



The Kansas Manufacturing Council and Kansas Chamber host the annual ***Coolest Thing Made in Kansas*** competition to highlight the state's manufacturing industry. Kansas' 2500 manufacturers employ more than 166,000 Kansans and produce more than \$27 billion in output. During the contest's first year in 2020, more than 91,000 votes were cast as 16 Kansas-made products went head-to-head in a single-elimination tournament. In 2021, the tournament will double in size, fun, and competition.

The 2021 competition will include a three-month social media marketing campaign to raise awareness about the contest before the nomination period opens in August. The top 32 nominated products will compete in a five-week tournament with the top four products moving to the final round. The 32 products will be invited to the first-ever Coolest Celebration Reception. The ***2021 Coolest Thing Made in Kansas*** winner will be announced the next day during the ***2021 Kansas Manufacturing Summit*** held in October 2021.

2021 Marketing Investment Opportunities

Presenting | \$20,000 (Exclusive)

- Eight (8) tickets to the Coolest Celebration Reception
- Branding station/booth at the Coolest Celebration Reception
- Speaking opportunity during the Coolest Celebration Reception
- Sponsorship on company attendee nametags
- Top logo billing on contest sponsor signage, program, and webpage
- Logo featured in contest advertising
- Recognition in all media publicity for contest
- Registration for four (4) to the Manufacturing Summit
- Three-minute company video shown during Manufacturing Summit program
- Opportunity to present award during Manufacturing Summit program
- Opportunity to provide company-branded item for Manufacturing Summit attendee gift bags

Coolest Celebration Reception | \$10,000 (Exclusive)

- Six (6) tickets to the Coolest Celebration Reception
- Branding station/booth at Coolest Celebration Reception
- Verbal podium recognition during the Coolest Celebration Reception
- Sponsor recognition on company attendee name tags
- Company logo on contest sponsor signage, program, and webpage
- Registration for six (6) to the Manufacturing Summit
- Opportunity to provide company-branded item for Manufacturing Summit attendee gift bags

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Coollest Thing Marketing Opportunities

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Platinum | \$5,000

- Four (4) tickets to the Coolest Celebration Reception
- Branding station/booth at Celebration Reception
- Verbal podium recognition during the Celebration Reception
- Sponsor recognition on company attendee name tags
- Company logo on contest sponsor signage, program, and webpage
- Registration for four (4) to the Manufacturing Summit
- Opportunity to provide company-branded item for Manufacturing Summit attendee gift bag

Gold | \$2,500

- Two (2) tickets to the Coolest Celebration Reception
- Verbal podium recognition during Celebration Reception
- Sponsor recognition on company attendee nametags
- Company logo on contest sponsor signage, program, and webpage
- Registration for two (2) to the Manufacturing Summit

Silver | \$1,000

- Two (2) tickets to the Coolest Celebration Reception
- Sponsor recognition on company attendee nametags
- Acknowledgement in contest program and webpage

Corporate | \$500

- One (1) ticket to the Celebration Reception
- Sponsor recognition on company attendee name tags
- Acknowledgement in contest program

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