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.

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.

**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)**

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