

# FUNDING OPPORTUNITIES 2020

(With custom acknowledgement vehicles)



## NONPROFIT AWARDS BREAKFAST

An annual celebratory awards program to recognize and encourage individuals who work tirelessly to serve the Berkshire community. Watch the promotional video at: [npcberkshires.org/berkshire-nonprofit-awards/](http://npcberkshires.org/berkshire-nonprofit-awards/)

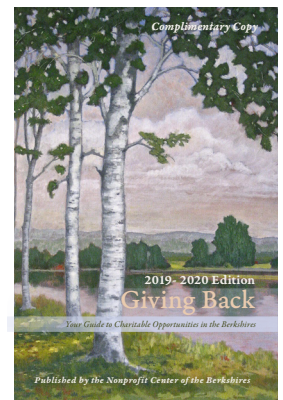
Nominations are solicited from across the Berkshires in eight categories: Executive Leadership, Board Member, Super Staffer, Unsung Hero, Rising Star, Youth Leadership, Volunteer, and Lifetime Achievement. Honorees are selected by a committee of business, nonprofit and civic leaders. Sponsors have an opportunity to present one of the categories. Sponsor logos included in 13 ¼ pg ads in *The Berkshire Eagle* from February – May.

- Gold sponsor **\$5,000** (includes banner, 6 tix, ads, swag bag items etc.)
- Silver sponsor **\$2,500** (includes poster, 4 tix, ads, swag bag items etc.)
- Bronze sponsor **\$1,000** (includes poster, 2 tix, ads, swag bag items etc.)

## GIVING BACK GUIDE

The only publication of its kind, the *Giving Back* Guide is designed to connect community members who want to get more involved with nonprofits that need support. The digest-size book features a directory of over 1,000 Berkshire nonprofits by category, profiles of participating nonprofits with specific information on how to volunteer, and articles of interest to nonprofits and donors. 5,000 copies distributed free throughout Berkshire County over a period of 6 months.

- Underwrite the entire publication as the exclusive sponsor **\$10,000** (Acknowledgement on COVER, full-page ad, 2-page article on a topic of interest to volunteers or nonprofits, opportunity to present at any launch parties, and 3 free profiles to the nonprofits of your choice)
- Become a sponsor of the publication **\$1,000** (Name on back cover and full page ad)



## PHILANTHROPY IN THE SCHOOLS

Following a spring 2020 pilot program, support the roll out of a philanthropy curriculum in local middle schools and high schools. Customized lesson structures that tie into core curriculum requirements are supported by teachers and administrators. Students use the NPC Giving Back guide as a tool to identify nonprofits to assist. In our model, each student is empowered with a stipend of \$100 to give away, thus benefitting local nonprofits, especially as student explore how to leverage their gift to raise even more money for their chosen organization.

- Cost to underwrite a semester-long curriculum for one school **\$3,000**

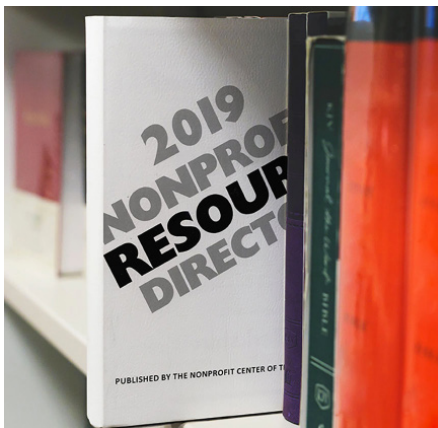
## VOLUNTEER FAIR

There is no county-wide volunteer organization in Berkshire County. Volunteers are an under-utilized resource we should tap into to strengthen our sector.

A Volunteer Fair brings together 30-60 nonprofits and municipalities with hundreds of people looking to volunteer. Nonprofits receive educational materials on how best to attract, manage and engage volunteers, while attendees receive tip sheets on volunteer best practices, how to find your passion, and how to identify prospective organizations. All attendees receive a free copy of the Giving Back guide. Watch a clip from our November 2019 Fair at: [npcberkshires.org/give-back-berkshires/](http://npcberkshires.org/give-back-berkshires/)



- Underwrite as exclusive sponsor **\$5,000**
- Alternative: Multiple sponsors at the **\$1,000** or **\$2500** level
- Sponsors receive acknowledgement on all promotional materials including signage and table representation at the fair itself.



## NONPROFIT RESOURCE DIRECTORY

A comprehensive annual guide to every type of service used by nonprofits including but not limited to: accountants, lawyers, consultants, capital campaign planners, graphic designers, filmmakers, social media consultants, gala venues, job posting sites, strategic planning facilitators, elected officials, local media contacts, etc.

The purpose of the directory is to save time for busy nonprofit staff so they can spend more time on the mission. The book is mailed free to 400 nonprofits and widely shared online thanks to the generosity of our underwriters and advertisers.

- Underwrite the printing & design of the directory **\$2,500** (Acknowledgement on COVER & full-page ad)
- Advertise: 1/2 Page Business Profile or Ad (black and white) **\$250**; Full Page Ad (black and white) **\$500**

## CONNECTIONS MONTHLY E-NEWS

The only magazine style format for Berkshire nonprofits showcases a variety of voices in our community and features practical information and advice, special reports, profiles, and expert opinion. This online publication is offered free to nonprofits and community members.

- Underwrite the newsletter exclusively for one month **\$250**
- Underwrite the newsletter for one year **\$2,500**