



# Sponsorship Fact Sheet

## NONPROFIT AWARDS BREAKFAST

Tuesday, May 20, 2025

8:30 AM - 10:30 AM

Country Club of Pittsfield

Networking & Breakfast | \$50 pp

## EVENT TIMELINE

- Nominations due March 12th
- Judging in April
- Tabloid section runs in *The Berkshire Eagle* on Saturday, May 17th

*"Thank you for providing this opportunity for us to honor Noelia. It was so affirming to be there today. All the good will was palpable and left me feeling so grateful to live and work in this community. Really well done in every way."*

Sean Flynn/Guidance Counselor/  
Monument Mountain Regional High School



## 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, 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.



## 2024 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 8 categories:

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

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

# Sponsorship Levels and Acknowledgement

## \$1,000 BRONZE SPONSOR

- Acknowledgement on event promotional materials
- In-program acknowledgment
- Social media posts
- Opportunity to serve on judging panel
- 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 inserted into 14,000 weekend-edition papers (+6,000 digital subscribers) in May
- NPC Business Supporter Membership

## \$2,500 SILVER SPONSOR

- All acknowledgments for Bronze level PLUS
- Opportunity to present an award at the event
- Half-page ad in the Giving Back Guide distributed to 15,000 annually

## \$5,000 GOLD SPONSOR

All acknowledgments for Bronze and Silver levels PLUS

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

**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.



Kids4Harmony performed at the 2024 Awards event.  
Photo: Richard B. Migot



Networking at the 2024 Awards event!  
Photo: Edward Acker