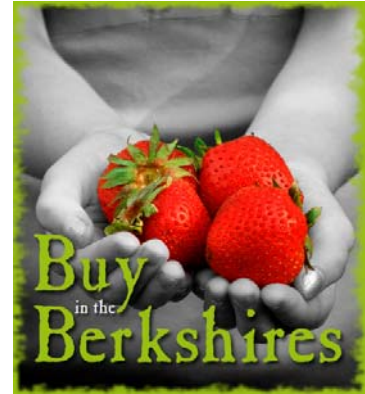


How important are Berkshire businesses and residents to the success of your business?

We think they are crucial! That's why the Berkshire Visitors Bureau and the Berkshire Chamber of Commerce have partnered to bring this important message to our combined 2000 member businesses, their employees and the entire local community by hosting the first ever **Buy in the Berkshires Expo**.



As a member, you can put your support behind this powerful message by becoming an event sponsor.

What: This festive event will kick off the summer with exhibits showcasing our cultural and outdoor attractions, restaurants, products and services... all of which make the Berkshires the best place to live, work and play.

When: Wednesday, June 10th

Time: 3 – 4 p.m., Business to Business Networking
4–7 p.m., open to the public, with free rides on the Mountain Coaster & Alpine Slide

Where: Jiminy Peak Mountain Resort

As an event sponsor your business will receive broad exposure through an extensive marketing & advertising campaign promoting the event and through preferential exposure at the event.

This summer more than ever, our businesses need to work together and support each other. The Berkshire Visitors Bureau and the Berkshire Chamber of Commerce are taking the lead in delivering an up-beat experience for our businesses and citizens. We hope you join us by sponsoring the **Buy in the Berkshires Expo** at a level that is appropriate for you. Sponsors are limited and will be on a first-come-first-serve basis.

Thank you for your willingness to join us in leading this effort.

Lauri Klefos
President & CEO
Berkshire Visitors Bureau
(413) 743-4500

Mike Supranowicz
President & CEO
Berkshire Chamber of Commerce
(413) 499-4000



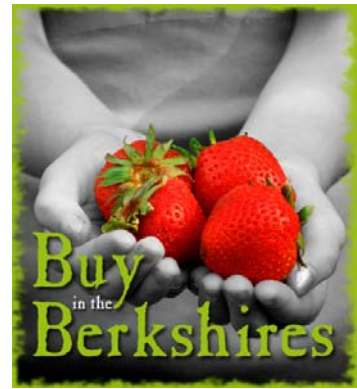
Sponsorship Opportunities

Buy in the Berkshires Expo

June 10, 2009

3-7 p.m.

Jiminy Peak Mountain Resort



Gold Sponsor – Value \$1500 (3 spots available)

- Sponsor exposure to over 6,400 Bureau & Chamber invited member contacts.
- Sponsor recognition in pre-event news releases, interviews and other PR communications.
- Sponsor recognition in radio promotions on WUPE, WSBS, WNAW, WBEC.
- Sponsor logo & link on buyberkshires.com, the main portal for all event info.
- Sponsor logo on Berkshire Eagle promotional insert piece.
- Sponsor provided banner hung at the event.
- First choice of complimentary 8 ft skirted exhibit table at the event.
- Interview and regular mentions on live radio remote from the event.

Silver Sponsor – Value \$1000 (3 spots available)

- Sponsor exposure to over 6,400 Bureau & Chamber invited member contacts.
- Sponsor recognition in pre-event news releases and other PR communications.
- Sponsor recognition in radio promotions on WUPE, WSBS, WNAW, WBEC.
- Sponsor logo & link on buyberkshires.com, the main portal for all event info.
- Sponsor provided banner at the event.
- First choice of complimentary 8 ft skirted exhibit table at the event
- Mentions during live radio remote from the event.

Yes, we support the Buy in the Berkshires message and will sponsor this Community Event.

Level of support: \$1,500 Gold Sponsor \$1,000 Silver Sponsor

Business Name : _____

Contact Person: _____

Tel: _____ Email: _____

Please remit this form by May 7th with your payment to Buy in the Berkshire Expo
c/o Berkshire Chamber of Commerce, 75 North Street, Suite 360, Pittsfield, MA 01201

