



NONPROFIT AWARDS BREAKFAST

Tuesday, May 19, 2026

8:30 AM - 10:30 AM

Country Club of Pittsfield

Networking & Breakfast | \$60 pp

EVENT TIMELINE

- **Nominations due March 13th**
- **Judging on April 9th**
- **Tabloid section runs in *The Berkshire Eagle* on Saturday, May 19th**

"I was so impressed with the Berkshire Nonprofit Awards. It was well-organized, engaging, and raised noteworthy attention to many great people and great causes. NPC's dedicated work in the Berkshires has clearly made a difference!"

Jeremy Lundquist, Junior Portfolio Manager,
Renaissance Investment Group, LLC



Sponsorship Fact Sheet

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.



2025 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

\$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.



Lifetime Achievement award-winner Jane Winn of B.E.A.T. shares a laugh with John Bissell of Greylock Federal Credit Union.

Photo: Tricia McCormack



Lauren Smith of Fairview Hospital (center) got a kick from receiving the "Rock Star" award!

Photo: Tricia McCormack