

YOUR MEMBERSHIP MATTERS.

Here's why...

There is strength in numbers. The greater our membership, the stronger we are as a marketing and economic development organization. Membership is support of our mission to **promote the region, grow business, make connections, and develop leaders**. Your dues helps us reach more visitors, more relocators, more employees, and more entrepreneurs.

Plus...

BENEFITS OF MEMBERSHIP

- Listing/links on 1Berkshire.com & berkshires.org **ENHANCED**
- Listing/links on 1Berkshire.com **CORE**
- Name/URL in *The Official Guide to The Berkshires* (115,000 cir.) **CORE**
- Expanded listing in *The Official Guide...* **ENHANCED**
- Event & deal posts to our member community **CORE + ENHANCED**
- Social media shout-outs **CORE + ENHANCED**
- Free networking events **CORE + ENHANCED**
- Discounts on ticketed events **CORE + ENHANCED**
- Discounts on paid advertising **CORE + ENHANCED**
- Discounts on exhibitor booths at expos & events **CORE + ENHANCED**
- Discounted job posting on "the jobs thing" **CORE + ENHANCED**

METRICS & OPPORTUNITES

- 1Berkshire.com & berkshires.org receive 2,960,000+ impressions & 711,000 sessions annually
- Eblast distribution includes 70,000+ opt-in subscribers outside of the Berkshires, plus 6,000+ resident subscribers
- Combined, our social media channels have 68,520+ followers and growing
- 1Berkshire markets our entire region to primary visitor destinations such as NYC & Boston.
- Host or attend any of our multiple Entrepreneurial Meet-ups throughout the year, connecting biz owners & highlighting a local biz
- Send us your photos! We'll tag & credit you, which is great exposure for your biz.
- Send us your content for social media sharing.
- Stay connected - we want to hear what you're up to!

1BERKSHIRE



1BERKSHIRE.COM
BERKSHIRES.ORG