



BERKSHIRE BOTANICAL GARDEN

**2025**  
**Partnership**  
**Proposal**

Join us in making 2025 a year to remember at Berkshire Botanical Garden, where nature, education, and community come together in celebration. As we continue to grow and inspire, we invite you to become an integral part of our mission by supporting our diverse array of events and programs.



# About Us

Berkshire Botanical Garden, founded in 1934, is a nonprofit organization dedicated to education, inspiration, and environmental preservation through the science and beauty of gardening. Located in Stockbridge, Massachusetts, our 24-acre garden offers year-round classes, workshops, and exhibits, showcasing native plants and sustainable horticulture.

We host several signature community events, including the Winter Lecture, Spring Fest, Plant Sale, Music Mondays, and our quintessential Berkshire event, Harvest Festival. All of these events support our educational programs while fostering community outreach.

By sponsoring one of our events, you'll help us continue to offer these enriching experiences while promoting your brand and business to a passionate and engaged audience. Thank you for considering a partnership with Berkshire Botanical Garden!



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# Audience Reach

**30,000 visitors**

including 10,000 visitors at Harvest Festival

**2,000 visitors**

June through August at Family Fridays and Music Mondays

**13,000 subscribers**

to BBG's weekly e-newsletter

**21,900 followers**

across BBG's social media platforms

**134,000 active users**

annually on BerkshireBotanical.org

**20,000 copies**

of BBG Cuttings Magazine distributed

**100+ flyers per event**

distributed throughout the Berkshires and Hudson Valley



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# Our 2025 Events

## Spring Fest

May 4th

## Family Fridays

Fridays from June 27th to August 22nd

## Farmers Market

Mondays from June 30th to August 25th

## Music Mondays

Mondays from June 30th to August 25th

## Grow Show

August 9th and 10th

## Harvest Festival

October 11th and 12th

## Holiday Marketplace

December 6th and 7th



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# Blossom with Us at Spring Fest

Guests can explore the 24-acre grounds, enjoy spring blooms, participate in family-friendly activities like horseback rides and attend performances by the Arm-of-the-Sea Theater. The day also includes a Horticulture Certificate Program graduation, a flower crown workshop, specialty food and drinks, and live entertainment. With 200-400 attendees expected, it's a perfect opportunity to connect your business to the local community in a relaxed, engaging environment.

## \$500

- Logo on the event webpage
- Recognized in social media advertising for event
- 2 BBG membership cards for employee or customer use

## \$1,000

- Logo on the event webpage
- Recognized in social media advertising for event
- Logo listed on printed marketing materials for Spring Fest
- 4 BBG membership cards for employee or customer use

## \$2,500

- Work with the BBG team to become an area sponsor
- Recognized in social media advertising for event
- Logo on the event webpage with link to your website
- Logo listed on printed marketing materials for Spring Fest
- Bring your own banner to be hung
- 6 BBG membership cards for employee or customer use



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# Support Education with Family Fridays

Family Fridays at Berkshire Botanical Garden offers an immersive exploration of nature, creativity, and community through weekly summer workshops. From puppet shows and live animal interactions to drumming and musical performances, each event fosters curiosity and engagement, while promoting our educational mission. The Garden's commitment to connecting all ages with the natural world through diverse educational programming is a unique way to experience the wonders of our environment. This is a great event to align your business with the mission of youth and adult education.

## \$500

- Logo on the event webpage
- Recognized in social media advertising for event
- 4 tickets to a program of your choosing

## \$1000

- Logo on the event webpage
- Recognized in social media advertising for event
- Logo on all marketing materials
- 8 tickets to a program of your choosing



# Eat Locally at our Farmers Market

Berkshire Botanical Garden's new weekly Farmers Market is the only one in Berkshire County held on Mondays, making it a unique and convenient destination for locals and visitors alike. Featuring fresh, locally-grown produce, artisanal goods, and handcrafted products, this market provides a vibrant platform for supporting local vendors and promoting sustainable living. As a sponsor, your business will gain exposure to a loyal, health-conscious community of shoppers eager to support the region's best artisans and farmers.

## \$250

- Logo on the event webpage
- Recognized in social media advertising for event

## \$500

- Logo on the event webpage
- Recognized in social media advertising for event
- Logo on all marketing materials
- 10x10 Vendor spot
- Charcuterie board gifted from High Lawn Farm



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# Jam Out at Music Mondays

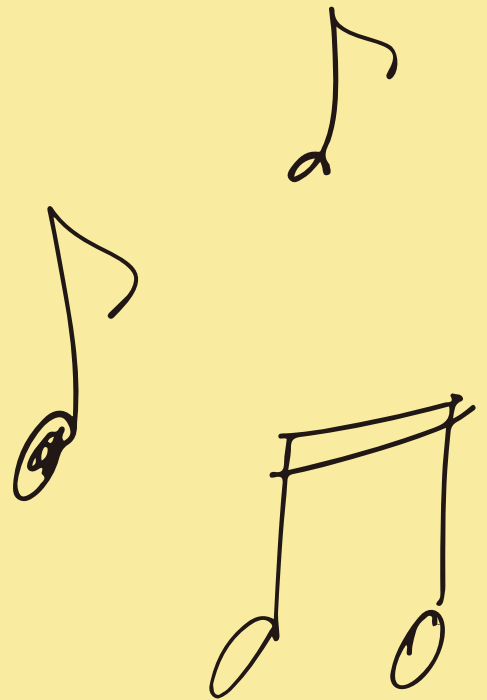
Music Mondays at Berkshire Botanical Garden is a weekly outdoor concert series where guests can enjoy live performances from some of the region's most talented musicians. Set against the stunning backdrop of the Garden, attendees can picnic, dance barefoot on the lawn, and soak in the music every Monday night in the summer. Sponsoring Music Mondays gives your business the opportunity to connect with a diverse, music-loving audience while supporting the arts in the Berkshires.

## \$500

- Logo on the event webpage
- Recognized in social media advertising for event
- 4 tickets to any Music Monday of your choosing

## \$1000

- Logo on the event webpage
- Recognized in social media advertising for event
- Logo on all marketing materials
- 8 tickets to any Music Monday of your choosing



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# Nurture Nature at The Grow Show

The Grow Show at Berkshire Botanical Garden continues a 54-year tradition of celebrating the best in floral design and summer harvests. This lively event showcases stunning floral arrangements and the peak of the season's crops, with over 80 horticulture classes and five design categories on display. It's an exciting, judged event where both seasoned gardeners and hobbyists can showcase their talents. By sponsoring the Grow Show, your business will align with an iconic, community-driven event that highlights the beauty of local gardens and the art of floral design.

**\$150**

- Logo on the event webpage
- Recognized in social media advertising for event

**\$300**

- Logo on the event webpage
- Recognized in social media advertising for event
- Logo on printed Grow Show schedules



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# Celebrate Autumn at Harvest Festival

Berkshire Botanical Garden's Harvest Festival, a cherished tradition since 1935, is one of the largest community events in the Berkshires, attracting over 10,000 visitors each year. This vibrant celebration of fall includes family-friendly entertainment, food trucks, craft vendors, games, hay rides, a massive plant sale, and live music performances, creating a festive atmosphere for all ages. As a sponsor, your business will be front and center at this iconic event, connecting with thousands of local families and festival-goers. With a beloved community following, sponsoring the Harvest Festival offers exceptional visibility and the opportunity to showcase your brand at one of the Berkshires' most anticipated seasonal celebrations.

## \$2,500

- Logo displayed on year-round sponsorship page
- Logo on the event webpage
- Recognized on all marketing materials including social media
- 5 tickets to Harvest Festival
- 2 BBG Membership cards for employee or customer use

## \$5,000

- Work with BBG Team to become area sponsor
- Logo displayed on year-round sponsorship page
- Logo on the event webpage
- Recognized on all marketing materials including social media
- 10x10 Vendor spot
- 10 Tickets to Harvest Festival
- 4 BBG Membership cards for employee or customer use

## \$10,000

- Lead Sponsor of entire event
- Logo displayed on year-round sponsorship page
- Logo on the event webpage with link to your website
- Recognized on all marketing materials including social media
- 10x10 Vendor spot
- Bring your own banner to be hung
- 25 tickets to Harvest Festival
- 8 BBG Membership cards for employee or customer use



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# Get Festive at Holiday Marketplace

The Holiday Marketplace at Berkshire Botanical Garden is a beloved seasonal tradition that kicks off the holiday season with a weekend full of shopping, festive cheer, and community spirit. The event features a curated selection of regional artisan vendors, our famous “Gallery of Wreaths”, and beautiful holiday plants like amaryllis, paperwhites, and garlands. Family-friendly activities, live music, and a “make and take” craft session add to the festive atmosphere, making it an ideal outing for all ages. By sponsoring the Holiday Marketplace, your business will be part of an eagerly anticipated holiday market in the Berkshires, attracting hundreds of local shoppers looking for the perfect gifts and seasonal décor.

## \$150

- Logo on the event webpage
- Recognized sponsor in social media advertising

## \$300

- Logo on event webpage
- Recognized sponsor in social media advertising
- Logo on marketing materials
- 10% discount on holiday shopping for your employees

## \$500

- Logo on event webpage
- Recognized sponsor in social media advertising
- Logo on marketing materials
- 10% discount on holiday shopping for your employees
- 2 tickets to “Gallery of Wreaths” pre-sale party



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# Print Advertising

**BBG's magazine Cuttings is published twice a year. Our Summer | Fall issue, published in May, highlights our Plant Sale, our opening day celebration Spring Fest, our Summer community and family programming, our seasonal education listings, and October's Harvest Festival. The Winter | Spring issue highlights our winter programming, including the Winter Lecture, our Horticulture Certificate program, Holiday Marketplace, and our winter and spring class listings.**

We mail Cuttings to our current members and distribute over 10,000 copies per issue throughout the Berkshires, Hudson Valley, Pioneer Valley, and Northwest Connecticut. We also distribute the link to our digital issue to more than 13,000 e-newsletter recipients.

Cuttings readers are interested in home and garden features, local attractions, self-care, landscaping, and of course, plants, trees and flowers. Our current advertisers include local museums, theatre groups and attractions, restaurants and small businesses, nurseries and landscape services, and home experts.

For a look at some of our digital back issues, please visit our website at [BerkshireBotanical.org](http://BerkshireBotanical.org).



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# Full Color Ad Rates

## Half Page Horizontal (7.5”w x 4.75”h)

Two Issues \$1700 (includes 6 Garden memberships)

Single Issue \$900

## Quarter Page (3.5”w x 4.75”h)

Two Issues \$950 (includes 4 Garden memberships)

Single Issue \$500

## Standard Vertical (2.25”w x 3.5”h)

## Standard Horizontal (3.5”w x 2.25”w)

Two Issues \$600 (includes 2 Garden memberships)

Single Issue \$350

Two-issue contracts include an annual Garden membership.

Rates quoted are for camera-ready artwork.

Please email artwork in PDF file or JPG at 300 DPI

## DEADLINES AND ISSUE DATES

### WINTER | SPRING

Ad Deadline: December 1

Issue Mailing Date: January 1

### SUMMER | FALL

Ad Deadline: April 1

Issue Mailing Date: May 1

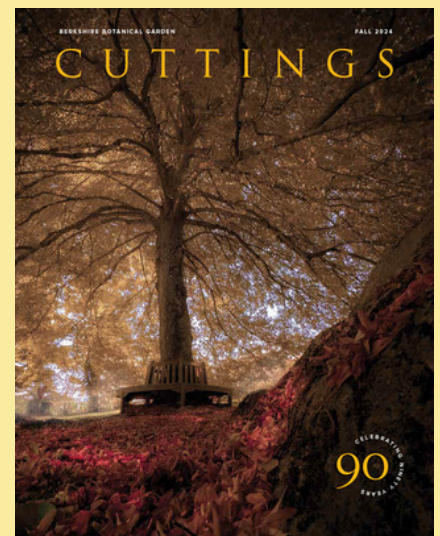
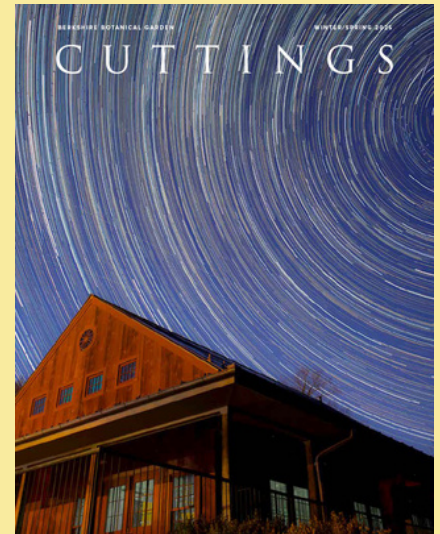
## CONTACT INFO FOR CUTTINGS ADVERTISING

Berkshire Botanical Garden

P.O. Box 826

Stockbridge, MA 01262

rhanavan@berkshirebotanical.org





# Thank You!

Thank you for considering a sponsorship of our 2025 events at Berkshire Botanical Garden and/or advertising in Cuttings. Your partnership will help us continue to inspire curiosity and foster a deeper connection to the natural world through our educational programs and community-focused events. By supporting our events, you'll play a key role in making these enriching experiences possible, while promoting your brand to a diverse and engaged audience. We are truly grateful for your interest and look forward to the possibility of working together to support the mission of BBG and the beauty of the Berkshire landscape.

**To start our 2025 partnership or if you have any questions about these opportunities, please contact Allie Woodard at [awoodard@berkshirebotanical.org](mailto:awoodard@berkshirebotanical.org) or 413-298-4532.**

Thank you once again for your consideration and we hope to see you at the Garden soon!



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