



March 2026

4TH OF JULY 5K

Berkshire Health Systems

Dear Business Leader,

What started nearly forty years ago as a small group of 250 runners has become one of Pittsfield's most anticipated Fourth of July traditions. Each year, the Berkshire Health Systems (BHS) July 4th 5K brings our community together before the parade, filling the streets with energy, encouragement, and a shared commitment to health and wellness.

Last July 4, more than 1,300 runners—from first-timers to seasoned athletes—lined up at the start. This year, we're aiming even higher, with a goal of welcoming **1,500 runners** to the starting line, and I'm reaching out to invite you to be part of that success through race sponsorship.

Your sponsorship supports BHS community wellness programs, including the July 4th 5K, and helps remove barriers to participation for local families. **Through sponsor support, we're able to offer free race registrations to all Berkshire County students in grades K–12**, encouraging families to run together and make healthy traditions of their own. Last year, more than **360 children participated**, marking our highest level of family involvement to date.

Once again, BHS health professionals are partnering with the Berkshire Running Foundation to extend the impact of the race beyond a single morning. Through this partnership, you and your employees can take part in a six-week comprehensive 5K training program that includes free workouts, group training runs, and expert guidance from the Berkshire Running Center and the BHS Wellness Team. The program begins on May 23, offering participants a supportive, accessible way to prepare for race day. More information is available at berkshirerun.org/train-to-run/.

Sponsoring the BHS July 4th 5K is a meaningful way to demonstrate your commitment to employee well-being and community health, while gaining visibility with thousands of runners, families, and spectators during one of Pittsfield's most beloved celebrations. **Enclosed, you'll find the sponsorship form; the deadline to participate is May 29.**

Thank you for considering this opportunity to support health and wellness across Berkshire County. Please don't hesitate to reach out if you have any questions, I'd be happy to connect.

Sincerely,

Jackie Kelly Olson
BHS Major Gifts Officer
jkelly10@bhs1.org
(413) 447-2878

enclosure

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2026 SPONSORSHIP OPPORTUNITIES

Spring is here, and it is time to start planning for the 2026 Berkshire Health Systems 4th 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 4th 5K race. Becoming a corporate sponsor of the BHS July 4th 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 2026 BHS July 4th 5K Race Sponsor! Deadline is May 29, 2026.
At every level, BHS July 4th 5K Race Sponsors get:**

High-level exposure with over 1,300 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

\$2,500 Sponsor

- 15 Free Race Registrations -- Create a company team and get recognized as a Corporate Challenge Team
- Free 6-Week training program that begins on May 23 for the 15 registrants
- Logo signage along racecourse
- Logo on finish line banner
- Prominent logo placement on race t-shirt

\$1,000 Sponsor

- 10 Free Race Registrations -- Create a company team and get recognized as a Corporate Challenge Team
- Free 6-Week training program that begins on May 23 for the 10 registrants
- Logo placement on race t-shirt

\$500 Sponsor

- 5 Free Race Registrations -- Create a company team and get recognized as a Corporate Challenge Team
- Free 6-Week training program that begins on May 23 for the 5 registrants
- 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

(over)

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SPONSORSHIP COMMITMENT FORM

Please select a sponsorship level below and return the form by May 29, 2026 to ensure you are included on the race t-shirt. If you would like to discuss an alternative level of support, please contact Jackie Kelly Olson, at (413) 447-2878, or jkelly10@bhs1.org.
Thank you for supporting the Berkshire Health Systems 2026 4th of July 5K race!

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

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

CONTACT PERSON:

PHONE

EMAIL

ADDRESS

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: Berkshire Health Systems
 Attn: Development
 P.O. Box 551
 Pittsfield, MA 01202

**Sponsorship
Deadline is
May 29, 2026**

CREDIT CARD (VISA, MC, Discover, AmEx)

Credit Card #

Exp. Date

Security Code

Name on Card

Billing Address

Billing City/State/Zip

Please return payment and form to:

Berkshire Health Systems
Attn: Development
P.O. Box 551
Pittsfield, MA 01202