

TED^x Berkshires

Sponsorship Opportunities



Ideas. Inspiration. Community.

Thursday, October 9, 2025

Berkshire Innovation Center

Pittsfield, MA

TED^x 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 9, 2025
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. Natalie Nixon

Bestselling Author & CEO,
Figure 8 Thinking

*"Winning with Wonder,
Reimagining with Rigor"*



Dr. Maria Sirois

Consulting Fellow | Chief Wisdom
Integrator at LeaderMom

"Could Beauty Save the World?"



Dr. David Barzilai

Founder & CEO | Longevity Physician
Healthspan Best Practices Pioneer

*"Both Doctor and Husband:
Longevity Medicine and the Day
Prevention Became Personal"*



Dr. Jennifer Le Blond

Managing Director Emerging
Climatetech, Mass CEC

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



Dr. Damon Diehl

Director of Technology Integration,
Luminate Optics Accelerator

"Time is Your Only Currency"



Dr. Manolis Kellis

MIT Professor of Computer Science,
Member of Broad Institute

*"Cognitive Cartography: Unleashing
Human Creativity in an AI World"*

TED^x 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 2025.
- Four (4) exclusive invites to TEDx Berkshires VIP dinner and cocktail reception (Oct 8th)
- 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 2025 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 2025 TEDx Berkshires



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Speaker Sponsor

\$2,500

- Five (5) complimentary all-access tickets to attend TEDx Berkshires 2025
- Two (2) exclusive invites to TEDx Berkshires VIP dinner and cocktail reception (Oct 8th)
- Company Logo featured in Roll-In to one (1) 2024 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 2025 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 2025 TEDx Berkshires



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Event Sponsor

\$1,000

- Two (2) complimentary all-access tickets to attend TEDx Berkshires 2025
- 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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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 White

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

