

## Engaging Manufacturing's Next Generation



### Invest Today in the Future of Manufacturing

The National Robotics League (NRL) is a combat robotics program from the National Tooling & Machining Association (NTMA). Through exciting, gladiator-style robot creation and battle competitions, the purpose of the NRL is to:

- Create a skilled, tech-savvy labor force that can meet today's needs of modern manufacturing, along with the needs of tomorrow.
- Spark student interest in manufacturing and engineering.
- Connect students to local manufacturers to create industry exposure.
- Increase awareness among teachers and parents about quality career opportunities for students.
- Address the growing labor shortage in manufacturing that is impeding U.S. economic growth.

#### **Seeding the future by creating the next generation of manufacturers is the purpose of the NRL.**

The excitement surrounding NRL competitions, in a team-oriented environment, sparks interest about future careers in manufacturing. Students say that participating in the NRL is challenging, engaging and rewarding.

Students immerse themselves in a variety of technical skills: machining & electronics, engineering & documentation, math & science and marketing & budgeting. They also experience teamwork, project management, critical thinking and establish the foundation of a work ethic.

We need your help in developing future manufacturing talent. Your participation as a program champion means more than bragging rights:

- It means positioning your company as a thought leader and supportive of education that will sustain the U.S. manufacturing resurgence.
- It means building and enhancing your corporate image in industry while shaping attitudes on the perception of manufacturing.
- It means allowing our educators and students to participate in regional and national competitions by supporting the program infrastructure to reduce entry fees
- It means developing the talent of young people with a passion for innovation and technology...creating Full Contact Innovation!

**Who can't get excited about that?**

**FULL  
CONTACT  
INNOVATION**

[www.gonrl.org](http://www.gonrl.org)

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### The Future and Your Role

The NRL has been successful in our initial mission—raising awareness of manufacturing careers—but there's still work to do. We understand the importance of attracting, preparing and empowering the next generation of manufacturing workers. The simple truth: manufacturing provides rewarding career opportunities and well-staffed companies become thriving companies. That ensures a bright future for American Manufacturing and our national economy.

In order for the NRL to translate its success from isolated regional benefits to a large, nationwide, impact the program needs to grow exponentially. The ultimate goal of the NRL is to have at least one regional program in each of the 48 contiguous states.

Your support gives this program the influx of financial resources it needs to grow. The National Robotics League is looking for partners who want to strategically align with our efforts to infuse the manufacturing industry with talented students, who are the future workforce, in a fun, and challenging learning environment.

### Benefits of Supporting the NRL

As an NRL partner, you will receive the following:

- Promotion as an NRL partner in solving manufacturing's most critical issue – attracting and recruiting a future workforce.
- VIP invites to regional and national competitions for you and your guests providing you with the opportunity to witness these amazing students in action.
- On-site signage, print and digital exposure and pre- and post-event exposure.
- The ability to volunteer at events and network with the manufacturers, students, educators and guests.
- Ability to interact with students by exhibiting at competitions.
- Opportunity to provide scholarships to students / additional award recognition.

### Make the Investment

The time is now to make the investment in the NRL to ensure the future of American manufacturing. Support the NTMA's efforts to build a new manufacturing workforce that is technically skilled, enthusiastic and eager to become the next generation of industry leaders. Contact Bill Padnos at [bpadnos@ntma.org](mailto:bpadnos@ntma.org) to learn how you can make a difference.

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## 2018 SPONSORSHIP OPPORTUNITIES

Sponsorship Levels & Benefits	DIAMOND \$10,000 & up	TITANIUM \$5000 - \$9,999	STEEL \$2500 - \$4999	ALUMINUM \$1,000 - \$2,499
Verbal recognition of your sponsorship during the opening ceremony	√ Speaking	√	√	√
Opportunity to present at Awards Ceremony	√	√		
Company banner hung during competition	√	√		
Logo visibility & recognition as sponsor on screen, signage and printed program	√ Premier Logo	√ Prominent Logo	√ Logo	√
Logo visibility & recognition on NRL Web site	√ Premier Logo	√ Prominent Logo	√ Logo	√
Social Media recognition & coverage on all NRL channels	√ Premier Logo	√ Prominent Logo	√ Logo	√
Recognition in NTMA Record sponsor thank you ads	√ Premier Logo	√ Prominent Logo	√ Logo	√
Color ad in printed program	Full Page Ad	½ Page Ad	¼ Page Ad	Business Card Ad
Recognition in all press materials	√	√	√	
Exhibition opportunity at the NRL Competition	√ Premier Space	√ Prominent Space	√	√
Pit Pass for company representatives and guest	8 Passes	6 Passes	4 Passes	2 Passes
Ability to show company video during competition	√	√	√	√
Opportunity for company branded give-away or material at competition	√	√	√	√
Ability to be a Team Technical Advisor w/ recognition on Bot	√	√	√	√
Ability for company employees to volunteer at NRL competition	√	√	√	√

### Additional Sponsorship Opportunities Available\*

- Exclusive Sponsor of the NRL Competition T-Shirt
- Exclusive Sponsor of the Student Social Event
- Exclusive Sponsor of the Event Badge
- Exclusive Sponsor of NRL Competition Live Web Stream
- Exclusive Sponsor of the Team Pit Area

\* Pricing varies, contact Bill Padnos at [bpadnos@ntma.org](mailto:bpadnos@ntma.org) for more information.

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### 2018 SPONSORSHIP APPLICATION FORM

#### COMPANY / ORGANIZATION INFORMATION

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Company / Organization Name

Web Site

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Business Address

City

State

Zip

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Contact Name

Contact Title

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Phone

Cell

Email

---

Contact Name for Company Materials

Phone

Email

#### I WANT TO INVEST IN THE FUTURE OF MANUFACTURING

Please indicate below your sponsorship participation level. Feel free to select all three. We are open to discuss with you other ways in which you would like to partner with NTMA and the NRL program.

##### Program Sponsor (indicate level)

DIAMOND (\$10,000 & up)     TITANIUM (\$5000 - \$9,999)     STEEL (\$2500 - \$4999)     ALUMINUM (\$1,000 - \$2,499)

Other: \_\_\_\_\_

Sponsorship Amount: \$ \_\_\_\_\_     Check enclosed\*     Send Invoice

*\*Please make checks payable to the NTMA-WD with NRL '18 in the memo line*

##### Event Volunteer

NRL National Competition, May 19 – 21, 2018, California University of Pennsylvania, California, PA

NRL Regional Competition (go to [www.gonrl.org](http://www.gonrl.org) for a complete list)

Which ones? \_\_\_\_\_

**Return this form to:** Bill Padnos, Director of Youth Engagement, NTMA, 1357 Rockside Rd, Cleveland, OH 441314

Phone: 216-264-2828 | Cell: 412.477.3663 | Fax: 216.264.2840 | Email: [bpadnos@ntma.org](mailto:bpadnos@ntma.org)

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