



The Kansas Manufacturing Council and Kansas Chamber host the annual ***Coollest Thing Made in Kansas*** competition to highlight the state's manufacturing industry. Kansas' 2500 manufacturers employ more than 166,000 Kansan and produce more than \$27 billion in output. During the contest's first two years, more than 100,000 votes were cast as Kansas-made products went head-to-head in a single-elimination tournament.

In 2022, the contest will expand to two categories: **People's Choice** and **Coollest Innovation**.

- **People's Choice:** The top 16 nominated products will compete in a four-week tournament with the top four products moving to the final round.
- **Coollest Innovation:** A panel of expert judges will review and score questionnaires completed by the nominated companies with the top four presenting in-person to the expert panel.

The tournament's 16 products and the top four innovations will be invited to the ***Coollest Celebration Reception*** on Oct. 12<sup>th</sup> at the Kansas Star Casino and Event Center. The winners for both categories will be announced during the ***2021 Kansas Manufacturing Summit*** held the next day, Oct. 13<sup>th</sup> at the casino.

### 2021 Marketing Investment Opportunities

#### Presenting | **SOLD OUT**

# FORV/S

- Eight (8) tickets to the Coollest Celebration Reception
- Branding station at the Coollest Celebration Reception
- Speaking opportunity during the Coollest 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
- Four (4) seats on the ***Making Kansas*** Bus Tour
- 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

#### Coollest Celebration Reception | \$10,000 (Exclusive)

- Six (6) tickets to the Coollest Celebration Reception
- Branding station/booth at Coollest Celebration Reception
- Verbal podium recognition during the Coollest 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

## Coollest Thing Marketing Opportunities

### Page 2

#### 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
- Registration for two (2) to the Manufacturing Summit

#### Corporate | \$500

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

For more information, contact Sherriene Jones-Sontag at [SherrieneS@KansasChamber.org](mailto:SherrieneS@KansasChamber.org).

###