



Berkshire Innovation Center

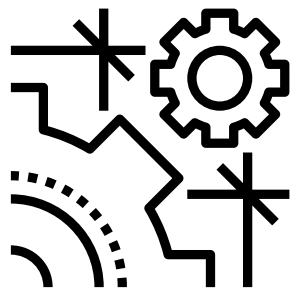
Sponsorship Opportunities

The Berkshire Innovation Center serves as a catalyst to spark innovation and sustainable growth of technology-focused companies in the Berkshires. We do this through programming that promotes learning and technology-led career paths, and convening and connecting a community of like-minded people.

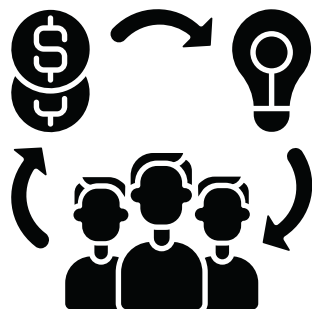
With our next generation, we are focused on driving awareness of priority sectors and building a more diverse workforce. Offerings include visits to industry, technology showcases, innovative training programs, and a range of immersive experiences. We do this all with a focus on making our companies as diverse as our communities, which means creating innovative on-ramps for veterans, people with disabilities, people in disadvantaged communities, people of color, and the underemployed.



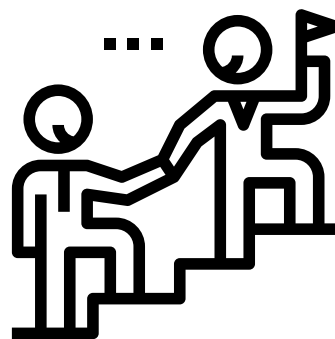
The BIC is supporting the growth of sectors critical to the economic vitality of our region. With an eye on the future, we are driven to seed the next generation of innovators, entrepreneurs, technologists, and leaders.



STEM



Entrepreneurship



Leadership



Career Prep





By the Numbers... January - August 2022



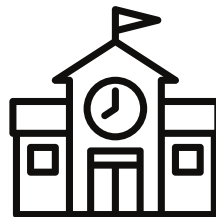
415

STUDENTS ENGAGED



274

EDUCATORS SERVED



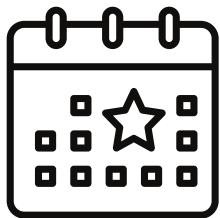
15

**EDUCATIONAL
PARTNERS**



\$42,000

DIRECTLY TO STUDENTS



74

**EVENTS FOR STUDENTS /
EDUCATORS**



48

**PROFESSIONAL
MENTORS**



205

**INDUSTRY HOURS
VOLUNTEERED**



12

**SCHOOL DISTRICTS
REACHED**





Thank You to Our FY2022 Sponsors

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Berkshire Bank - Berkshire Taconic Community Foundation - Donald C. McGraw Foundation - General Dynamics Mission Systems

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Programming for Young Adults

Berkshire Robotics Challenge - Tech Demo Days - BETA Program - Innovation Interns





Robotics Challenge

The Berkshire Robotics Challenge is modeled after the US FIRST LEGO League. The Challenge offers an opportunity for children from third to eighth grade (ages 8-14) to build their science, computer and coding skills while designing and programming a robot to complete a challenge. Students work in school-based teams or neighborhood teams toward a competitive goal while learning problem-solving, teamwork and good sportsmanship.

The Berkshire Robotics Challenge has been in existence for 22 years, and the BIC team has long been involved. We have been thrilled to make our new facility and our growing organization the backbone of this county-wide initiative. Last year we hosted the coaches for numerous planning sessions and hosted kids from around the region for the culminating "challenge day".

We are going to continue to leverage our brand and our partners to expand participation and engage and inspire more and more young people from around the Berkshires.





Tech Demo Days

The Berkshire Innovation Center is a world-class facility that features cutting-edge technology and projects from some of the most advanced organizations in the Commonwealth. For those interested in a career in advanced manufacturing or with a technology-focused company, visiting the BIC is an inspiring and eye-opening experience. It is brightly lit and bristling with technology; it's a showcase of what tech and advanced manufacturing jobs of the future will look like. The best scientific mind is a curious mind, and the BIC inspires curiosity unlike any other facility in our region.

To inspire young adults and raise awareness of career paths in some of the fastest growing sectors, we regularly host "Tech Demo Days" at the BIC. Demo Days include a tour of the facility, equipment demonstrations, a guest speaker, a project session led by a member of our network, and more. We also provide plenty of opportunities to explore, ask questions, and learn about the innovation happening right here in the Berkshires. To grow the experience, we will be aligning the program with common core standards, extending invitations to middle school students, investing in a 3D printer farm that will allow each student to operate their own machine, and introducing STEM kits produced in-house with a "pay it forward" model.





Berkshire E-Talent Accelerator (BETA) is an intensive experiential learning program for High School Juniors and Seniors and recent graduates with an interest in pursuing a career in technology or advanced manufacturing.

BETA leverages subject matter experts and academic talent from within the BIC membership network and beyond. The six-week curriculum exposes students to STEM career opportunities in the Berkshires, immerses them in fundamentals critical to these career paths, and introduces them to some of the advanced equipment available at the Innovation Center.

Students completing the program leave with a practical understanding of STEM career opportunities, an overview of the entrepreneurial journey, and a roadmap for attaining a sophisticated job in a high growth sector. They also become part of a growing network of mentors and peers who can support them on their professional journey and keep them aware of opportunities in the Berkshires.

In 2022 we converted BETA from an after school opportunity to a more comprehensive summer intensive. To make sure the program is accessible to all, we offer a stipend. We also partnered with MCLA to offer an opportunity for students to earn college credits for participating in an BETA extension program.



Innovation Interns

The BIC offers two internship tracks: full-time paid summer internships for college STEM majors and part-time unpaid internships for high school students during the school year.

Both tracks are a project-based experience intended to introduce students to advanced manufacturing tools and design software. Inclusive in the internship experience are opportunities to meet with local employers to better understand real-world applications of engineering skillsets, methods, design, and support.

In the course of a BIC internship, students:

- Explore the fundamentals of additive manufacturing (AM)
- Learn CAD skills specific to AM
- Consult with BIC members to determine engineering challenges of member organizations
- Design parts and components using a rapid design iteration methodology
- Develop effective budgets to support the analysis of project viability
- Integrate effective project management skills into each unique initiative

Based on feedback received from students, educational partners, and employers, we feel that there is a tremendous opportunity to expand the internship program.





Community Events and Programs





Platinum Sponsors

\$50,000+

Guideposts for benefits. We work with every supporter to customize a sponsorship that aligns with the goals and objectives of the organization or individual.

- Exclusive sponsorship with logo recognition of premier space at the Innovation Center
- Logo displayed on BIC member wall in Innovation Hall (jumbo tile size)
- Underwriting program sponsor (tailored to align with sponsor's goals) with verbal recognition at sponsored in-person program
- Logo featured on the homepage, sponsor page, and any applicable landing pages of our new BIC website.
- Print ad in Annual Review and Member Guide (full-page, 4-color, premium position)
- Available avenues for additional digital and/or print exposure
 - Social media posts
 - Bi-weekly e-updates
 - Digital signage at facility
 - Annual Review and Member Guide
 - Quarterly newsletters (printed and digital)
 - Program materials (print and digital)
 - Video recaps (if applicable)
- Provided with marketing assets for publication and promotion





Gold Sponsors

\$20,000+

Guideposts for benefits. We work with every supporter to customize a sponsorship that aligns with the goals and objectives of the organization or individual.

- Exclusive sponsorship with logo recognition of Tier 2 space at the Innovation Center
- Logo displayed on BIC member wall in Innovation Hall (XL tile size)
- Underwriting program sponsor (tailored to align with sponsor's goals) with verbal recognition at sponsored in-person program
- Logo featured on the sponsor page, and any applicable landing pages of our new BIC website.
- Print ad in Annual Review and Member Guide (full-page, 4-color, inside position)
- Available avenues for additional digital and/or print exposure
 - Social media posts
 - Bi-weekly e-updates
 - Digital signage at facility
 - Annual Review and Member Guide
 - Quarterly newsletters (printed and digital)
 - Program materials (print and digital)
 - Video recaps (if applicable)
- Provided with marketing assets for publication and promotion





Silver Sponsors

\$10,000+

Guideposts for benefits. We work with every supporter to customize a sponsorship that aligns with the goals and objectives of the organization or individual.

- Exclusive sponsorship with logo recognition of Tier 3 space at the Innovation Center
- Logo displayed on BIC member wall in Innovation Hall (large tile size)
- Program sponsor (tailored to align with sponsor's goals) with verbal recognition at sponsored in-person program
- Logo featured on the sponsor page and any applicable landing pages of our new BIC website.
- Print ad in Annual Review and Member Guide (half-page, 4-color, inside position)
- Available avenues for additional digital and/or print exposure
 - Social media posts
 - Bi-weekly e-updates
 - Digital signage at facility
 - Annual Review and Member Guide
 - Quarterly newsletters (printed and digital)
 - Program materials (print and digital)
 - Video recaps (if applicable)
- Provided with marketing assets for publication and promotion





Bronze Sponsor

\$5,000+

Guideposts for benefits. We work with every supporter to customize a sponsorship that aligns with the goals and objectives of the organization or individual.

- Logo displayed on BIC member wall at facility (medium tile size)
- Program sponsor (tailored to align with sponsor's goals) with verbal recognition at sponsored in-person program
- Logo featured on the sponsor page and any applicable landing pages of our new BIC website.
- Print ad in Annual Review and Member Guide (quarter-page, 4-color, inside position)
- Available avenues for additional digital and/or print exposure
 - Social media posts
 - Bi-weekly e-updates
 - Digital signage at facility
 - Annual Review and Member Guide
 - Quarterly newsletters (printed and digital)
 - Program materials (print and digital)
 - Video recaps (if applicable)





Supporting Sponsor

\$2,500+

Guideposts for benefits. We work with every supporter to customize a sponsorship that aligns with the goals and objectives of the organization or individual.

- Logo displayed on BIC member wall at facility (small tile size)
- Program sponsor (tailored to align with sponsor's goals) with verbal recognition at sponsored in-person program
- Logo featured on the sponsor page and any applicable landing pages of our new BIC website.
- Available avenues for additional digital and/or print exposure
 - Social media posts
 - Bi-weekly e-updates
 - Digital signage at facility
 - Annual Review and Member Guide
 - Quarterly newsletters (printed and digital)
 - Program materials (print and digital)





Event Sponsors

\$750+

Guideposts for benefits. We work with every supporter to customize a sponsorship that aligns with the goals and objectives of the organization or individual.

- Verbal recognition at sponsored in-person program
- Logo featured on the sponsor page and event specific landing page of our new BIC website.
- Available avenues for additional digital and/or print exposure
 - Social media posts
 - Bi-weekly e-updates
 - Digital signage at facility
 - Annual Review and Member Guide
 - Quarterly newsletters (printed and digital)
 - Program materials (print and digital)





Thank You For Your Support

The Berkshire Innovation Center is an important part of the economic vitality and well-being of our region. Without your generous support, we would not be able to offer these youth programs and community events that are key to developing a pipeline of skilled workers who see the value of living and working in the Berkshires.



Photo credit: Ben Garver – Berkshire Eagle

