



Why Sponsor the Women in Manufacturing (WiM) North Carolina Chapter?

About Women in Manufacturing's (WiM) Local Chapters

WiM has a powerful, growing network of 34 chapters across the United States, supporting, promoting, and inspiring women and our allies in the manufacturing industry. WiM's chapters offer opportunities for members to network, learn, and connect with other professionals in manufacturing. Sponsoring WiM chapters means contributing to a mission that uplifts and empowers women at the local level, creating a lasting impact in the community.

Why Invest in WiM North Carolina?

Sponsoring WiM NC Chapter means gaining exposure to over 1,760 (and growing!) manufacturing professionals across North Carolina. Whether you aim to build your brand, share your expertise, or expand your connections, a WiM NC sponsorship provides unparalleled access to decision-makers, influencers, and—most importantly—women in manufacturing and those exploring careers in the field.

Top Reasons to Sponsor WiM NC:

- Showcase your products, services, or expertise to an engaged audience
- Support diversity and inclusion in manufacturing
- Engage with a diverse, multi-generational demographic
- Promote workforce development for women in manufacturing
- Reach women currently in manufacturing and those interested in joining the industry
- Grow your network and build lasting professional relationships

Audience Reach:

- Manufacturing leaders across North Carolina
- Industry decision-makers and influencers
- Women in manufacturing and prospective women exploring manufacturing careers
- Champions of change and innovation in the industry



Sponsorship Opportunities

Whether you want to boost visibility, support individual events, or secure an annual partnership, WiM NC offers sponsorship opportunities that scale based on your goals, audience reach, and level of engagement.

Sponsorship Investment & Flexibility

Sponsorship investments are based on event scope, audience size, format, and level of visibility. While sample pricing is outlined below, final investment amounts may vary for select in-person, signature, or expanded programs.

One-Time Sponsorship Levels

Ideal for companies looking to support specific events and connect with our network through focused, high-impact engagement.

Virtual Event Sponsor – \$250

- Company logo featured on event promotional materials and registration page
- Recognition in event announcements across the WiM NC chapter website, email, and social media platforms

In-Person Event Sponsor – starting at \$500

- Prominent logo placement on all event materials
- Featured spotlight in pre-event communications (email and social media)
- Two complimentary registrations for company representatives
- Opportunity to deliver a 2-minute introductory message to the audience
- Access to a follow-up attendee list for post-event outreach (opt-ins only)
- Opportunity to provide branded swag for attendees



- *Investment may vary based on event size, venue, and engagement opportunities*
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Customized Sponsorship Options

Many of our partners choose customized sponsorships to maximize alignment and impact. We're happy to design a package that reflects your goals, audience, and desired level of visibility—whether that's targeting a specific demographic, elevating brand presence, or partnering more closely with WiM NC to advance our mission.

Year-Round Sponsorship

Perfect for companies seeking consistent visibility, deeper engagement, and year-round impact.

Supporting Sponsor – \$1,000

- Logo usage on event materials and communications throughout the year
- Two complimentary registrations to each virtual event
- Quarterly recognition on WiM NC social media platforms
- Access to attendee lists post-events for follow-ups (opt-ins only)

Presenting Sponsor – \$2,000

- Exclusive premier logo placement on all event materials, chapter website, and select email communications
- Up to four registrations to all events (in-person and virtual)
- Opportunity to deliver a welcome message or brief remarks at each event
- Monthly recognition on WiM NC social media channels with enhanced visibility (e.g., dedicated posts and tagged recognition)
- Opportunity to host a branded workshop or session, positioning your company as a thought leader
- Access to attendee lists post-events for follow-ups (opt-ins only)
- Exclusive invitation to post-event sponsor networking sessions



Customized Sponsorship Options

Looking for something unique? We can design custom packages to align with your specific goals, whether it's targeting a particular audience, showcasing your brand in a novel way, or partnering closely with WiM NC to advance our mission.

For tailored sponsorship options, please contact **Lynn Kier, WiM NC Sponsorship Director**, at lynnkier99@gmail.com.