

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 visitors, relocators, employees, and entrepreneurs. Join or renew today.

ENHANCED MEMBERSHIP

- ▶ Your business listings & events on 1berkshire.com
- ▶ Social Media shout-outs
- ▶ Member pricing for 1Berkshire events, [programs](#), [advertising](#) & [job postings](#)
- ▶ Window cling with QR code to [The Official Guide to The Berkshires](#)
- ▶ Deals posted to the Member Community in the Member Portal
- ▶ 1Berkshire mailing list available for purchase
- ▶ Notary Services
- ▶ Media Contact list
- ▶ Listing on BRAND NEW berkshires.org (launching 2022)
- ▶ Your events on berkshires.org
- ▶ Name, URL & expanded listing in [The Official Guide to The Berkshires](#)
- ▶ Up to 3 category listings (same description) on 1berkshire.com & berkshires.org (additional categories available for fee)

We hope you will remain part of our community. We are here for you and for the Berkshires. Thank you for your support.

CORE MEMBERSHIP

- ▶ Your business listings & events on 1berkshire.com
- ▶ Social Media shout-outs
- ▶ 1 category listing with description on 1berkshire.com (additional categories available for fee)
- ▶ Member pricing for 1Berkshire events, [programs](#), [advertising](#) & [job postings](#)
- ▶ Name/URL in [The Official Guide to The Berkshires](#)
- ▶ Deals posted to the Member Community in the Member Portal
- ▶ 1Berkshire mailing list available for purchase
- ▶ Notary Services
- ▶ Window cling with QR code to [The Official Guide to The Berkshires](#)
- ▶ Media Contact list

BASIC MEMBERSHIP

- ▶ Your business listings & events on 1berkshire.com
- ▶ Social Media shout-outs
- ▶ 1 category listing with description on 1berkshire.com (additional categories available for fee)
- ▶ Member pricing for 1Berkshire events
- ▶ 1 category listing on 1berkshire.com (no description; additional categories available for fee)
- ▶ Automatic subscription to all 1Berkshire e-communications

Ready to join or renew?

Contact Member Services:

enrollment@1berkshire.com

(413) 499-1600

Or apply online:

berkshire.com/membership/become-member

1BERKSHIRE AT WORK FOR ALL MEMBERS

- ▶ Annually 1berkshire.com & berkshires.org receive nearly 3 million views.
- ▶ More than 50% of our web traffic consists of potential & repeat visitors aged 18-44 years.
- ▶ Eblast distribution includes 70,000+ opt-in subscribers outside of the Berkshires, plus 6,000+ resident subscribers.
- ▶ Combined, our social media channels have 76,000+ followers.
- ▶ 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 with other business owners.
- ▶ Send us your photos & content for social media sharing.
- ▶ Stay connected. We want to hear what you're up to!



1BERKSHIRE

1BERKSHIRE.COM
BERKSHIRES.ORG