



# Sponsorship Fact Sheet

## 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 8th
- Tabloid section runs in *The Berkshire Eagle* on Saturday, May 19th

## 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.

*"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 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