



**Partner With Us to  
Inspire Abilities &  
Create Limitless  
Possibilities**



Serving Berkshire,  
Hampden &  
Hampshire Counties



Programs for  
individuals of  
all abilities



Focus on  
independence,  
inclusion, and advocacy



24/7 support across  
residential and  
community services

## Sponsorship Impact Areas - Your Support Helps:

- Promote independence
- Increase accessibility
- Expand life-changing programs
- Provide opportunities that go beyond basic services



**\$37,500+**  
invested in  
adaptive equipment  
and programs



**\$40,000+**  
supporting  
individual needs



**Over 400**  
individuals and  
families served  
annually



Expanding access to technology, safety, and independence

## Why Become a BFAIR Sponsor?

- Increase brand visibility in your community
- Align with a trusted nonprofit organization
- Engage employees in meaningful impact
- Demonstrate corporate social responsibility

## THE BFAIR WAY:

We are a national and state accredited human service agency responsive to the unique needs of people with disabilities and their families through:

- A Dedication to Excellence
- Fiscal Responsibility
- Diverse Service Options
- Community Partnerships
- Safe and Healthy Environments
- Career Opportunities and Advancement

These are our guiding principles. We strive to be the Berkshire's premier service provider for people with cognitive disabilities, autism and acquired brain injuries. It's in our DNA and we constantly look for new ways to be the best at serving members of our community.

**Mission:** To enrich the lives of people of all ages and abilities by providing positive life experiences and advocacy through distinctive, individualized, quality service.



## BFAIR IN NUMBERS



**1994**

Incorporation



**2019**

Redemption Center



**400**  
People  
Supported



**12**  
Programs



**194**  
Employees



## Adaptive Equipment & Assistive Technology

Empowering individuals with the tools they need to communicate, engage, and live more independently every day.



## Smart Home Technology

Enhancing independence and peace of mind through innovative, accessible solutions that support safer and more comfortable living environments.



## Workforce & Life Skills

Building confidence and opportunity by equipping individuals with the skills needed to succeed at work and in everyday life.



## Safety & Accessibility

Creating inclusive environments that remove barriers and ensure individuals can live, move, and thrive safely in their communities.



| Level            | Investment             | Recognition                                                                                                            |
|------------------|------------------------|------------------------------------------------------------------------------------------------------------------------|
| <b>Sustainer</b> | Monthly recurring gift | For as little as one cup of coffee per month; you could become a Sustainer! Introductory support with name recognition |
| <b>Supporter</b> | \$500                  | Increased visibility with community acknowledgement                                                                    |
| <b>Friend</b>    | \$1000                 | Entry-level visibility                                                                                                 |
| <b>Partner</b>   | \$2500                 | Community recognition                                                                                                  |
| <b>Silver</b>    | \$5000                 | Event presence                                                                                                         |
| <b>Gold</b>      | \$7500                 | Premium visibility                                                                                                     |
| <b>Platinum</b>  | \$10,000               | Top-tier exposure                                                                                                      |
| <b>Diamond</b>   | \$20,000               | Exclusive, highest-level partnership with premier recognition                                                          |

| Benefits                            | Sustainer                                                                  | Supporter | Friend | Partner | Silver | Gold | Platinum | Diamond                                        |
|-------------------------------------|----------------------------------------------------------------------------|-----------|--------|---------|--------|------|----------|------------------------------------------------|
| <b>Event Tickets</b>                | Based on investment level and a-la-carte choices for your monetary support |           |        |         |        |      |          |                                                |
| <b>Website Listing</b>              | ✓                                                                          | ✓         | ✓      | ✓       | ✓      | ✓    | ✓        | ✓<br>(featured placement)                      |
| <b>Social Media Recognition</b>     |                                                                            | ✓         | ✓      | ✓       | ✓      | ✓    | ✓        | Featured + ongoing campaign recognition        |
| <b>Logo Recognition</b>             |                                                                            |           |        | ✓       | ✓      | ✓    | ✓        | Prominent + priority placement                 |
| <b>Newsletter Feature</b>           |                                                                            |           |        |         | ✓      | ✓    | ✓        | Featured in all issues                         |
| <b>Premium Placement</b>            |                                                                            |           |        |         |        | ✓    | ✓        | ✓<br>(Top-tier placement across all materials) |
| <b>Featured Sponsor Recognition</b> |                                                                            |           |        |         |        |      | ✓        | Exclusive Presenting Sponsor Opportunities     |

## BECOME A SPONSOR TODAY

Join us in creating opportunities, building independence, and strengthening our community.

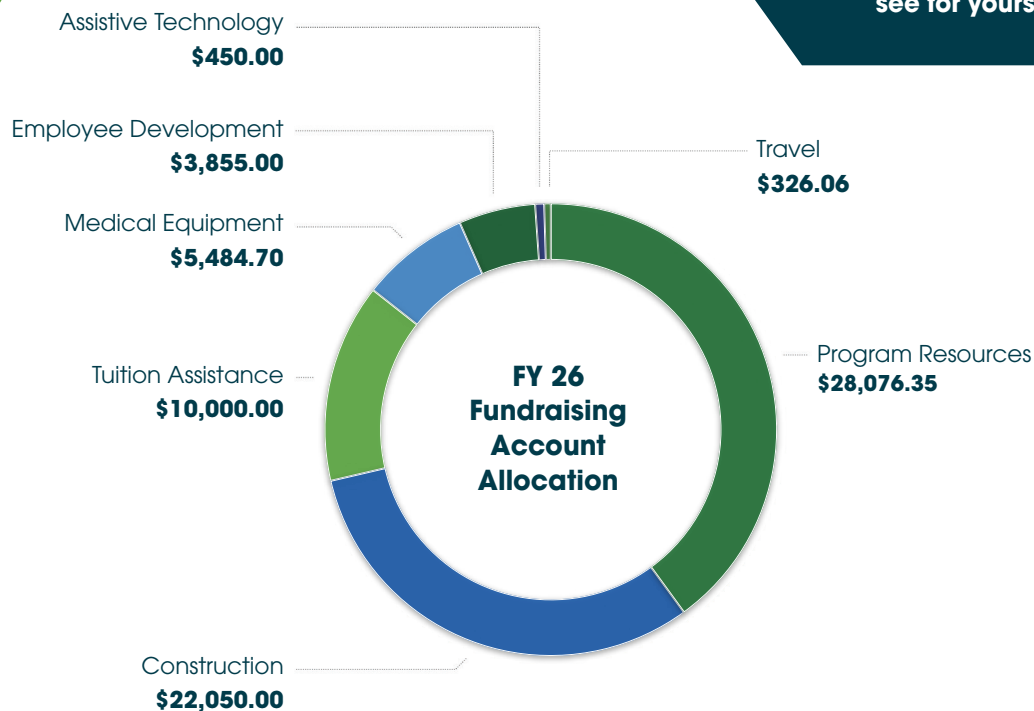
### Contact:

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Marketing & PR  
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413-664-9382 ext. 317



BECOME A SPONSOR

Your donations in FY '26  
made a big impact -  
see for yourself!



## CAMPAIGN & EVENT OPPORTUNITIES

### Heart of BFAIR Campaign (December)

Sponsor to support essential programs and services that strengthen independence, dignity, and community connection for the people we serve.

**Matching sponsor opportunities for Giving Tuesday;**  
a Global Day of Giving and BFAIR's Heart of BFAIR Campaign kick-off.

### Brain Injury Awareness & Development Disabilities Awareness Month Campaigns (March)

Sponsor to help amplify awareness, education, and inclusion for individuals and families impacted by brain injuries and developmental disabilities.

### Annual Meeting (Spring 2027)

Celebrate impact and connect with the community.

### Signature Event - BFAIR In Bloom (Spring 2027)

Help grow opportunities for people with disabilities.

### Year-Round Opportunities:

- **Sponsor the BFAIR Buzz Newsletter**  
Sponsor to reach 4,300+ subscribers with consistent community visibility and recognition.
- **Host a Bottle & Can Drive**  
Host a drive to turn everyday recycling into direct support for BFAIR programs.
- **Support the Hart Family Fund**  
Donations to this fund support BFAIR Direct Support Professionals (DSPs) in furthering their education and training
- **Shop & support through the BFAIR Store**  
Shop the BFAIR Store to directly support programs while promoting inclusion and mission awareness.
- **Make a Tribute or Memorial Gift**  
Give in honor or memory of a loved one to create a meaningful, lasting impact.



Berkshire Family & Individual Resources

INSPIRING ABILITIES,  
CREATING LIMITLESS  
POSSIBILITIES

### PROUD MEMBER AGENCY OF:



### Contact Us:

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