

# TED<sup>x</sup> Berkshires

**Sponsorship Opportunities**



**Ideas. Inspiration. Community.**

**Thursday, October 8, 2026**

**Berkshire Innovation Center**

**Pittsfield, MA**

**TED<sup>x</sup> Berkshires**

## About TEDx Berkshires

TEDx Berkshires is a local, independently organized event that brings the exciting TED experience to the Berkshires by presenting top thinkers who are also amazing speakers. Our goal is to bring powerful ideas to an audience of local and regional thought leaders, and deliver exciting content that will be widely disseminated. TEDx Berkshires was originally established by Ethan and Jamie Berg, and the first event was held in 2010. **In 2023, the Berkshire Innovation Center became the new home and organizer of TEDx Berkshires.**

## About TEDx

In the spirit of ideas worth spreading, TED has created a program called TEDx. TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Our event is called TEDx Berkshires, where x=an independently organized TED event. At our TEDx Berkshires event, the speakers will come together to spark deep discussions and connections. The TED Conference provides general guidance for the TEDx program, but individual TEDx events, including ours, are self-organized.



## About the Berkshire Innovation Center

The Berkshire Innovation Center serves as a catalyst to spark innovation and sustainable growth of technology-focused companies in the Berkshires. We do this by offering programming that promotes learning for those in technology-led career paths, by offering shared access to labs and advanced technologies, and by convening and connecting our community.

**Convening and connecting our community is exactly why we jumped at the chance to organize TEDx Berkshires.**



## The Event

We convert our Main Event Space at the BIC into a black-box TEDx Studio, designed for talks to be delivered in an intimate setting to a limited audience. Our talks have accumulated in excess of 100K views over the past two years, and being a part of the live studio production makes TEDx Berkshires a unique audience experience. The BIC is always a hive of activity but its never buzzing more than at our annual TEDx event!

## The Details

**Date:** Thursday, October 8, 2026  
**Time:** 2:00 PM - 5:00 PM  
**Location:** Berkshire Innovation Center  
45 Woodlawn Avenue  
Pittsfield, MA



Master of Ceremonies

**Jeremy "JB" Brisiel**

Award Winning Television  
Host & Creator





**Dr. Jennifer Le Blond**

Managing Director, Emerging  
ClimateTech, Mass CEC

*"ClimateTech: A Time for  
Massachusetts to Lead"*



**Dr. Elisabeth Reynolds**

Professor of the Practice  
MIT

*"How to Rebuild the U.S.  
Economy"*



**Dr. Jeff Wetzler**

Co-Founder Transcend  
Education, Author

*"How to Learn  
Something from Anyone  
(...and Why to Try)"*



# TEDx Berkshires

**TEDx Berkshires brings together top thinkers and doers, and the fully Produced talks and bonus material are published online and available in perpetuity after the event. Please join us and give your brand local and regional exposure as we promote the event, during the event itself, and across the TEDx and Berkshire Innovation Center platforms.**

## Presenting Sponsor

**\$5,000**

- Ten (10) complimentary all-access tickets to attend TEDx Berkshires 2026.
- Four (4) exclusive invites to TEDx Berkshires VIP dinner and cocktail reception
- Exclusive Pre-produced content promoting Sponsorship for pre-event promotion.
- Company Logo prominently featured as Presenting Sponsor on placeholder screen between speakers.
- Company Logo featured in Roll-In to one (1) 2025 TEDx Berkshires talk for publication on TEDx YouTube.
- Recognition as a Presenting Sponsor in all of our uniquely produced, promoted, and published TEDx content.
- Digital and/or print platform promotional exposure across:
  - BIC and TEDx Berkshires social media accounts (LinkedIn, Facebook, Twitter, Instagram)
  - BIC email newsletter updates (1,300+ current subscribers)
  - Digital signage with logo at the Berkshire Innovation Center
  - Listed as a Presenting Sponsor in all 2026 TEDx Berkshires marketing (print + digital)
- Logo featured on TEDx landing page on BIC website and on TEDx Berkshires.com
- Print ad in the BICAnnual Review and Member Guide (half-page, 4-color, inside position)
- Option for a sponsor table at 2026 TEDx Berkshires



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## Speaker Sponsor

**\$2,500**

- Five (5) complimentary all-access tickets to attend TEDx Berkshires 2026
- Two (2) exclusive invites to TEDx Berkshires VIP dinner and cocktail reception
- Company Logo featured in Roll-In to one (1) 2026 TEDx Berkshires talk for publication on TEDx YouTube.
- Recognition as a Speaker Sponsor in uniquely produced, promoted, and published original content.
- Digital and/or print platform exposure across:
  - BIC and TEDx Berkshires social media accounts (LinkedIn, Facebook, Twitter, Instagram)
  - BIC email newsletter updates (1,300+ current subscribers)
  - Digital signage with logo at the Berkshire Innovation Center
  - Listed as a Speaker Sponsor in all 2026 TEDx Berkshires marketing (print + digital)
- Logo featured on TEDx landing page on BIC website and on TEDx Berkshires.com
- Provided with select marketing assets for publication and promotion
- Option for a sponsor table at 2026 TEDx Berkshires



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## **Event Sponsor**

**\$1,000**

- Two (2) complimentary all-access tickets to attend TEDx Berkshires 2026
- Recognition as a Event Sponsor in all of our uniquely produced, promoted, and published original content.
- Digital and/or print platform exposure across:
  - BIC social media accounts (LinkedIn, Facebook, Twitter, Instagram)
  - BIC email newsletter updates (1,300+ current subscribers)
  - Digital signage with logo at the Berkshire Innovation Center
  - Listed as a Event Sponsor in all program marketing (print + digital)
- Logo featured on TEDx landing page on BIC website and on TEDx Berkshires.com
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- Option for a sponsor table at TEDx Berkshires 2026





**Ethan Berg**  
**Executive Producer**  
Ethan is the creator of  
TEDx Berkshires



**B. Stephen Boyd**  
**Executive Producer**  
Stephen is the CEO of  
Boyd Biomedical



**Giovanna Fessenden**  
**Executive Producer**  
Giovanna is a patent attorney with  
Hamilton, Brook, Smith & Reynolds



**Doug Crane**  
**Executive Producer**  
Doug is the Founder of the New  
Dalton Group



**Ben Sosne**  
**Producer**  
Ben is Executive Director of the  
Berkshire Innovation Center



**PJ Moynihan**  
**Producer & Director**  
PJ is Founder of Digital Eyes Film and  
Executive Producer of BIC Studios



**Allison Mikaniewicz**  
**Event Manager / Marketing Lead**  
Allison is the Marketing & Events Manager  
at the Berkshire Innovation Center



**Judy DeGraff**  
**Marketing & Communications**  
Judy is Director of Marketing at  
Hamilton, Brook, Smith & Reynolds

## 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 events like these. These events are key to building an awareness of the value of living and working in the Berkshires which in turn helps drive economic vitality and well-being.

Sponsoring this event is a fantastic opportunity to help with your branding, marketing, and goals for social good. Reach out to us to discuss how you can get involved!

Ben Sosne, Executive Director  
[ben@the-bic.org](mailto:ben@the-bic.org)

