

# 1BERKSHIRE

## 2023 MEMBER BENEFITS & VALUES

1Berkshire Membership powers **regional promotion**, **businesses growth**, **new connections** & **leadership development**. Join/renew: [1berkshire.com/membership](http://1berkshire.com/membership)

	BASIC - \$100 • VALUED @ \$712+	CORE - \$200* • VALUED @ \$1,602+	ENHANCED - \$350** • VALUED @ \$4,577+		VALUE**
•	•	•	•	1B E-communications subscription(s)	\$12
•	•	•	•	Event posts on 1berkshire.com calendar	\$50
•	•	•	•	Member pricing for 1B events/programs	\$100+
•	•	•	•	1 category listing with a description on 1berkshire.com	\$150
•	•	•	•	Social media on 1B channels (Facebook, LinkedIn & Twitter)	\$400
	•	•	•	Notary Services	\$10
	•	•	•	Certificate of Origin	\$10
	•	•	•	Ribbon Cutting Services (scissors, ribbon, social media, event consultation)	\$75
	•	•	•	Deals posted to the Member Community in the Member Portal	\$80
	•	•	•	Press List with emails for ease of press release distribution	\$90
	•	•	•	Name/URL in <i>Official Guide to The Berkshires</i>	\$100
	•	•	•	Member pricing for Central Station meeting room use	\$150+
	•	•	•	1B mailing list available for purchase	\$200
	•	•	•	Invitation to PR Exchange Programs (4 per year)	\$75
	•	•	•	Member pricing for <i>the jobs thing</i>	\$100
		•	•	Event posts on berkshires.org calendar	\$80
		•	•	1 category listing with a description on berkshires.org	\$150
		•	•	2 addtl. category listings* (same descrip.) on 1berkshire.com & berkshires.org	\$200
		•	•	Name, URL, expanded listing/description in <i>Official Guide to The Berkshires</i>	\$225
		•	•	Involvement in Familiarization (FAM) tours	\$1,000
		•	•	Social media on Visit channels (Facebook, Instagram, TikTok, Twitter)	\$1,320

\$100

\$200

\$350

\$712+

\$1,602

\$4,577

\* Stating Rate  
\*\* Based on market value for same/comparable services

# YOUR MEMBERSHIP MATTERS

There is strength in numbers. The greater our membership, the stronger we are as a marketing and economic engine. Your membership helps to **promote the regional**, **grow local business**, **forge connections** & **develop tomorrow's leaders**. **Join or renew today!**

## 1BERKSHIRE AT WORK FOR OUR MEMBERS & SHARED COMMUNITY

### Ways We Promote the Region



**565,500,000+ impressions**  
marketing impact



**23,700,000+ impressions**  
social media presence



**1,350,000+ impressions**  
berkshires.org reach

*All metrics are from FY22  
unless otherwise noted.*



**300 posted jobs**  
*the jobs thing*

### Ways We Grow Local Business



**44,200,000+ impressions**  
marketing impact



**1,200,000+ impressions**  
social media presence



**200,000+ impressions**  
1berkshire.com reach



**150 business consults**  
entrepreneurial impact



**100+ hours**  
technical assistance



**\$2.1M grant dollars**  
support & distribution

### Ways We Forge Connections & Develop Leaders



**80+ annual events**  
community impact



**640+ total graduates**  
Berkshire Leadership Program  
*approximately 30 participants annually*



**260+ total graduates**  
Youth Leadership Program  
*approximately 30 participants annually*

**Ready to join or renew? Apply online at [1berkshire.com/membership](https://1berkshire.com/membership)  
or contact Member Services: [enrollment@1berkshire.com](mailto:enrollment@1berkshire.com) | (413) 499-1600**