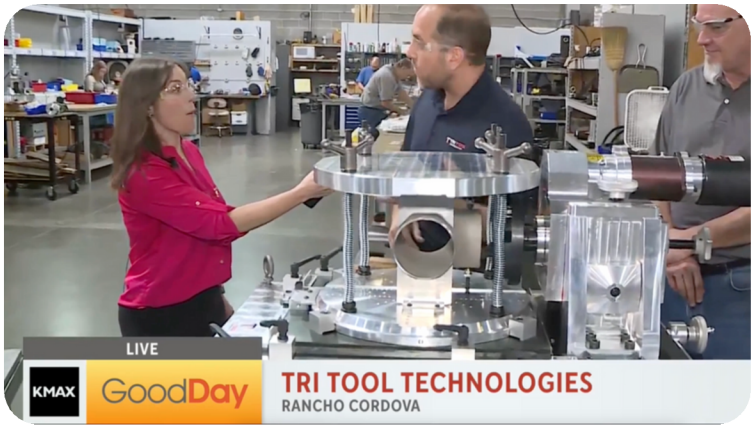
The inaugural competition hosted by CMTA in 2023 was picked up by 70+ media outlets, including national media. The competition received more than $400,000 in earned media value. Millions of eyes were on the competition, and almost 100,000 votes were counted from August to October.













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COOLEST THING MADE IN CALIFORNIA

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CMTA'S REACH

In the first year, the Coolest Thing Made in California contest reached millions of viewers and almost 100,000 accounts on social media.



95,870+

Accounts reached on all CMTA social media platforms since the Coolest Thing Made in California competition from August to October, 2023.

7,500+

Social media followers on all CMTA branded accounts.

MILLIONS

Of combined views from 70+ California and national media outlets showcasing the innovative products made in the Golden State.





7,800+

CMTA newsletter subscribers, with an average of a 32% open rate with the Coolest Thing Made in California contest campaign.

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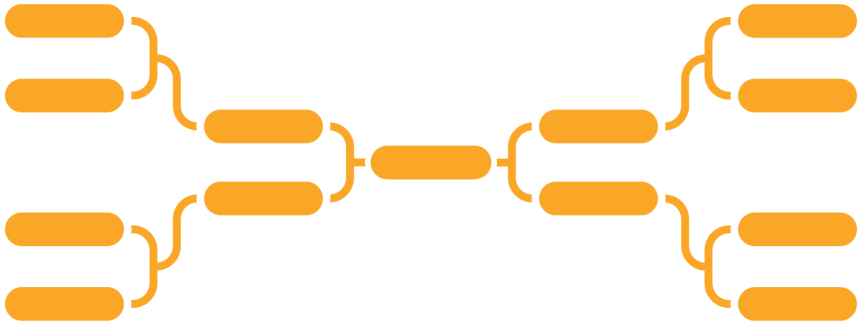
SPONSORSHIP OPPORTUNITIES



BENEFITS:	TITLE SOLD OUT	PLATINUM $5,000	GOLD $3,000
PRINT AND DIGITAL EXPOSURE			
Exclusive "Title Sponsor" Status	X		
Mentioned in Social Media Campaign	X		
Mentioned in Contest TV Segments	X		
Mentioned in All Contest Press Releases	X	X	
Logo Recognition on Marketing Materials	X	X	X
Social Media Sponsor Recognition	X	X	X
AWARDS CEREMONY EXPOSURE			
Quote in Contest Press Release	X		
Podium/Video Opportunity (3-Minute Max)	X		
Recognition on Event Conference Screens	X	X	X
Verbal Recognition During Ceremony	X	X	X
Tickets for Awards Ceremony	Table (8)	4	2

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2024 CONTEST SCHEDULE



JULY 29 - AUG. 8 Nominations Open

AUG. 12 - 15 ---------- Popular Round

AUG. 19 - 22 ---------- Top 16 Round

AUG. 26 - 29 ---------- Top 8 Round

SEPT. 2 - 6 ---------- Top 4 Round

OCTOBER 18 ---------- Awards Ceremony

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2nd Annual

MakingCA Conference

SPONSORSHIP OPPORTUNITIES







MakingCA Conference: Oct. 18, 2024

Join us at one of CMTA's biggest events of the year, celebrating Manufacturing Month with the 2nd Annual MakingCA Conference in October. Designed to showcase manufacturing opportunities in the 21st Century, the conference guarantees influential keynote speakers, fireside chats, and imperative panels to discuss the needs of California's innovators.

The MakingCA Conference fosters relationships between manufacturers of all sizes across California. A Manufacturers Showcase facilitates networking opportunities for industry professionals to connect, exchange ideas, and highlight products to potential investors.

The conference boasts several keynote speakers, industry professional panelists, and an awards ceremony for CMTA's Coolest Thing Made in California competition.

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SPONSORSHIP OPPORTUNITIES

BENEFITS	TITLE $10,000	GOLD $7,000	BRONZE $3,000
Exclusive Title Status	X		
Podium/Video Opportunity (3-min max)	X		
Logo Recognition on Marketing Materials	X		
Logo Recognition on Attendee Name Badges	X		
Company Recognition on Press Releases	X	X	
Reserved Seating at Event	X	X	
Brand Recognition on CMTA Social Media	X	X	
Brand Recognition on Event Signage	X	X	X
Brand Recognition on Event Slide Show	X	X	X
Prominent Verbal Recognition	X	X	X
Exhibit Space	X	X	X
Tickets to Event	2 Reserved Tables	1 Reserved Table	2
Complimentary Stay at the Kimpton Sawyer Hotel	2	1	

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MORE OPPORTUNITIES

- **Lunch Sponsor: $7,000**
  Your company will have the opportunity to address the crowd for a maximum of five minutes at the beginning of the MakingCA Conference luncheon. Includes reserved table for the conference and complimentary exhibitor booth.

- **Video Booth Sponsor: $3,500**
  Your company's logo will be recognized in all 360 videos taken at the MakingCA Conference. All guests who utilize the interactive video booth will receive a video to share on social media with your logo. Includes two tickets to the conference and complimentary exhibitor booth.

- **Beverage Station Sponsor: $3,500** SOLD OUT
  Your company's logo and name will be featured at our beverage station for all attendees. You will have the opportunity to address the crowd during the conference for up to 3 minutes. Includes two tickets to the conference and complimentary exhibitor booth.

- **Breakfast Sponsor: $3,000**
  Your company's logo and name will be recognized and featured as the breakfast sponsor for the event. Includes two tickets to the conference.

- **Highlight Video Sponsor: $2,500** SOLD OUT
  We will create a professional highlight video for our MakingCA Conference that will be showcased on all CMTA social media platforms after the event. This video will thank our sponsors, and your logo will be featured at the beginning and end of the video. Includes two tickets to the conference.

PARTNER WITH CMTA TODAY

TO RESERVE YOUR SPONSORSHIP OR FOR CUSTOM OPPORTUNITIES, PLEASE CONTACT:

Ananda Rochita, Vice President of Communications
arochita@cmta.net

Katie Durham, Vice President of Member Engagement
kdurham@cmta.net

The California Manufacturers & Technology Association (CMTA) works to improve and enhance a strong business climate for California's 30,000 manufacturing, processing, and technology-based companies. CMTA represents about 400 businesses from the entire manufacturing community.

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