



April, 2024

# 4TH OF JULY 5K

## Berkshire Health Systems

Dear Business Leader,

The Berkshire Health Systems July 4<sup>th</sup> 5K Race began in 1985 with 250 runners who took to the streets to run the out-and-back 5K course before the start of the annual Pittsfield Fourth of July Parade. Last July 4<sup>th</sup>, nearly 900 runners participated in the race. Everyone—from first time runners to experienced athletes—is welcome to participate in this time-honored community tradition.

**This year, we need your help to reach our goal of registering 1,000 runners.**

I am reaching out to ask for your sponsorship of the race, and to introduce you to our Corporate Challenge. BHS health professionals are once again partnering with Berkshire Running Foundation to offer you and your employees the opportunity to get in on the fun while showing your corporate support for Berkshire Health System's (BHS) community wellness programs.

Employees of businesses that sponsor the race can participate in the county-wide Corporate Challenge, with special mentions, promotions, and education and training events leading up to the July 4<sup>th</sup> 5K race. Your employees who register for the race will also have access to a six-week comprehensive training program, where registered runners will learn how to properly condition and train to compete in a 5K race, with free workouts, training runs, and advice from Berkshire Running Center trainers and the Wellness Team at BHS.

Your sponsorship will support free race registration for all Berkshire County students in grades K-12, encouraging families to participate in the race together. It also supports a range of BHS wellness programs beyond the July 4<sup>th</sup> 5K race, including the annual *BHS Berkshire 150* community-wide exercise program, *Yoga in the Park*, and visits from our Wellness Team at community events throughout the county. Becoming a corporate sponsor of the BHS July 4<sup>th</sup> 5K Race is a smart way to build brand awareness, while showing your employees and customers that you care about their well-being.

**The deadline to register as a BHS July 4<sup>th</sup> 5K Race Sponsor is May 1.** Please contact me if you have any questions. I hope you'll join us in our mission to advance health and wellness for everyone in Berkshire County!

Sincerely,

Lisa Lewis  
BHS Director of Development  
[Llewis3@bhs1.org](mailto:Llewis3@bhs1.org)  
(413) 447-2065

# 4TH OF JULY 5K

## Berkshire Health Systems

### 2024 SPONSORSHIP OPPORTUNITIES

Spring is right around the corner, and it is time to start planning for the 2024 Berkshire Health Systems 4<sup>th</sup> of July 5K Race! Your sponsorship will support free race registrations for all Berkshire County students, as well as a range of BHS wellness programs beyond the July 4<sup>th</sup> 5K race. Becoming a corporate sponsor of the BHS July 4<sup>th</sup> Race is a smart way to build brand awareness, while showing your employees and customers that you care about their well-being.

**Join us as a 2024 BHS July 4<sup>th</sup> 5K Race Sponsor! Deadline is May 1, 2024.**  
**At every level, BHS July 4<sup>th</sup> 5K Race Sponsors get:**

*High-level exposure with over 900 runners and 40,000 Parade spectators*  
*Media opportunities and business mentions on website and social media*  
*Community involvement & employee engagement with the opportunity to form a company team*

#### **\$5,000 Sponsor**

- 20 Race Registrations—Create a company team and get recognized as a Corporate Challenge Team
- Logo included on Finish Line Banner
- Prominent logo placement on race t-shirt

#### **\$2,500 Sponsor**

- 15 Race Registrations--Create a company team and get recognized as a Corporate Challenge Team
- Logo signage along race course
- Prominent logo placement on race t-shirt

#### **\$1,500 Sponsor**

- 10 Race Registrations--Create a company team and get recognized as a Corporate Challenge Team
- Logo placement on t-shirt

#### **\$500 Sponsor**

- 5 Race Registrations--Create a company team and get recognized as a Corporate Challenge Team
- Logo on race t-shirt

#### **\$250 Friend of the 4th**

- Your donation of \$250 gives 10 kids the opportunity to run for free.
- Logo on race t-shirt

# 4TH OF JULY 5K

Berkshire Health Systems

## SPONSORSHIP COMMITMENT FORM

Please select a sponsorship level below and return the form by May 1, 2024 to ensure you are included on the race t-shirt. If you would like to discuss an alternative level of support, please contact Lisa Lewis, at (413) 447-2065, or [llewis3@bhs1.org](mailto:llewis3@bhs1.org). **Thank you for supporting the Berkshire Health Systems 2024 4<sup>th</sup> of July 5K race!**

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**SPONSOR NAME** (as you would like it to appear in print)

**SPONSOR LEVEL:**    \$5,000    \$2,500    \$1,500    \$500    \$250

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CONTACT PERSON:

PHONE

EMAIL

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ADDRESS

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CITY/STATE/ZIP

Yes, we would like to participate in the Corporate Challenge. Please contact me for more information

No, we won't be participating in the Corporate Challenge this year.

### Method of Payment

CHECK (Please make your check out to Berkshire Medical Center TAX ID: 04-2791396)

MAIL TO:      Lisa Lewis, BHS Director of Development  
                    Advancement Department  
                    Berkshire Medical Center  
                    725 North Street, Pittsfield, MA 01201

**Sponsorship  
Deadline is  
May 1, 2024**

CREDIT CARD (VISA, MC, Discover, AmEx)

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Credit Card #

Exp. Date

Security Code

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Name on Card

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Billing Address

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Billing City/State/Zip

### Please return payment and form to:

Advancement Department  
Berkshire Medical Center  
725 North Street, Pittsfield, MA 01201

Questions? Please contact Lisa Lewis, BHS Director of Development, at [llewis3@bhs1.org](mailto:llewis3@bhs1.org), or (413) 447-2065