

The Wisconsin Manufacturing Report

SPONSORSHIP OPPORTUNITIES

The Wisconsin Manufacturing Report offers an annual, comprehensive analysis of the present condition of manufacturing in the state of Wisconsin. It conducts 400 professionally administered interviews with manufacturers, polls their responses, and shares the findings. Additionally, the report organizes follow-up focus groups to delve deeper into the crucial challenges confronting Wisconsin manufacturers at present.

By sponsoring this report, your brand will receive immediate recognition and association with this influential analysis of the Wisconsin manufacturing industry. Your support of this significant initiative will be acknowledged in all copies of the report, as well as in live and recorded presentations of the findings.

THE PROCESS

- *The Wisconsin Manufacturing Report* process assesses the mindset and position of the state's manufacturers through both quantitative and qualitative methods.
- The process starts with interviews of 400+ manufacturers of all sizes from all parts of Wisconsin on key conditions and issues affecting manufacturing.
- The polling results inform a series of manufacturer focus groups which go into depth on issues uncovered through the polling to better understand manufacturers' mindsets. These focus groups provide a rich picture of manufacturing in Wisconsin.
- We make the data and conclusions available to the public through a statewide road show at various locations covering the entire state and through the website.

SPONSORSHIP

We have a limited number of exclusive sponsorships available that will raise the visibility of our exclusive partners and help them grow connections with Wisconsin manufacturers.

These sponsorships include:

- Exclusive industry position. No other organization from your industry will sponsor *The Wisconsin Manufacturing Report*.
- Prominent branding in all *The Wisconsin Manufacturing Report* materials and events.
- The ability to send one representative to each focus group to hear from – and connect with – manufacturers in your market area.
- Exclusive results preview with MEP staff and the professionals completing the process.
- A speaking spot to present your company at all roadshow events for *The Wisconsin Manufacturing Report*.
- An opportunity for sponsors' business development personnel to interact with MEP business development staff to create new opportunities.
- Exclusive discounts on MEP events throughout Wisconsin, including the Manufacturing Matters! conference and Manufacturing Advantage.
- A physical copy of the complete report.

Investment:

- \$20,000 for an exclusive, statewide sponsorship.
- \$15,000 for an exclusive, regional sponsorship.

[Click here](#) to view the 2022 Wisconsin Manufacturing Report.