

Announcing the Annual Berkshire County 40 Under Forty Awards



The 40 Under Forty Awards recognize outstanding members of the Berkshire County community.

Every year, the Berkshire County *40 Under Forty Awards* honor a generation of community leaders that is investing their time, talents, and efforts to improve the quality of life for those living and working in the Berkshires. These individuals are our current and future leaders who share a commitment to professional success, personal growth, and community involvement. Please join us for the *40 Under Forty Awards* event to celebrate their accomplishments and contributions to the Berkshires.

40 Under Forty will be held Thursday, March 27, 2025 at 5 p.m. on the Berkshire Community College campus in Pittsfield and is presented by the College and the BCC Foundation in partnership with 1Berkshire and the Mill Town Foundation. It is a competitive, nomination-driven selection process, with over 200 nominations this year from across Berkshire County.

The celebration supports Berkshire Community College, the first community college in Massachusetts. BCC is committed to providing an exceptional education and a wide range of opportunities that meet the diverse needs of our community through college transfer, workforce and career pathways, partnerships, and lifelong learning. Mill Town Foundation is donating \$40,000 so that each Forty Under 40 winner will receive \$1,000 that they will re-gift to the Berkshires non-profit of their choice.

There are a wide range of sponsorship opportunities available. Sponsors will have the opportunity to reach and network with 500 community leaders who will attend the awards event, and sponsorship offers an opportunity to celebrate the accomplishments and promise of today's leaders in the Berkshires.

Sponsorship Highlights

- Extensive advertising and promotion plan, primarily in the 3,000 copies of the 40 Under Forty supplement that is delivered to local businesses, community centers, and around the Berkshires – as well as promotion at the 40 Under Forty awards event in March
- Opportunity to build your brand awareness, particularly with the 25–40-year-old demographic
- Face-to-face networking opportunities with emerging leaders in the community
- Tickets to event for staff, clients, and partners



FOR MORE INFORMATION, PLEASE CONTACT REBECCA WEHRY

Executive Director of Development
413-236-2185, rwehry@berkshirecc.edu

berkshirecc.edu/40underforty





Sponsorship Levels

Premier Sponsor \$10,000

- Six tickets for reserved seating in the Robert Boland Theatre
- Front or back cover advertisement in the 40 Under Forty supplement
- Social Media recognition from Berkshire Community College
- Multiple dedicated slides which will run during the networking reception
- Company recognition during event with remarks from your company spokesperson
- Sponsor badges for guest attendees
- Signage at event

Presenting Sponsorships \$5,000

- Four tickets for reserved seating in the Robert Boland Theatre
- Full-page advertisement in the 40 Under Forty supplement
- Social Media recognition from Berkshire Community College
- Dedicated slide which will run during the networking reception
- Company recognition in welcome remarks during event and on the screen on stage
- Sponsor badges for guest attendees
- Signage at event

Underwriting Sponsorships \$2,500

- Two tickets for reserved seating in the Robert Boland Theatre
- Half-page advertisement in the 40 Under Forty supplement
- Dedicated slide which will run during the networking reception
- Company recognition in welcome remarks during event and on the screen on stage
- Sponsor badges for guest attendees
- Signage at event

Supporting Sponsorships \$1,000

- Two tickets for reserved seating in the Robert Boland Theatre
- Quarter-page advertisement in the 40 Under Forty supplement
- Sponsor badges for guest attendees
- Signage at event

Sponsorships for the 40 Under Forty Awards have a direct and meaningful impact on workforce development at Berkshire Community College. Your support addresses immediate needs in Workforce Education, including scholarships, cutting-edge classrooms, and emergency financial aid, while also contributing to a long-term endowment fund dedicated to sustaining these vital programs. Workforce development at BCC equips students with the skills and training they need to excel in fields like STEM, nursing, entrepreneurship, and community services—ensuring their success in the Berkshire County job market and beyond. Together, we're building a stronger, more dynamic workforce for our community.

All proceeds support workforce programs—addressing immediate needs and building a lasting endowment.

DEADLINE

To receive maximum advertising benefits, please pledge by January 31, 2025.

berkshirecc.edu/40underforty

