

BusinessWest offers several sponsorship opportunities for advertisers to engage with our **targeted demographic**. Each sponsorship opportunity is reserved on a first-come basis and with a guarantee of industry exclusivity.

DIFFERENCE MAKERS



DIFFERENCE MAKERS are people who are shaping the future of Western Mass. by affecting positive change. Their work helps set a tone for our region – a sense of responsibility to humanity, society, and our communities. They are making our region a better place to live and work. **BUSINESSWEST'S DIFFERENCE MAKERS** event, staged in March, recognizes and honors these extraordinary individuals.

40 UNDER FORTY



BUSINESSWEST'S 40 UNDER FORTY recognizes the success and contributions of 40 young professionals under the age of 40 for their business accomplishments as well as philanthropic involvement and community service. This program not only recognizes young talent, it elevates expectations and perceptions of the region and serves as an instrument for economic development in Western Mass. The gala to honor the chosen '40' draws more than 450 people!

ANNUAL RESOURCE GUIDE



The annual book of lists is a one-stop reference tool for business and industry in Western Mass. The **RESOURCE GUIDE** offers valuable information, statistics and data. This is the most comprehensive business directory for business professionals in the region.

For details and more information on any of these Sponsorship Opportunities, please call **413-781-8600** or visit us on-line at **www.businesswest.com**