



# SPONSORSHIP OPPORTUNITY

*Be a part of a county-wide celebration of all things creative!*

**ARTWEEK BERKSHIRES** is an annual 10-day celebration of all things creative in the Berkshires. It offers hundreds of hands-on or behind-the-scenes events and open studios, with a focus on discovering and participating in the rich cultural activity in the Berkshires. **ARTWEEK BERKSHIRES** is presented by the five Cultural Districts of Berkshire County and promoted by 1Berkshire. Festival organizers coordinate all event promotion, including press, print, digital, radio, social, and outdoor advertising. **ARTWEEK BERKSHIRES 2025** will take place May 16th - 26th.

## WHY SPONSOR ARTWEEK BERKSHIRES?

Sponsoring this event will allow us to draw MORE people to the Berkshires for ArtWeek, and ensure MORE residents take part in this amazing event at low or no cost. Your support will help the five Cultural Districts of the Berkshires pool resources to contribute \$20,000 to the promotional and organizational piece of Artweek. Additional signage, event photography, printed materials such as rack cards, and local press/radio coverage are some of the extras which sponsorship will help us accomplish.

## SPONSORSHIP LEVELS

### **ArtWeek Berkshires Underwriter Hero \$5,000**

As our singular underwriter for Artweek, your organization will be the sole sponsor featured on all graphics and advertisements in all platforms, from billboards to social media posts. You will be acknowledged on the ArtWeek landing page, in all press releases, and in special social media content highlighting our "Underwriter Hero."

### **ArtWeek Berkshires Champion \$2,500**

As one of two main sponsors, your organization will be acknowledged on the ArtWeek landing page, in all press releases, and in press materials.

**More information on ArtWeek Berkshires 2024:** Nearly 200 events presented by 88 venues or individual artists, spread throughout 16 communities from Williamstown and North Adams to Egremont and Sheffield. The collective promotion of ArtWeek by 1Berkshire, the five Cultural Districts, and media partners helped increase awareness of local artists, achieving astounding results with a relatively modest budget for a county-wide event. Digital advertising alone garnered nearly 575,000 impressions and resulted in over 70,000 clicks.

# JOIN US MAY 17-27, 2024



Photo credit: Juan Baena, ArtWeek Berkshires 2023

## A COUNTY-WIDE CELEBRATION OF THE ARTS

OPEN STUDIOS • GALLERY TALKS • THEATER • PERFORMANCES • WORKSHOPS • HANDS-ON EXPERIENCES & MORE!



[BERKSHIRES.ORG/ARTWEEK-BERKSHIRE](https://berkshires.org/artweek-berkshire)

**More more information on sponsorship:** Laura Brennan, Assistant Director & Economic Development Program Manager at Berkshire Regional Planning Commission: [lbrennan@berkshireplanning.org](mailto:lbrennan@berkshireplanning.org)