



# Berkshire Running Foundation

We are a 501(c)3 non-profit organization created to advance and support the positive influence and significant impact the running community makes in the neighborhoods in which we live.

[www.berkshirerun.org](http://www.berkshirerun.org)

## WHERE YOUR DONATIONS GO

### Your Money Stays Local

Your donation to the Berkshire Running Foundation provides support for our community events and programming throughout the year. In addition, the events themselves are a moving and powerful forum to bring awareness and much needed funds to organizations that benefit our community and provide vital services.



### Community & Sponsor Support Make an Impact

DONATIONS TO DATE:

**Over \$203,000**

has been donated to organizations in our neighborhoods through our annual events!

DONATIONS FOR 2023:

**Total \$43,925**



**CONTACT SHIOBBEAN LEMME**  
Director of Berkshire Running Foundation  
[director@berkshirerun.org](mailto:director@berkshirerun.org) | 413.281.5294






Berkshire Running Foundation

# 2024 ANNUAL EVENTS

This year we are hosting 11 races in the Berkshires to benefit numerous local community programs for 2024! Each event is designed to showcase the beauty of Berkshire County and help raise significant funds for local charities and organizations throughout the year!



Women  the World  
May 12, 2024

 **Mount Greylock**  
ROAD RACE  
September 8, 2024

  
**STEEL RAIL RACES**  
5K | 13.1 | 26.2  
PRESENTED BY  MountainOne  
May 19, 2024

 **FIR 5K**  
FITNESS IN RECOVERY  
Sponsored By:  Spectrum  
September 22, 2024

**BERKSHIRE PRIDE 5K**  
June 2, 2024

 **ROARING 5K**  
THE RED LION INN  
October 27, 2024

 **LEE LIONS CLUB**  
INTERNATIONAL  
Memorial Day 5K  
May 27, 2024

 **SOLDIER ON**  
**5K**  
WALK / RUN  
November 10, 2024

**4TH OF JULY 5K**  
Berkshire Health Systems  
July 4, 2024

*Thankful* **5K**  
November 28, 2024

**High Lawn**  
FARM.  
Keep MOO'ing 5K   
July 28, 2024





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## 2024 BUSINESS SPONSORSHIPS

### *Packages, Benefits & Pricing*

#### ANNUAL BRF SPONSORSHIP

Our *Annual Berkshire Running Foundation Sponsorship* offers the most value for your business marketing. Annual sponsorship of all BRF events includes registrations for any BRF event and exposes your business to over 20,000 participants and spectators attending BRF events. Your business is promoted with placement of logo on official event shirts (placement and size of logo is dependent on sponsorship level), on the BRF website, BRF email newsletters (distributed to 15,000+ subscribers weekly), social media platforms (Facebook, YouTube and Instagram with 4.9K followers), and all BRF radio interviews and advertising.

<b>PLATINUM</b>	<b>\$10,000</b>	100 registrations (\$10,000+ value)
<b>GOLD</b>	<b>\$5000</b>	50 registrations (\$5,000+ value)
<b>SILVER</b>	<b>\$2500</b>	25 registrations (\$2,500+ value)
<b>BRONZE</b>	<b>\$1000</b>	10 registrations (\$1,000+ value)

#### INDIVIDUAL EVENT SPONSORSHIP

Our *Individual Event Sponsorship* is ideal if you are interested in sponsoring a specific BRF event, or want your very own custom corporate event. All event sponsorship levels include registrations for the sponsored BRF event and exposes your business to participants and spectators attending event. Your business is promoted with placement of logo on official event shirt (placement and size of logo is dependent on sponsorship level), on the BRF website, BRF email newsletters, social media platforms (Facebook, YouTube and Instagram), and radio advertising.

<b>LEVEL I</b>	<b>\$1000</b>	10 registrations for event (\$1,000+ value)
<b>LEVEL II</b>	<b>\$500</b>	4 registrations for event (\$5,00+ value)
<b>LEVEL III</b>	<b>\$250</b>	2 registrations for event (\$250+ value)

#### CUSTOM CORPORATE EVENT

We can create a custom BRF event to promote your business thru multimedia marketing. It's also a fun way to provide a wellness and team building opportunity for your employees through free event registrations. Your custom BRF event will provide your business with high-impact, positive publicity through your generous support of a vital, non-profit organization in the Berkshires!

The MountainOne Steel Rail Races and MountainOne Thankful 5K are examples of highly successful, corporate sponsored events. "MountainOne is proud to support the efforts of the Berkshire Running Foundation and its impact in our communities. Each event not only brings people together in health and wellness, but also builds community while supporting many worthy organizations throughout the Berkshires. MountainOne is excited to continue this amazing partnership in 2024." ~ Jonathan Denmark, *President & COO, MountainOne Insurance*

*Interested in a corporate BRF event with a customized marketing plan?*

Contact Shiobbean Lemme at (413) 281-5294 for more information on event opportunities, pricing and availability



## 2024 SPONSORSHIP COMMITMENT FORM

**Please Check Sponsorship Level Choice:**

NEW CAMERA-READY ART SUBMITTED  
BY APRIL 30, 2024

*Annual BRF Sponsorship*

REPEAT 2023 ARTWORK

PLATINUM: \$10,000    GOLD: \$5000    SILVER: \$2500    BRONZE: \$1000

*Event BRF Sponsorship*

CUSTOM: \*Contact BRF    LEVEL I: \$1000    LEVEL II: \$500    LEVEL III: \$250

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

CONTACT NAME

ADDRESS

CITY

STATE

ZIP

PHONE

CELL

EMAIL

WEBSITE

## SPONSORSHIP PAYMENT

\$ \_\_\_\_\_  
SPONSORSHIP PAYMENT AMOUNT

NAME ON CARD

**PAY BY CHECK:**

Berkshire Running Foundation  
5 Cheshire Rd. Suite 119  
Pittsfield, MA 01201  
ATTN: BUSINESS SPONSORSHIPS

Email Form to: [director@berkshirerun.org](mailto:director@berkshirerun.org)

CREDIT CARD NUMBER

EXP DATE

SECURITY CODE

SIGNATURE

DATE