



SPONSORSHIP OPPORTUNITIES

A YEAR OF CELEBRATION



For 100 years, Berkshire United Way has brought people together to build **stronger, healthier, and more compassionate** community.



We believe in the people of Berkshire County.

Since 1924, Berkshire United Way has provided a steadfast foundation of support for the region. Our mission of service is just as important today as it was 100 years ago – we work to ensure everyone in our community has the opportunity and the resources to thrive.

As a sponsor of Berkshire United Way, your dollars join with thousands of other individual and business donations that support our mission. Together, these gifts represent more than one million dollars annually invested into the best human services programs in the Berkshires.

There are many ways to sponsor Berkshire United Way's work in 2024. The following information highlight the benefits we provide to our generous sponsors and how you, your business, and your employees can become more involved in our community.

Together, we can make an impact that will shape our community's future for the better.

As a partner with Berkshire United Way, you receive various benefits including visibility and recognition at prominent community events as well as custom volunteer opportunities created with you to benefit causes and organizations you're passionate about.

Sponsorship Levels and Benefits

By choosing to sponsor Berkshire United Way you are directly supporting our mission and vision – to ensure everyone has access to the best possible life in Berkshire County. We treat every sponsor as a partner, and we offer broad promotional and recognition opportunities for your generous support.

\$10,000 Platinum Sponsor

- Prominent recognition as a Platinum Sponsor for all celebration events and community/volunteer programs for one full year.
- Prominent logo placement on event materials.
- Prominent logo or name placement on event PR/media/social/print promotions.
- Logo recognition on event webpage.
- Complementary admission for eight guests to celebration events.
- Invitation for a team to participate in a volunteer event.

\$5,000 Gold Sponsor

- Recognition as a Gold Sponsor for all celebration events and community/volunteer programs for one full year.
- Logo placement on event materials.
- Logo or name placement on event PR/ media/ social/ print promotions.
- Complementary admission for four guests to celebration events.
- Invitation for a team to participate in a volunteer event.

\$2,500 Silver Sponsor

- Recognition as a Silver Sponsor for all celebration events and community/volunteer programs for one full year.
- Complementary admission for two guests to celebration events.
- Invitation for a team to participate in a volunteer event.

\$1,000 Bronze Sponsor

- Recognition as a Bronze Sponsor for all celebration events and community/volunteer programs for one full year.
- Complementary admission for two guests to celebration events.

\$500 Supporting Sponsor

- Recognition as a Supporting Sponsor on all celebration events and community/volunteer programs for one full year.
- Advance invitations to events and programs.
- Our most sincere thanks!



SPONSORSHIP OPPORTUNITIES



100th Anniversary Celebration Events

To celebrate this pivotal year, Berkshire United Way invites community business and organization to join us as a visible partner. Sponsors will receive recognition through Berkshire United Way's public promotion and materials for the following events and programs:



Here for Good Volunteer Month

April – May 2024

Each spring we celebrate volunteering and encourage community participation in a number of volunteer efforts that serve our Berkshire neighbors and help respond to community needs.

Berkshire United Way Community Celebration – 100 Years!

August 2, 2024

In partnership with the City of Pittsfield, join us at the Pittsfield First Friday at Five event for a United Way community celebration.



School Supply Drive

August 2024

Every August we coordinate a school supply drive for community members to donate school supplies before the start of the new school year.

2024–25 Campaign Kickoff Event

September 12, 2024

This event will mark the 100th campaign for Berkshire United Way – join fellow donors and organizations from across Berkshire County to launch the workplace campaign season.

Sponsors will receive complementary tables or tickets depending on gift level.

Food Access & Food Security Projects

Throughout the year we coordinate numerous volunteer projects to provide additional food and support for local food pantries and community organizations.

*Additional special sponsorship opportunities will be available for the **Golf for Good** and **United at the Table** events in fall 2024.*

ADDITIONAL WAYS TO BE INVOLVED

You can make a difference in the Berkshires beyond sponsoring Berkshire United Way. Join us at a celebration event, volunteer with us, make an annual donation, support us through a workplace payroll deduction, or help us advocate for larger community and statewide causes.

Donate

More than 5,000 Berkshire residents and businesses donate annually to Berkshire United Way, and the combined power of these gifts is invested directly back into our community every year. You can make a one-time donation or a monthly recurring gift and help make a difference.

Workplace payroll campaigns

Organizations that give together, benefit together. Workplace gifts come in many forms — employee contributions through annual pledges, corporate matching gifts, or in-kind products and services — and all help ensure the delivery of programs and services that meet the most critical needs in our community.

Volunteer

The Berkshire United Way online Volunteer Center connects organizations that need assistance with interested volunteers looking to share their time and talent. Interested in volunteering with a group? We also create unique volunteer opportunities specifically for teams and businesses.



JOIN US!

To become a sponsor or for volunteer opportunities and community engagement, please contact:

Brenda Petell

Director of Volunteer Engagement

413.442.6948 x18

bpetell@berkshireunitedway.org



100 years
OF IMPACT