

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

## 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

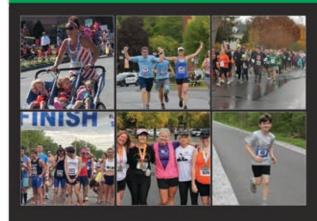
**DONATIONS TO DATE:** 

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 | 413.281.5294



# 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!





May 19, 2024



June 2, 2024



May 27, 2024



July 4, 2024





September 8, 2024



September 22, 2024



October 27, 2024



November 10, 2024









CONTACT
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director@berkshirerun.org
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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.

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

LEVEL I	\$1000	10 registrations for event (\$1,000+ value)
LEVEL II	\$500	4 registrations for event (\$5,00+ value)
LEVEL III	\$250	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: \$250	00 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		
SPONSORS	HIP PAYMENT		
\$	PAY BY CHECK		
SPONSORSHIP PAYMENT AMOUNT	5 Cheshire Rd. S Pittsfield, MA 01:	— Berkshire Running Foundation 5 Cheshire Rd. Suite 119 Pittsfield, MA 01201 ATTN: BUSINESS SPONSORSHIPS	
NAME ON CARD		Email Form to: director@berkshirerun.org	
CREDIT CARD NUMBER	EXP DATE	SECURITY CODE	
SIGNATURE	 DATE		

<sup>\*</sup>For Custom Event Sponsorship or any sponsorship questions, please contact Shiobbean Lemme: 413-344-4472 | Email: director@berkshirerun.org