



Sponsorship Fact Sheet

NON PROFIT AWARDS BREAKFAST

Tuesday, May 21, 2024

9:30 AM - 11:30 AM

Kripalu Yoga Center

Networking & Breakfast | \$25 pp

EVENT TIMELINE

- Nominations due March 13th
- Judging in April
- Tabloid section runs in *The Berkshire Eagle* on Saturday, May 18th

"Thank you Liana and NPC for honoring and recognizing members of our community that lead by example and believe in creating opportunities for an inclusive community where ALL can thrive."

-Eleanore Velez



BACKGROUND

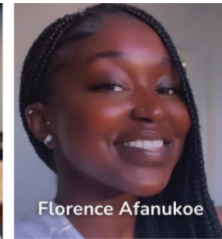
There are over 1,000 nonprofits in Berkshire County – one of the highest per capita in the Commonwealth of Massachusetts. The Berkshire nonprofit sector is a significant economic driver, employing 1 in 4 people. In partnership with our sponsors, the NPC produces an uplifting annual awards event that recognizes the nonprofit sector's greatest assets – its people. With *The Berkshire Eagle* as the major media sponsor, this unique event is widely promoted throughout the Berkshires between January and May.



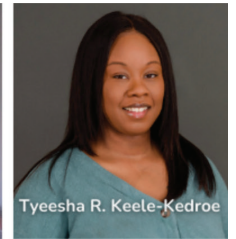
Susan Cronin



Leigh Doherty



Florence Afanukoe



Tyeesha R. Keete-Kedroe



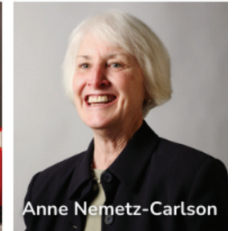
Sheila Dargie



Shirley Edgerton



Juliann Boyd



Anne Nemetz-Carlson

2023 Honorees

DESCRIPTION OF EVENT

This is a celebratory event on a weekday morning to honor THE PEOPLE who work tirelessly in the nonprofit sector. Nominations are solicited from across the Berkshires in 7 categories:

- Executive Leadership
- Board Member
- Rock Star
- Unsung Hero
- Volunteer
- Lifetime Achievement
- Samya Rose Stumo Youth Leadership

One honoree in each category will be selected by a committee of business and nonprofit leaders.

Sponsorship Levels and Acknowledgement

\$250 BREAKFAST CLUB SPONSOR (For individuals and small businesses)

- Acknowledgement on event promotional materials
- In-program acknowledgment
- Social media posts
- Sponsor acknowledgment in *The Berkshire Eagle* tabloid on the Saturday before the event

\$1,000 BRONZE SPONSOR

All the same acknowledgment as Breakfast Club level PLUS

- Opportunity to serve on judging panel
- Opportunity to present an award or other role at the event
- Your business name and/or logo in 6 or more quarter-page ads running in *The Berkshire Eagle* between January and May
- Your quarter-page ad in *The Berkshire Eagle* Awards Insert on May 18 inserted into 14,000 weekend-edition papers (+6,000 digital subscribers)
- NPC Business Supporter Membership

\$2,500 SILVER SPONSOR

- All the same acknowledgment as Bronze level PLUS
- Half-page ad in our online Nonprofit Resource Directory
- Half-page ad in the Giving Back Guide distributed to 15,000 people in the *Eagle* in September

\$5,000 GOLD SPONSOR

All acknowledgment for Bronze and Silver levels PLUS

- Opportunity to address the audience
- Most prominent recognition in all above printed and online publication

SPONSORSHIP not only makes this event possible for the nonprofit sector but also supports NPC programs such as educational workshops, informational publications, and networking events for nonprofit leaders.



Honoree, Shirley Edgerton flanked by Lori Kiely of Berkshire Bank (Sponsor) and State Rep. Tricia Farley-Bouvier
Photo: iBerkshires



Kids 4 Harmony brought tears to many eyes and the entire crowd of 200 to their feet for a well-deserved standing ovation!
Photo: iBerkshires

Congratulations on a great event! Not only a sell-out, but an inspiring, heartfelt, meaningful morning that reminded all who were there of the importance of community. – Maria Nation (Berkshire Nonprofit Awards Judge)