

MANUFACTURING CULTURE PODCAST: SPONSORSHIP OPPORTUNITIES

Connecting Your Brand with the
World of Manufacturing





Discover the Manufacturing Culture Podcast

Unique Approach: Engaging in real conversations that spark change in manufacturing. Our unscripted format revolves around two key questions, fostering open and dynamic dialogues.

Diverse Guests: Conversations with a variety of voices – from CEOs to community leaders, and experts in fields like software and finance. Each guest brings a unique perspective on how culture impacts manufacturing.

Energetic Conversations: Expect journeys full of unexpected insights and energy-packed discussions. We delve into real stories, challenges, and triumphs, offering a vibrant and insightful look at the manufacturing industry.

Mission: More than just talk – our goal is to inspire action. Whether it's about transforming company cultures or embracing new technologies, we aim to be the catalyst for positive change in the manufacturing sector.

Meet Jim Mayer: The Heart and Voice of the Manufacturing Culture Podcast

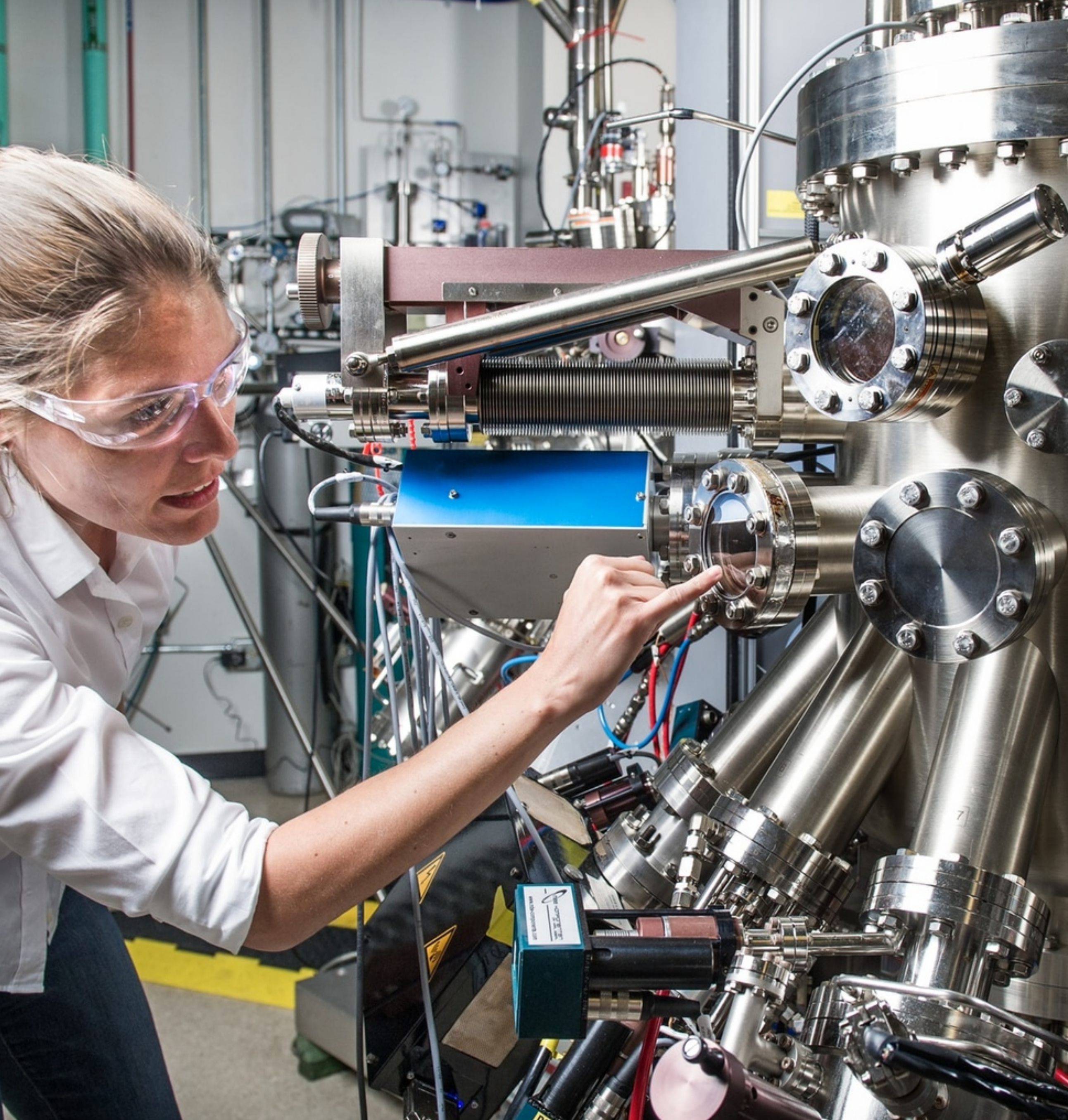
Introduction: Meet Jim Mayer, the dynamic and passionate host of the Manufacturing Culture Podcast. With a natural, authentic, and energetic voice, Jim brings a unique flair to every episode.

Background: As a seasoned expert in the manufacturing industry, Jim's 20-year journey through various roles provides a rich backdrop for the podcast's themes.

Style and Approach: Known for ditching the script, Jim's approach is all about real, energizing discussions. His talent lies in sparking deep and meaningful conversations that resonate with listeners from all walks of the manufacturing world.

Expertise and Insight: Jim's expertise isn't just theoretical; it's grounded in real-world experiences. He brings to the table a wealth of knowledge about industry trends, cultural shifts, and innovative practices.





Understanding Our Listeners

- Age Range:
 - Young Adults (18-22): 16.08%
 - Early Career (23-27): 27.37%
 - Mid-Career (28-34): 21.9%
 - Established Professionals (35-44): 16.59%
 - Seasoned Experts (45-59): 11.49%
 - Seniors (60+): 4.29%
 - Youth Engagement (0-17): 2.27%
- Gender Breakdown:
 - Male: 72%
 - Female: 25%
 - Unspecified: 3%
- Geographic Spread:
 - United States: 38.57%
 - Top International Listeners: Brazil, United Kingdom, France, India, Canada, Spain, Poland, Morocco, Malaysia
 - Global Reach: Rest of the world 25.56%
- Conclusion: Our audience is diverse, spanning multiple age groups with a significant presence in the early to mid-career range. Predominantly male, our listeners are geographically spread across the globe, with a strong base in the United States and significant international reach.

OUR PHILOSOPHY

"Culture eats strategy for
breakfast."

Peter Drucker



Why Sponsor the Manufacturing Culture Podcast?

Targeted Audience Access: Directly reach a highly engaged, professional audience in the manufacturing sector.

Brand Alignment: Associate your brand with key industry topics like innovation, culture, and leadership in manufacturing.

Credibility and Trust: Leverage the trusted voice of Jim Mayer to enhance your brand's credibility within the industry.

Customized Advertising: Opportunities for tailored advertising that resonates with our audience's interests and needs.

Global Exposure: Gain exposure not only in the U.S. but also in diverse international markets.

Content Integration: Possibility of integrating your brand in meaningful ways within the podcast's content.

Networking and Connections: Opportunities to connect with industry leaders and influencers through the podcast's network.

Sponsoring the Manufacturing Culture Podcast offers a unique opportunity to position your brand at the forefront of manufacturing industry discussions and reach a dedicated, global audience of professionals.

A Glimpse into 2024: Engaging Themes & Dynamic Guests

January - Leadership: Featuring industry leaders like Adrian Koehler, Nikki Gonzales, and more, focusing on leadership dynamics in manufacturing.

February - Black Journeys in Manufacturing: Celebrating Black History Month with inspiring stories from Courtney Tate, Susanne Mariga, and other influential figures.

March - Strong Women in Manufacturing: Honoring Women's History Month with guests like Tiffany Bryson and Shae Eichle, highlighting the impact of women in the industry.

April - Mission Driven Organizations: Exploring organizations with a purpose, featuring Rise Up, Lighthouse for the Blind, and others driving positive change.

May - Software Driving Cultural Change: Delving into the role of technology with guests like Jeff Fiala (SendTransmission) and Michael Corrales, discussing how software influences manufacturing culture.

June - Hardware Driving Cultural Change: Showcasing innovations in hardware with guests from ErgoStrap, Aerobotix, and more.

July - Shop Floor Insights: Bringing real-world experiences from the shop floor with guests like Robert Griggs and Rachel and Luke Marshall (Excel Machine).

August - IMTS Buildup (Panel): A special panel discussion in anticipation of the International Manufacturing Technology Show, featuring diverse industry voices.

September - Services for Manufacturing: Covering branding, marketing, and other essential services with guests like Anne and Chad/TopFloor and Greg Mischio.

October - Education Journeys: Focusing on educational paths in manufacturing, with discussions from internal training programs and student perspectives.

November - Shops: Highlighting unique stories from manufacturing shops like Cogitic and Toledo Metal Spinning.

December - Misc and Wrap Up: A diverse mix of topics to conclude the year, reflecting on key insights and preparing for the future.

The 2024 season of the Manufacturing Culture Podcast promises a rich tapestry of themes and guests, offering sponsors a diverse range of content to associate their brand with.

Tailored Sponsorship Packages

- Platinum Sponsorship:
 - Features: Premium ad spots, featured mentions in each episode, logo placement on all promotional materials, exclusive interviews or segments, social media promotions.
 - Pricing: \$5,000 per month
- Gold Sponsorship:
 - Features: Ad spots in selected episodes, logo placement on website and social media, occasional mentions in episodes, guest appearance opportunities.
 - Pricing: \$3,000 per month
- Silver Sponsorship:
 - Features: Regular ad spots, logo placement on the website, mentions in social media posts.
 - Pricing: \$1,500 per month
- Bronze Sponsorship:
 - Features: Ad spots in selected episodes, logo placement on the website.
 - Pricing: \$750 per month
- Custom Sponsorship:
 - Features: Tailored options based on sponsor's specific needs and budget.
 - Pricing: Variable (contact for details)

Each of our sponsorship packages is designed to offer valuable exposure and engagement opportunities to align with your brand's marketing goals and budget. Contact us to discuss how we can best meet your sponsorship needs.



Hosted by Jim Mayer, the podcast sparks the flame of inspiration at the heart of manufacturing and corporate culture.

Every episode is an exciting journey through the terrain of modern manufacturing, illuminating opportunities and tackling challenges head-on.



Are you an industry leader, innovator, or someone with a unique manufacturing story to tell? Join us and share your insights. Let's inspire a better future together, one that bridges skills gaps and enhances employee engagement in manufacturing.

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TOOL SHRINKING | TOOL MANAGEMENT
TOOL BALANCING | TOOL INSPECTION

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To learn more about these opportunities and receive a customized sponsorship package, please contact us today

THANK
YOU