# 2026 SPONSORSHIP OPPORTUNITIES

## SIGNATURE EVENTS

### 1Berkshire Annual Meeting

**December 2026, Date TBD, 3 PM Location: TBD**

The annual meeting brings together 150-200 1Berkshire members annually in December to network and hear a presentation highlighting successes from the previous year and unveiling plans for next year.

**Presenting Sponsor: $6,500** *(1 available)*
- Logo with link in Save the Date eblast
- Logo with link in all Annual Meeting eblasts and on the 1berkshire.com event page.
- Signage at event, logo included on event program and during the presentation
- Provide welcome message at the event.
- Mentioned in all press releases and opportunity to provide a quote in press releases.



**Headlining Sponsor: $3,000** *(3 available)*
- Logo with link on an eblast and on the 1berkshire.com event page
- Recognition in the event program presentation
- Mentioned in all press releases.

**Photo Booth Sponsor: $2,000** *(1 available)*
- Logo with link on an eblast and on the 1berkshire.com event page
- Recognition in the event program presentation

> "What a great turnout for the 1Berkshire Annual Meeting at Adams Theater! I learned a lot, reconnected with some associates I haven't seen in a while, made some new connections, and left proud to live & work in The Berkshires!"
> - Mary Jane Dunlop, Bishop West Real Estate

**Event Supporters: $1,500** *(6 available)*
- Name on the 1berkshire.com event page
- Recognition in the event program and presentation

**Social Media Sponsor: $750** *(1 available)*
- Name on the 1berkshire.com event page
- Recognition in the event program
- Tagged in relevant social media posts about the event

**Bar Sponsor: $750** *(1 available)*
- Recognition at event at the cash bar
- Recognition in event program
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**Decor Sponsor: $750** *(1 available)*
- Recognition at event near floral arrangements/decorations
- Recognition in event program

**Dessert Sponsor: $500** *(1 available)*
- Recognition at event with dessert display
- Recognition in event program

**Door Prize Sponsor: $500** *(1 available)*
- Signage at the registration desk with doorprize information
- Recognition in event program

**A/V Underwriter: $500** *(1 available)*
- Recognition at the event ("A/V services brought to you by...")
- Recognition in event program

**Entertainment Sponsor: $500** *(1 available)*
- Recognition at event
- Recognition in event program

**Please contact us for more information or to schedule a meeting to discuss how we can help your organization gain more exposure through a sponsorship: sponsor@1Berkshire.com**

# 1BERKSHIRE 2026 SPONSORSHIP OPPORTUNITIES

## Celebrate the Berkshires

**Spring 2027, Date TBD, 5 PM Location: TBD**

This a premier event in the Berkshires where we announce the *Putting the Berkshires on the Map* honoree as well as present the winners of the 6 Berkshire Trendsetter Awards to exceptional individuals/businesses. It is a night of celebration with 250-300 people in attendance.

**Presenting Sponsor: $7,500** *(1 available)*
Logo with link on an eblast and on the 1berkshire.com event page, recognition in the event program and presentation and 8 complimentary tickets.

**Trendsetter Award Sponsor: $5,000** *(1 available)*
Logo with link on an eblast and on the 1berkshire.com event page, recognition in the event program and presentation, name on Trendsetter Awards certificates, and 6 complimentary tickets.

**Headlining Sponsor: $3,500** *(3 available)*
Logo with link on an eblast and on the 1berkshire.com event page, recognition in the event program presentation, and 6 complimentary tickets.

**Trendsetter Cocktail Hour Sponsor: $2,500** *(1 available)*
Name on the 1berkshire.com event page, recognition in the event program and presentation, an opportunity to speak during the Trendsetter Awards program, and 4 complimentary Trendsetter reception tickets.

**Platinum Sponsor/Event Supporters: $1,500** *(6 available)*
Name on the 1berkshire.com event page, recognition in the event program and presentation, and 4 complimentary tickets.

**Bar Underwriter: $1,000** *(1 available)*
2 complimentary Trendsetter reception tickets, logo near bars at the event, recognition in the event program and on the 1berkshire.com event page.

**Social Media Underwriter: $750** *(1 available)*
1 complimentary Trendsetter reception ticket and tagged in relevant social media posts about the event.



**Decor Underwriter: $750** *(1 available)*
2 complimentary Trendsetter reception and logo near floral arrangements or centerpieces at the event.

**Dessert Sponsor: $750** *(1 available)*
1 complimentary Trendsetter reception and recognition at the event (“Dessert brought to you by…”)

**A/V Underwriter: $750** *(1 available)*
1 complimentary Trendsetter reception and recognition at the event (“A/V services brought to you by…”)

**Celebrate Reception Sponsors: $500** (unlimited)
1 complimentary Trendsetter reception and recognition at the event

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# 2026 SPONSORSHIP OPPORTUNITIES

## MEMBERSHIP PROGRAMMING

### Coffee, Tea, and 1B Series 2026 Calendar Year

**Summary:** Launching in 2026, this series is intended to connect the business community. Three events will be held in 2026 in various locations in the Berkshires.
**Sponsorship:** Series Underwriter (1) $3,000
**Includes:** Logo with link on an eblast and on the 1berkshire.com event page and recognition at the event. Exclusive sponsorship.




### Ribbon Cuttings 2026 Calendar Year

**Summary:** Celebrating new, relocated or expanding businesses throughout the Berkshires!
**Sponsorships:** Official Welcome Underwriter (1) $2,500
**Includes:** Logo with link on an eblast and in promotion of event on social media. Invitation to have representatives of company at all Ribbon Cutting ceremonies.

### New Member Welcome 2026 Calendar Year

**Summary:** Help 1Berkshire welcome new members using our social media channels. This initiative specifically recognizes and supports new 1Berkshire members, at all levels (basic, core, and enhanced).
**Sponsorship:** Social Media Welcome Underwriter (1) $2,500
**Includes:** Tagged in "New Member Monday" welcome posts ("1Berkshire and SPONSOR welcome NEW MEMBER…") and other posts as relevant.

### Women in Business Month October 2026

**Summary:** This initiative specifically recognizes Women in Business and the ways they enrich our economy and community.
**Sponsorship:** Social Media Underwriter (1) $2,500
**Includes:** Tagged in 12 WIB-themed posts ("brought to you by…"). Sponsor submits content for 6 posts.

### Shop Local Month November 2026

**Summary:** This initiative specifically recognizes and supports 1Berkshire members who operate in the retail space, a unique aspect of the economic fabric of the Berkshires.
**Sponsorship:** Social Media Underwriter (1) $2,500
**Includes:** Tagged in 12 retail-themed posts and themed videos ("brought to you by…")

### Welcome to the Berkshires 2026-2027 Guide

**Summary:** Would you like to welcome our visitors? This sponsorship would allow for you to include a postcard/notecard in each mailing of *The Official Guide to the Berkshires*.
**Sponsorship:** Visitor Welcome Sponsor (1) $3,000
**Includes:** A welcome message to our visitors - 1Berkshire will include your branded postcard in each mailing of the *The Official Guide to the Berkshires*. Website ad on berkshires.org on the Get Your Guide page. And mention of the request form visitors and locals use when requesting a Guide to be mailed. *The Official Guide to the Berkshires* is mailed to

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# 2026 SPONSORSHIP OPPORTUNITIES

## ECONOMIC DEVELOPMENT INITIATIVES

### Entrepreneurial Meetups June - December 2026

**Summary:** These events provide small business owners and people interested in starting a business with opportunities to have casual, organic conversations with peers and resource providers.
**Sponsorships:** Presenting Sponsorship (1) $5,000 or Program Sponsors (2) $2,500
**Includes:**

- Logo and link on the 1berkshire.com page
- Opportunity to display a banner at events
- Verbal recognition at events
- Logo on Facebook event pages
- Tagged in relevant social media posts.

### the jobs thing August 2026 - July 2027

**Summary:** This initiative is the only jobs board in the Berkshires that is curated to have only high-quality, professional positions ($40,000+, benefits). It also utilizes a targeted marketing campaign to put job listings in front of the right people, both inside and outside of the Berkshires.
https://berkshires.org/living-here/the-jobs-thing/




**Sponsorships:**
Presenting Sponsor $10,000 *(1 available)*:

- Logo, link, and a brief description of your business on the berkshires.org page as a "Top Employer"
- Twenty (20) free concurrently-active job listings
- Opportunity to participate in our digital retargeting campaign.
- Twelve-month sponsorship opportunity.

Sponsors $5,000 *(TBD available)*:

- Logo, link, and a brief description of your business on the berkshires.org page as a "Top Employer"
- Eight (8) free concurrently-active job listings per month
- Opportunity to participate in our digital retargeting campaign.

Seasonal/Temporary Portal Sponsors $2,500 *(unlimited)*:

- Logo and link on the berkshires.org page as a "Seasonal Jobs Sponsor"
- Four (4) free concurrently-active job listings per month
- Opportunity to participate in our digital retargeting campaign.

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## ECONOMIC DEVELOPMENT INITIATIVES continued

### Belong Berkshires 2026 Calendar Year

**Summary:** The goal of Belong Berkshires is to improve population and workforce retention through authentically improving community connections: reducing friction to building a personal network; improving "stickiness" and sense of belonging in the region; and cultivating enriching opportunities to learn, engage, and participate more fully as a member of the regional community. Belong Berkshires aims to catalyze layers of peer-to-peer outreach and engagement by providing an approachable structure that invites in, and focuses attention on, our newest residents and neighbors to help them find their pathway to landing, engaging, and thriving authentically in the 32 cities and towns of Berkshire County.

**Sponsorships:**

Program Underwriters $7,500 *(TBD available)*:

- Underwriter will be listed on the Belong Berkshires website
- Highlighted as a speaker at any in-person events associated with Belong Berkshires
- Mentions in quarterly communications.

In-Person Event Sponsorship: $5,000 per event *(TBD available)*:

- In-Person event sponsors will be highlighted on event registration sites
- Included in marketing for the event
- Provided an opportunity to address the attendees to welcome them during the formal remarks portion of the event.

In-Person Table Sponsorship $500 per event *(TBD available)*:

- Table sponsors will be provided a table at the event to showcase their business and offerings to the attendees
- Listed in any event specific collateral provided at the event.

*Table sponsorships will prioritize offering these opportunities to thematically aligned offerings that match the specified event theme such as outdoor recreation, wellness and self-care, food/beverage, etc.*

Communication Ad Sales $250-$500 *(TBD available)*:

- Depending on the size of the ad, quarterly communications sent to Belong Berkshires listserve members will include space for ads.

*These are particularly suited to businesses seeking to reach an audience of recent transplants to the region for employment opportunities, recreating, events, cultural institutions and hospitality.*

**Join the Conversation today!**
**Belong Berkshires - Powered by 1Berkshire on LinkedIn.com**



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# 2026 SPONSORSHIP OPPORTUNITIES

## LEADERSHIP PROGRAMS

### Youth Leadership Program (YLP)

**Class of 2026-2027**




**Summary:** This year-long leadership enrichment program is offered to up to 30 high school students entering their junior year in the Berkshires. YLP seeks to assemble a diverse group of students from every district, private school, and homeschool program here in the Berkshires. YLP aims to cultivate and enrich the next generation of workforce and community leaders in the region and is actively seeking program sponsors who have a commitment to youth leadership development, workforce development, education, and equitable access to high-impact enrichment programs to help make this program possible. YLP is a program of the 1Berkshire Strategic Alliance Foundation, Inc. a 501(c)(3) organization. With the expansion of the offering, the Youth Leadership Program is seeking sponsors at two levels to make this high impact opportunity available to the class of 2025-2026.

**Sponsorships:**

Presenting Sponsor $5,500 *(5 available)*:
Limited to 5, the Presenting Sponsors are noted on the YLP website, listed on materials and YLP letterhead, offered a guaranteed seat for representation on the Steering Committee, given an individual social media shout-out on both the 1Berkshire and 1Berkshire Youth Leadership Program facebook pages, and provided a free ticket and time for remarks at the graduation ceremony.

Supporting Sponsor $1500 *(TBD available)*:
Supporting sponsors are listed on the YLP website, provided a collective shout-out on the 1Berkshire Youth Leadership Program facebook page, are provided a free ticket to the program graduation, and will be recognized as a sponsor at the event.

**Learn More about the Youth Leadership Program:**

**Please contact us for more information or to schedule a meeting to discuss how we can help your organization gain more exposure through a sponsorship: sponsor@1Berkshire.com**

## LEADERSHIP PROGRAMS continued

### Berkshire Leadership Program (BLP)
### Class of 2027



**Summary:** This program prepares individuals from diverse backgrounds on addressing community challenges and improving the quality of life in the Berkshires. BLP is a program of the 1Berkshire Strategic Alliance Foundation, Inc. a 501(c)(3) organization.

**Sponsorships:**

Presenting Sponsor $5,000 *(1 available)*:
Logo with link on the 1berkshire.com program page, an opportunity to speak to the class at a session or at their commencement ceremony, an opportunity to distribute materials to the class, recognition at sessions throughout the Spring 2026 program, and logo with link in the quarterly e-communications to alumni.

Alumni Engagement Sponsor $2,500 *(TBD available)*:
Logo with link on the 1berkshire.com program page, signage and an opportunity to distribute materials at alumni engagement sessions, and logo with link in the quarterly alumni e-communications.

Retreat Sponsorship $1500 *(1 available)*:
Logo with link on the 1berkshire.com program page, signage and an opportunity to distribute materials at the retreat.

Participant Full Scholarship $800 *(unlimited available)*:
Make a donation to fund a full scholarship for a program participant. Other levels of scholarship donations are available. Applications for the Spring 2026 class will be available in November 2025.

**Learn More about the Berkshire Leadership Program:**

**Please contact us for more information or to schedule a meeting to discuss how we can help your organization gain more exposure through a sponsorship: sponsor@1Berkshire.com**

1BERKSHIRE

# 2026 SPONSORSHIP OPPORTUNITIES

## Sponsorship Contract

Fill out the information below to secure your sponsorship. Please indicate the sponsorship level value and name.

Organization: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Program/Event: _____

Sponsorship Level: _____

Program/Event: _____

Sponsorship Level: _____

Program/Event: _____

Sponsorship Level: _____

Program/Event: _____

Sponsorship Level: _____

Program/Event: _____

Sponsorship Level: _____

By signing below I agree that my organization will pay the sponsorships above in full by the deadline given to me by 1Berkshire.

_____ _____

Signature Date

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