



2025 SPONSORSHIP OPPORTUNITIES

UNITED IS THE WAY WE THRIVE



For over 100 years, Berkshire United Way has united people and organizations to build a **stronger**, **healthier**, and more **compassionate** community.

**UNITED IS
THE WAY™**

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 access to the services and support they need to thrive.

When you sponsor Berkshire United Way events, your dollars join with thousands of other business and individual donations that support our mission.

This invitation to sponsor Berkshire United Way's work in 2025 highlights the benefits and recognition we provide to our generous sponsors. Through United Way, your giving goes further.

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 web page.
- 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

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2025 Events

Sponsors will receive recognition through public promotion and collateral materials that support the following Berkshire United Way events and programs.



Community Celebration | April 16, 2025

Join us at WANDER to celebrate community service and learn what is next for Berkshire United Way.

United to Volunteer | April - May 2025

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.

United to Feed the Berkshires

♦ Meal Packing | May 3, 2025

In partnership with End Hunger New England, we will pack 40,000 servings of meals for local food pantries.

♦ Food Access and Food Security Projects

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

Greylock Society Reception | Summer 2025

Celebrate with us to honor our philanthropic partners and present the Ruth P. and Nicholas Boraski Leaders in Philanthropy Award, as well as announce our 2025-2027 community grant recipients.

School Supply Drive | August 2025

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

Campaign Kickoff Event | September 10, 2025

Join fellow donors and organizations from across Berkshire County at the Country Club of Pittsfield to celebrate the launch of our employee giving campaign season.

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

Berkshire United Way Volunteer Center

As a sponsor of our online Volunteer Center, you help us retain and recruit community members to fulfill volunteer needs at organizations throughout the county as well support volunteer events and projects.

Additional special sponsorship opportunities for 2025 include the United To Golf Tournament on September 26 and other fall events.



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.

Volunteer

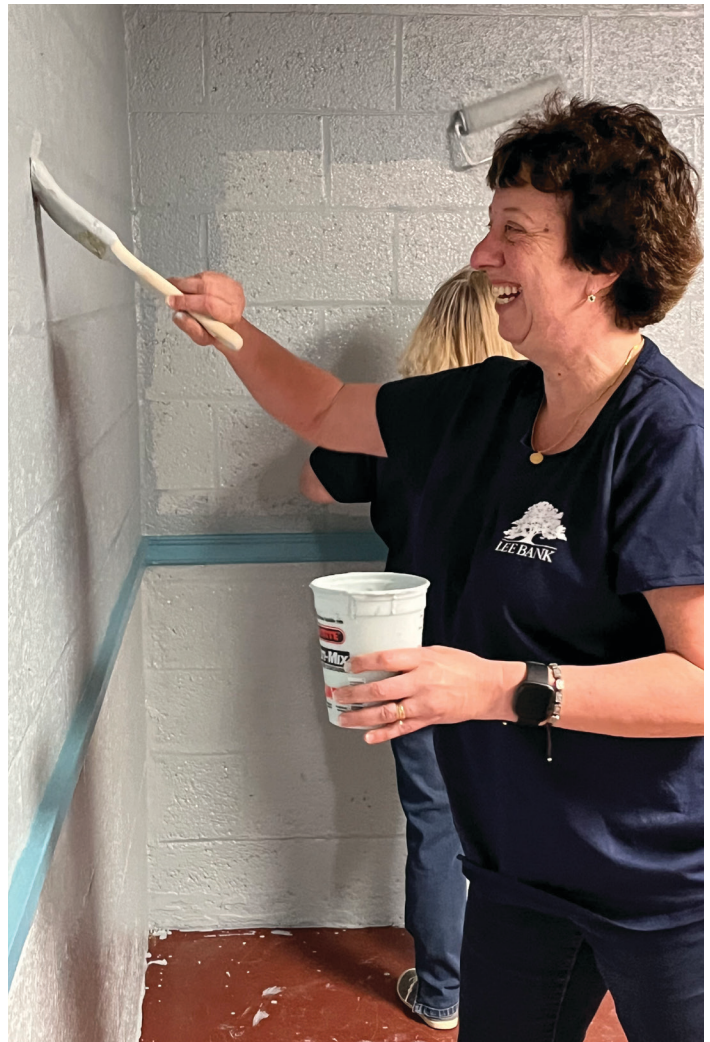
The Berkshire United Way online Volunteer Center connects organizations that need assistance with interested volunteers looking to donate their time and talent. We can also create unique volunteer opportunities specifically for teams and businesses.

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. Help make a difference with a one-time donation or a monthly recurring gift.

Employee Giving 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.



JOIN US!

To become a sponsor, donate, or learn more about Berkshire United Way, please contact:

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**Berkshire
UNITED WAY**

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