Creators Wanted is a solution for tackling manufacturing’s perception challenge and creating demand for opportunities in modern manufacturing. According to The Manufacturing Institute—the workforce and education partner of the National Association of Manufacturers—manufacturers will need to fill 4.6 million jobs by 2028, and 2.4 million will be left unfilled because of these obstacles.

**Creators Wanted Tour:** A mobile and immersive experience of modern manufacturing that will tour 20–25 states over 18 weeks in 2020, building direct connections at highly attended events, such as festivals, conventions and major community gatherings, and providing significant visibility with policymakers, press and other key influencers.

**The Making America Festival:** To be held Sept. 23–26, 2020, in Cincinnati, the Making America Festival will bring together 5,000 manufacturers, parents and students, policymakers and media to celebrate the industry and to network, connect and learn for the future.

**Digital amplification:** A nationwide, targeted digital ad campaign will tell the story of manufacturers creating opportunities in the United States and enhance the industry’s perception.

**Sustaining our efforts:** Our work doesn’t stop in 2020. Creators Wanted is dedicated to the sustained workforce development initiatives at The Manufacturing Institute that target veterans, women, diverse communities and students.

**Our Promise:**

By 2025, Creators Wanted aims to:

- Reduce the skills gap in the United States by 600,000
- Increase the number of students enrolling in technical and vocational schools or reskilling programs by 25%
- Increase the positive perception of the industry among parents to 50% from 27%
Join Us!

Creators Wanted 2020 has the early support of multiple industry leaders:

Sponsorships empower our partners to:

- Strengthen the talent pipeline for the industry and their business
- Stand up as a champion for manufacturing in America
- Enhance their brand reputation and executive positioning with key stakeholders, including the public, policymakers, press and media
- Tell their story and put a spotlight on their people through the Creators Wanted campaign

To learn more about sponsorship opportunities, please contact:

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