



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

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



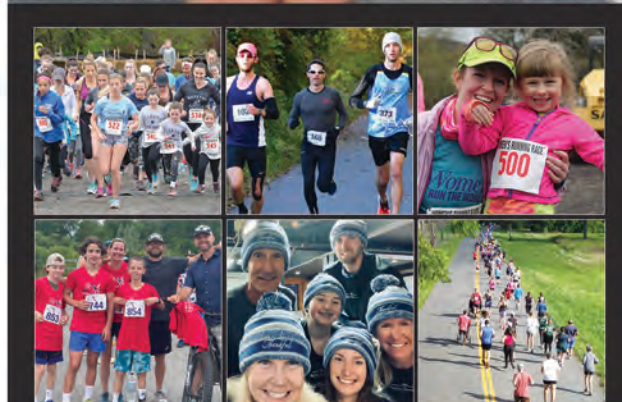
CONTACT SHIOBBEAN LEMME
 Director of Berkshire Running Foundation
director@berkshirerun.org | 413.281.5294



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
 BK | 13.1 | 26.2
 PRESENTED BY  MountainOne
 BANK INSURANCE INVESTMENTS
 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.

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



Berkshire Running Foundation

BUSINESS SPONSORSHIP PLACEMENT
Individual Events & BRF Sponsorship Levels



Level I



Level II



Level III



Platinum



Gold



Silver



Broze



FOR MORE INFO ABOUT SPONSOR LEVELS PLEASE CONTACT:

Shiobbean Lemme | Phone: (413) 344-4472 | Email: director@berkshirerun.org





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:

Event you are sponsoring _____

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

CREDIT CARD NUMBER

EXP DATE

SECURITY CODE

SIGNATURE

DATE

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