



SPONSORSHIP OPPORTUNITY

Be a part of a county-wide celebration of all things creative here in the Berkshires!

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 discovery of the many individual, emerging artists in the Berkshires. **ARTWEEK BERKSHIRES** is presented by the five state-designated Cultural Districts of Berkshire County (Great Barrington, Lenox, Pittsfield, North Adams and Williamstown), promoted by 1Berkshire, and coordinated by Berkshire Regional Planning Commission. The 6th Annual **ARTWEEK BERKSHIRES** will take place May 15th - 25th, 2026.

WHY SPONSOR ARTWEEK BERKSHIRES?

Sponsoring will allow us to draw MORE visitors to the Berkshires and ensure MORE local residents take part in this amazing event at low or no cost. Your support will help the five Cultural Districts of the Berkshires promote the artists and venues participating in ArtWeek through signage, photography, digital and print advertising, social media, and press coverage, all to shine the spotlight on the amazing artists of our region!

SPONSORSHIP LEVELS

ArtWeek Berkshires Underwriter Hero \$5,000

As the exclusive Underwriter Hero for ArtWeek, your organization will be sponsor featured in all advertisements in all platforms, from billboards to social media posts. You will be acknowledged on the ArtWeek Berkshires [landing page](#), in all press releases, and in special social media content highlighting our “Underwriter Hero.”

ArtWeek Berkshires Patrons \$2,500

As one of two ArtWeek Patrons, your business will be prominently acknowledged on the ArtWeek [landing page](#), in press releases, and in promotion including billboards, posters and digital advertising.

ArtWeek Berkshires Champions \$1,000

As one of three ArtWeek Champions, your organization will be acknowledged on the ArtWeek [landing page](#), in press releases, and in promotion including posters and digital advertising.

More information: Nearly 200 events presented individual artists, galleries, and other venues spread throughout the Berkshires from Williamstown and North Adams to Great Barrington and Sheffield. The collective promotion of ArtWeek helps increase awareness and support of local artists, achieving astounding results with a very modest budget for a multi-day, county-wide event. Sponsorship contributions can be made to BRPC or to its non-profit 501c3 arm, Berkshires Tomorrow, Inc.

To sponsor ArtWeek Berkshires, contact Laura Brennan at BRPC: lbrennan@berkshireplanning.org