



INSPIRING ABILITIES,
CREATING LIMITLESS
POSSIBILITIES

BFAIR CORPORATE SPONSORSHIP OPPORTUNITIES

JULY 2025-JUNE 2026



MISSION:

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

ABOUT:

BFAIR is a human service agency dedicated to providing quality support and advocacy services to individuals with disabilities, families, and caregivers. With a focus on empowering individuals to live fulfilling and independent lives, BFAIR offers a broad spectrum of services tailored to meet the needs of our community.

PROGRAMMING

Adaptive Equipment & Assistive Technology

Assistive technology and adaptive equipment donations greatly improve the lives of people with disabilities by promoting independence, communication, and participation in daily life. Tools like screen readers, voice software, adaptive sports gear, and mobility aids help bridge accessibility gaps, opening doors to education, work, and social connection while fostering dignity and autonomy.

Smart Home Technology

A donation to BFAIR for smart home technology (like Google & Alexa devices) can greatly enhance the lives of the people we support by increasing independence, safety, and comfort. Features like voice-activated assistants, smart locks, automated lights, and remote monitoring help individuals manage daily tasks more easily and securely. With your support, we can create more accessible and empowering homes tailored to each person's needs.

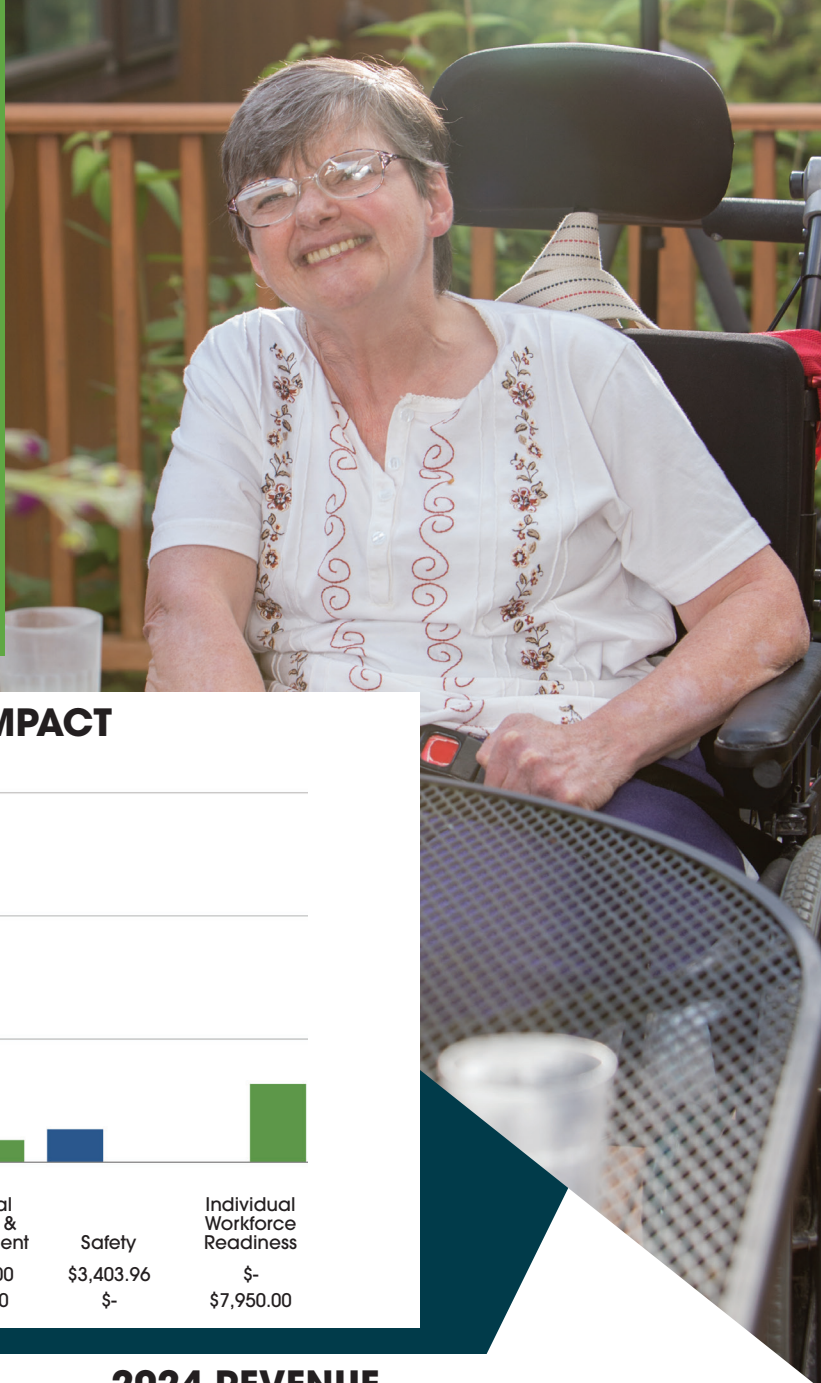
MAKE AN IMPACT:

This hard work could only be done with our generous donors. A donation to BFAIR provides the opportunity to go above and beyond what is expected of a human services agency. Our work is not just to check a box and ensure we've completed the task – no, it's exploring how we can enhance our services, prioritize our people, and secure the agency's future.

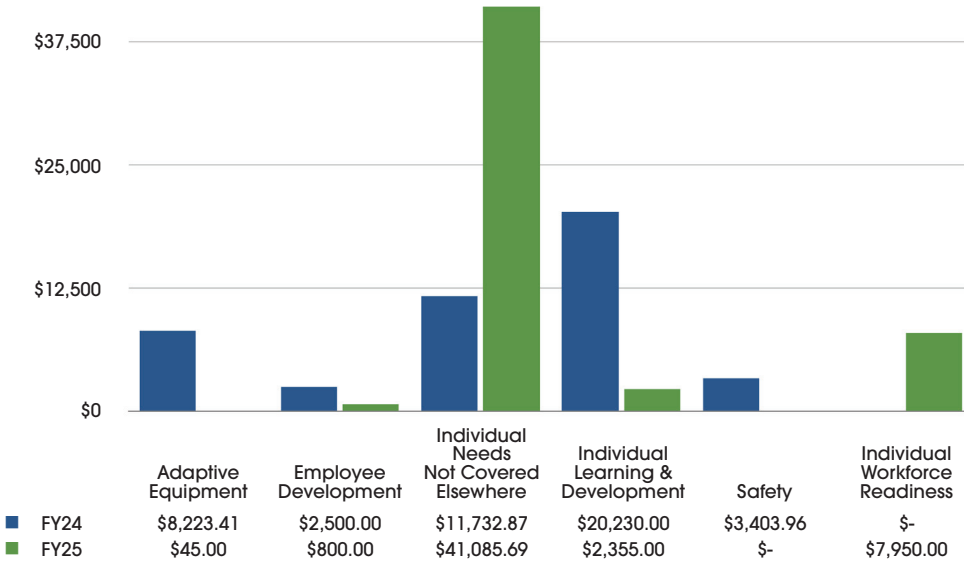
A donation to BFAIR helps to promote independence, create accessibility, and enhance program resources – all of which are transformational to our organization.

Through your support of BFAIR, you help to provide a foundation for equity and accessibility for people of all abilities. With support from generous donors, we can inspire abilities and create limitless possibilities.

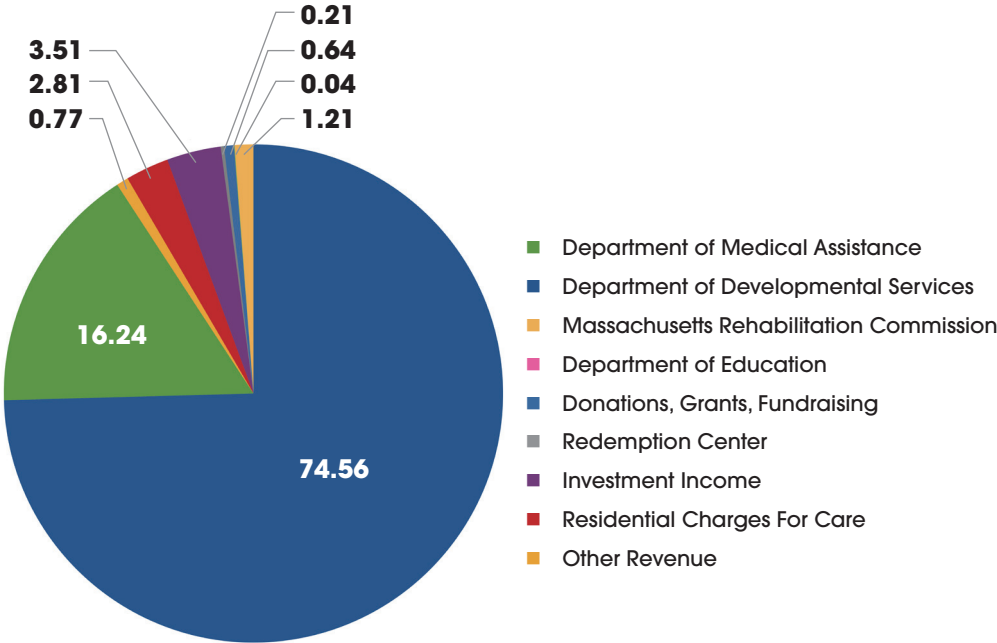
Below shows the impact of your dollars at work:



FY24/FY25 DONATION IMPACT



2024 REVENUE



FUNDING SOURCES

Primary funding sources include state contracts with the Department of Developmental Services and Division of Medical Assistance and Mass Ability (formerly MRC), along with community grants.

CAMPAIGNS

Brain Injury Awareness Month March – April 2026

BFAIR hosts a Brain Injury Awareness Campaign during the months of March and April to promote education and awareness of Acquired Brain Injuries (ABI). Utilizing the theme set by the Brain Injury Association, we also aim to share and uplift stories of brain injury survivors. Each year, we distribute bicycle helmets across Berkshire County and in the Pioneer Valley as part of this campaign.

Sponsor: Help our community stay safe by helping to offset the costs of bicycle helmets.

Get A Bike Helmet: Keep an eye out on our social media pages for bicycle helmet distribution.

Distribute Helmets: Do you have a lot of foot traffic within the community? Then elect to become a helmet distribution site! You'll be given a set of helmets and information during March and April to give out to the community.

Heart of BFAIR Campaign December 2025

Our end-of-year campaign, the Heart of BFAIR, is our major annual fundraising event that raises crucial funds which promote independence, creates accessibility, and enhances program resources. By highlighting stories of our programs, program participants, and residents, we are able to further connect with the greater BFAIR Community.

Participate in Giving Tuesday: Join us on Giving Tuesday, a Global Day of Giving, as a matching sponsor. This year Giving Tuesday is on Tuesday, December 2, 2025.

Donate: A donation made to the Heart of BFAIR Campaign helps to create a sustainable foundation for programs and services throughout the year.



EVENTS

BFAIR's Annual Meeting Date April/May 2026

Our annual meeting is an opportunity to gather, reflect, and celebrate the successes of our staff, people served, programs, and community. Whether you're familiar with our robust programs and services, or new to our community, BFAIR's Annual Meeting is informative and enjoyable for all.

Sponsor: As a sponsor for our Annual Meeting, you will have the opportunity to reach hundreds of constituents in the area while supporting the BFAIR mission. We have a range of sponsorship opportunities and benefits that can best fit your business' goals.

Attend: What better way to become involved with BFAIR than to attend the Annual Meeting. We hope you will join us to celebrate the milestones of a community that uplifts people of all abilities. Registration opens early 2026, so keep an eye out on our website and social accounts.

Fundraising Events Annually – various opportunities

Sponsoring BFAIR events directly benefits the individuals we support by providing essential funding for programs, services, and resources that promote inclusion, independence, and personal growth. Your sponsorship helps us expand opportunities for community engagement, skill-building, and enrichment activities that might otherwise be out of reach. It's more than just an event—it's a meaningful investment in the lives of people with disabilities, helping them thrive and achieve their fullest potential.

Previous event opportunities include mini-golf tournaments, Summerfest, Walk for Independence, 25th & 30th Anniversary Celebrations, Dine to Donate, and more!

ONGOING OPPORTUNITIES

Hart Family Fund

Launched in 2023, The Hart Family Fund provides resources to BFAIR focused on retaining quality staff who further the mission of providing quality, individualized care to people of all abilities.

A donation to the Hart Family Fund will provide resources and support to staff for education and appreciation.

BFAIR Buzz Newsletter

Our BFAIR Buzz newsletter is a seasonal distribution that shares stories, pictures, updates, and more about our BFAIR programs and services. Many of our readers are located within Berkshire County, with a smaller portion in Hampden and Hampshire Counties in the Pioneer Valley. This newsletter connects the greater BFAIR community with our programs and services, further supporting BFAIR's 24/7 care for people of all abilities.

Sponsor a Newsletter: Become a BFAIR Buzz Sponsor and have your logo reach over 4,300 people via email newsletters which appear on the BFAIR website and social media. Sponsor one, two, or three seasonal newsletters, where your logo will be included.

Host A Bottle & Cans Drive

We operate a successful bottle and can redemption center business, the BFAIR Bottle & Can Redemption Center, with the primary goals of providing employment opportunities for people with disabilities and offering a convenient service to our community. Host a one-time bottle and can drive with your friends, family, community, or workplace. You can get money back from your returnables or donate the proceeds to support BFAIR's services.

Shop at the BFAIR Store

A great way to show your support of BFAIR's mission of providing resources and programs to people of all abilities is by shopping at the BFAIR store! Now open year-round, you can shop through BFAIR attire, merchandise, and seasonal items. Thanks to our generous partnership with Becks Printing, 5% of all proceeds go back to BFAIR to support our mission.

PROUD MEMBER AGENCY OF:



INSPIRING ABILITIES,
CREATING LIMITLESS
POSSIBILITIES

Contact Us:

771 South Church Street
North Adams, MA 01247
info@bfair.org

bfair.org



**For more information
about sponsorship
opportunities contact:**
Katrina Cardillo,
Senior Director of Marketing & PR
kcardillo@bfair.org
413-664-9382 ext. 317

Celebrate and Honor Your Network

What better way to honor someone's memory or celebrate a life milestone than through a donation to BFAIR? Through a Tribute or Memorial gift, you can recognize someone in your life and at the same time, provide funds that promote independence, create accessibility, and enhance program resources for people of all abilities.

BFAIR Way Fund

Support the BFAIR Way Fund with a Planned Gift

Donating a Planned gift to BFAIR supports our mission to Inspire Abilities and Create Limitless Possibilities for the people we support. Your Planned gift such as cash stock, bequest in your Will or tangible asset such as real estate will ensure we achieve our goal to provide outstanding services for the those we serve to live the quality of life they envision now and in the future. What sets us apart is the 'BFAIR Way' which speaks to our compassion and dedication to service excellence for people with intellectual disabilities and acquired brain injuries.

Consider contributing to the BFAIR Way Fund because what better legacy can be left than bettering the lives of people with disabilities through your generosity. The power of your Planned gift will have a positive impact by supporting the well-being and access to essential services for adults with developmental disabilities and their families.

