



2019 Sponsorship Catalog



Join our mission today by becoming a sponsor!

Together, we can strengthen children & families so they can live safely, independently, and productively within their home communities.



Dear Friend,

Thank you for your interest in viewing our 2019 sponsorship opportunities.

As a sponsor, you are joining our mission of ***strengthening children and families so they can live safely, independently, and productively within their home communities.***

Each day, Berkshire serves over 2,000 children and families across New York State who are in crisis. Your support ensures these children and families receive the help they need right where they need it most; in their communities.

In 2019, sponsorship opportunities are available for the following events and initiatives:

- **Annual Heroes Bowl** – March 30, 2019
- **Go Purple for Berkshire** – Month of May 2019
- **Community Farmers Market** – May 18, 2019
- **Annual Golf Classic** – August 5, 2019
- **Annual Farm-to-Table Dinner Event** – September 21, 2019
- **Holiday Angel Program** – November 1, 2019 thru December 25, 2019

All the information you need to select your 2019 sponsorship package is included in this catalog. We appreciate your friendship and look forward to seeing you at our upcoming events! As always, please feel free to contact me should you have any questions.

Sincerely,

Julie

Julie E. Brennan, MS, MSW
Vice President, Development & Marketing

2nd Annual Heroes Bowl

All monies raised support our Making Memories Fund.

Location: Spare Time Bowling, Latham

Date: March 30, 2019

Time: 11am to 2pm

Event Sponsors (\$2,500)

Includes:

- ✓ Signage at the event
- ✓ Name and logo featured on social media and press release
- ✓ Mention at the event in the welcoming remarks
- ✓ 12 tickets (2 lanes) at the event
- ✓ Foursome to attend our Annual Golf Classic held at Schuyler Meadows Country Club, on Monday, August 5, 2019

Food & Beverage Sponsor (\$1,000)

Includes:

- ✓ Signage at the event
- ✓ Name and logo featured on social media and press release
- ✓ Mention at the event in the welcoming remarks
- ✓ 6 tickets (1 lane) at the event

Player Gift Sponsor (\$1,000)

Includes:

- ✓ Signage at the event
- ✓ Name and logo featured on social media and press release
- ✓ Mention at the event in the welcoming remarks
- ✓ 6 tickets (1 lane) at the event



Lane Sponsor (\$100)

Includes:

Lane sponsors will have the name of their business directly displayed in front of an average of 5,000 consumers from March 30, 2019 – April 5, 2019. Your company name will be printed on a sign and displayed on one of the 32 lanes in lieu of a lane number. Signs are printed in black and white and block letters, no logos.

Go Purple for Berkshire!

Go Purple for Berkshire runs the entire month of May.

How it works...

May is National Foster Care Awareness Month. It is a time when we bring awareness to the need for foster families across New York State while simultaneously showing support to our current foster families.

You and your company can show your support and help bring awareness by choosing a day in the month of May to *Go Purple for Berkshire!* Be creative...all employees can dress in purple clothing, purple hats, or any other creative ideas for showcasing the Berkshire Purple and showing your support.

Let us know your company is *Going Purple for Berkshire* in the month of May by contacting Kristin Polizzi in our Development Office at 518-781-1803 or kpolizzi@berkshirefarm.org

When you make a commitment to *Go Purple for Berkshire*, we will send you a poster(s) to display at your place of business to let everyone know why you are wearing purple.

We also encourage you to take pictures! Be creative and let your purple shine! Photos will be shared on our Facebook page as our way of saying Thank You! Together, we can bring awareness and hopefully encourage others to learn more about becoming a foster parent.



Community Farmers Market

Location: Berkshire Greenhouses/Canaan Campus

Date: May 18, 2019

Time: 8:00am to 4:00pm

Our Annual Garden Sale has transformed into a Community Farmers Market! Drawing over 1,000 people from New York and Massachusetts, this one day event will feature some of our local farm partners, artisans and friends. From hanging baskets to strawberry pots, organic produce to goat milk products; fresh baked breads to local honey, join us for an amazing day and get a taste of what Columbia County has to offer.

Event Sponsor (\$2,500)

Includes:

- ✓ Signage at the event
- ✓ Name and logo featured on social media and press release
- ✓ Foursome to attend our Annual Golf Classic held at Schuyler Meadows Country Club, on Monday, August 5, 2019

Greenhouse Sponsors (\$250)

Includes:

- ✓ Signage at the event
- ✓ Mention on the agency's social media



Annual Golf Classic

All proceeds from this event will support our Mission Fund

Location: Schuyler Meadows Country Club, Loudonville, NY

Date: August 5, 2019

Time: 8:30am to 4:00pm

Event Sponsor (\$20,000)

Includes:

- ✓ 4 foursomes for golf, breakfast and reception
- ✓ Pre-event advertising and on-site signage
- ✓ Company name and logo listed first on welcome banner
- ✓ Opportunity to display company banner and distribute information materials at event
- ✓ Company logo displayed on two pin flags and three signs on the course
- ✓ Company name and logo on Berkshire's website with link to company website
- ✓ Feature on Berkshire's social media outlets

Platinum Sponsor (\$10,000)

Includes:

- ✓ 3 foursomes for golf, breakfast and reception
- ✓ Pre-event advertising and event signage
- ✓ Company name and logo on welcome banner
- ✓ Company name and logo displayed on one pin flag and two signs on the course
- ✓ Company name and logo on Berkshire's website
- ✓ Mention on Berkshire's social media outlets

Gold Sponsor (\$7,500)

Includes:

- ✓ 2 foursomes for golf, breakfast and reception
- ✓ Pre-event advertising and event signage
- ✓ Company name and logo displayed on one pin flag and two signs on the course
- ✓ Mention on Berkshire's social media outlets

Networking Reception Sponsor (\$6,000)

Includes:

- ✓ 2 foursomes for golf, breakfast and reception
- ✓ Company name and logo displayed on tables at the reception
- ✓ Company logo displayed on one sign near the reception area
- ✓ Mention on Berkshire's social media outlets

Silver Sponsor (\$5,000)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo on one pin flag

- ✓ Company name and logo on one tee sign
- ✓ Mention on Berkshire's social media outlets

Player Gift Sponsor (\$4,000)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo displayed on special gift distributed to each player
- ✓ Company name and logo on one pin flag
- ✓ Mention on Berkshire's social media outlets



Golf Cart Sponsor (\$4,000)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo displayed on one pin flag
- ✓ Company name and logo signage on all golf carts
- ✓ Mention on Berkshire's social media outlets



Chef's Station Sponsor (\$3,500)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo displayed at both chef station locations
- ✓ Company name and logo displayed on two tee signs
- ✓ Mention on Berkshire's social media outlets

Breakfast Sponsor (\$2,500)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo displayed on all tables during the breakfast
- ✓ Company name and logo displayed on one tee sign
- ✓ Opportunity to display company sign/banner during the breakfast, if desired
- ✓ Mention on Berkshire's social media outlets

Flag Sponsor (\$1,500)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo displayed on one pin flag

Beer Sampling Sponsor (\$1,500)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo displayed at the sampling area

Contest Sponsors:

Putting Contest Sponsor (\$2,500)

Includes:

- ✓ 1 foursome for golf, breakfast and reception

- ✓ Company name & logo displayed on one tee sign
- ✓ Company name & logo displayed on one pin flag on the putting green

Longest Drive (\$1,500)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo displayed on one tee sign

Closest to Center line (\$1,500)

Includes:

- ✓ 1 foursome for golf, breakfast and reception
- ✓ Company name and logo displayed on one tee sign

Foursome (\$850)

Includes:

- ✓ 1 foursome for golf, breakfast and reception

Tee Sign (\$250/ea. or 2 for \$450)

Includes:

- ✓ Company name and logo displayed on course



If logo displays are included in your sponsorship, please provide your logo in .jpeg or .png format with a minimum of 300 dpi.

Please send all logos to Bryanna Fucci by July 5, 2019 at

All golfers should be registered by July 19th with Kristin Polizzi, at kpolizzi@berkshirefarm.org.

Annual Farm-to-Table Dinner Event

All monies raised support our Mission Fund

Location: Berkshire's Greenhouse/Canaan Campus

Date: September 21, 2019

Time: 4pm to 7pm

Event Sponsors (\$2,500)

Includes:

- ✓ Signage at the event
- ✓ Name and logo featured on social media and press releases
- ✓ 10 event tickets

Greenhouse Sponsors (\$250)

Includes:

- ✓ Signage at the event
- ✓ Mention on the agency's social media
- ✓ 2 event tickets

Seedling Sponsors (\$50)

Includes:

- ✓ Name listed at the event



Holiday Angel Program

The Holiday Angel Program launches November 1 and continues until December 25.

How it works...

For many children in foster care, the holidays can be a difficult time of year. You can help change that by participating in our Holiday Angel Program.

If you and/or your company are interested in participating in the Holiday Angel Program, let us know now by contacting Kristin Polizzi, in our Development Office, at (518)781-1803 or

kpizzini@berkshirefarm.org. We will add your name to our list and you will receive information on children in need, within your community, the first week in November.

There are a few ways to participate:

1. Make a cash donation (\$50 per child) and let our elves do the shopping.
2. Request a wish list(s) of children in need and fulfill their wish lists for the holiday season.

Together, we can brighten the holidays for children in foster care across New York State.



Sponsorship/Pledge Form

Please return this completed form by mail to 13640 State Route 22; Attn: Development Office; Canaan, NY 12029 or e-mail kpizzini@berkshirefarm.org

Company Name: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Daytime Phone: _____

E-mail Address: _____

Golf Classic: ____ Event Sponsor (\$20,000)

____ Putting Sponsor (\$2,500)

- Platinum Sponsor (\$10,000)
- Gold Sponsor (\$7,500)
- Networking Reception Sponsor (\$6,000)
- Silver Sponsor (\$5,000)
- Player Gift Sponsor (\$4,000)
- Golf Cart Sponsor (\$4,000)
- Chef's Station Sponsor (\$3,500)
- Breakfast Sponsor (\$2,500)
- Flag Sponsor (\$1,500)
- Beer Sampling Sponsor (\$1,500)
- Longest Drive (\$1,500)
- Closet to Center Line (\$1,500)
- Foursome (\$850)
- Tee Sign (\$250/each or 2 for \$450)

Heroes Bowl:	<input type="checkbox"/> Event Sponsor (\$2,500)	<input type="checkbox"/> Lane Sponsor (\$100)
Farm to Table:	<input type="checkbox"/> Event Sponsor (\$2,500)	<input type="checkbox"/> Greenhouse Sponsor (\$250)
	<input type="checkbox"/> Seedling Sponsor (\$50)	
Holiday Angel:	<input type="checkbox"/> Cash Donation in the amount of \$ _____. (<i>\$50/child</i>)	
	<input type="checkbox"/> I would like to receive a wish list for ____ children. (<i>E-mail required</i>)	

TOTAL AMOUNT DUE: \$ _____ **Pledge Date:** ____/____/____

I understand that payment of this pledge is due by ____/____/2019. Payment can be made by credit card or check. Checks should be made out to Berkshire Farm Center & mailed to Berkshire Farm Center; Attn: Development Office; 13640 State Route 22; Canaan, NY 12029.

Form of Payment (*Please make checks payable to Berkshire Farm Center*): **Credit Card** **Check**

Credit Card #: _____

CV#: _____ **Exp. Date:** _____ **Name on Card:** _____

Signature: _____