

Made in SWFL

Women in Manufacturing

A video showcase of the manufacturers powering Southwest Florida – releasing this October, with Women in Manufacturing following in March.



A call for participating manufacturers

THE PREMISE

Nobody Looks Inside the Metal Buildings

Drive past an industrial park here and you see plain metal buildings, loading docks, and not much else.

Walk inside almost any one of them and you find precision machinery, skilled hands, and products built here that ship across the country and around the world.

Most people driving by never see it. Made in SWFL is how we show them.

THE SHOWCASE

One Video, Many Manufacturers

A professionally produced collage of real facilities, real people, real work — no stock footage, no stand-ins.

Released this October to coincide with National Manufacturing Month.

Hosted on a dedicated Made in SWFL webpage, with an individual profile for every manufacturer featured.



WHERE IT RUNS

YouTube · LinkedIn · Instagram · Facebook · srma.net

3-4 minutes, statewide

“For a lot of people, ‘manufacturing’ still means an assembly line from forty years ago. What we're showing them instead is what it actually looks like today — skilled trades, advanced equipment, and people who are proud of what they build.”

Dr. Phil Wright-Grant

Executive Director, SRMA

What We Film at Your Facility

01

One product

Something made on your floor — you pick the one that best explains the business.

02

A piece of process

A machine mid-run or a short clip of the product moving through production. Nothing that stops the line.

03

Your introduction

A short on-camera moment in your own words: who you are, what you make, why your team is proud of it.

TIMING

How It Comes Together

Step 1	A short call to finalize what you'd like to feature, timing, and anything about your facility we should know.
Step 2	Filming within the next three weeks, scheduled around whatever is least disruptive to your operation.
Step 3	Your segment is edited into the collage alongside other Southwest Florida manufacturers.
Step 4	October release, statewide, with your profile on the Made in SWFL page.

NEXT CHAPTER – THIS MARCH

Women in Manufacturing

This fall's Made in SWFL rolls directly into March, when we interview women across the region's manufacturing workforce and show how they contribute to the process.

-
- 01 Same production crew, same visual identity
 - 02 Daily-profile format across the region
 - 03 Who's building it in October, who's leading it in March

WHY NOW

A Labor Market That Won't Wait

Retirements are accelerating

Manufacturers here are competing for skilled labor at the exact moment the experienced workforce is leaving.

No four-year degree required

Many of the roles featured pay well without one — a point the series makes deliberately.

A face on the careers

Students, career-changers and job seekers who never considered the industry get to see the work.

An open door to your floor

Viewers are pointed toward facility tours, certifications and apprenticeship pathways through SRMA.

FOR BUSINESS PARTNERS

Four Sponsorship Tiers

TIER	IN THE VIDEO	ON THE WEBPAGE
Community · \$150	Name in the supporters frame	Name in the supporters section
Featured · \$250	Logo on the closing credits	Logo in the sponsors grid
Presenting · \$500	“Presented by” opening card	Top banner placement
Champion · \$750	Covers the entire series, all year	Listed on the page all year

NEXT STEP

Get Your Facility in the Film

Give us your company name and one product you'd want on screen. We'll set up the call and work around your schedule from there.

CONTACT

Dr. Phil Wright-Grant

EMAIL

phil@srma.net

PHONE

813-944-9444

WATCH

srma.net/made-in-swfl