



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 10, offering participants a supportive, accessible way to prepare for race day. More information is available at [berkshirerun.org/train-to-run/](http://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](mailto:jkelly10@bhs1.org)  
(413) 447-2878

enclosure

# 4TH OF JULY 5K

## Berkshire Health Systems

### 2026 SPONSORSHIP OPPORTUNITIES

**Spring is here, and it is time to start planning for the 2026 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 2026 BHS July 4<sup>th</sup> 5K Race Sponsor! Deadline is May 29, 2026.  
At every level, BHS July 4<sup>th</sup> 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 10 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 10 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 10 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)

Questions? Please contact Jackie Kelly Olson, BHS Major Gifts Officer at [jkelly10@bhs1.org](mailto:jkelly10@bhs1.org), or (413) 447-2878

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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](mailto:jkelly10@bhs1.org).  
**Thank you for supporting the Berkshire Health Systems 2026 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:**     \$2,500     \$1,000     \$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:            Berkshire Health Systems  
                          Attn: Development  
                          P.O. Box 551  
                          Pittsfield, MA 01202

**Sponsorship  
Deadline is  
May 29, 2026**

CREDIT CARD (VISA, MC, Discover, AmEx)

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Credit Card #

Exp. Date

Security Code

---

Name on Card

---

Billing Address

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Billing City/State/Zip

### Please return payment and form to:

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

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