



The Corporate Challenge is on!

We are inviting all local businesses to sponsor the **BHS July 4th 5K Road Race** and participate in our Corporate Challenge. Your business' support will raise essential funds for the parade and help expand services for adolescents in our community. Each sponsorship level includes race registrations for your corporate team to encourage you and your employees to get in on the fun of this friendly competition.

Berkshire Health Systems' team of Health Professionals and the Berkshire Running Foundation have joined together to bring the classic BHS 4th of July Road Race to the next level of community involvement. The team has created a county-wide initiative to enhance the health and well-being of our families and neighbors. Berkshire Health Systems remains the Corporate Sponsor of this event, while the race itself will be under the direction of Shiobbean Lemme, Executive Director of Berkshire Running Foundation.

The collaborative team has created a free, six-week training program for participants to follow in person and online to be able to successfully complete the 5K event on Tuesday, July 4th, preceding the Pittsfield Downtown 4th of July Parade.

Berkshire Health Systems wants to make this event accessible to all, and this year all students in Berkshire County up thru 12th grade will be able to participate in the event for free. By providing free registration to children, the initiative gives families the opportunity to participate together, without it being cost-prohibitive.

We are asking local businesses, both small and large, to support this event in the name of their organization. In return for sponsorship, your business logo will appear on the race shirt and your business will be advertised on all social media and promotions of the event.

For the Corporate Challenge, the top 10 teams with the top five combined lowest scores will be recognized at the post-race awards ceremony and in the official online results.

With the implementation of all these new, exciting initiatives, we trust the 2023 BHS 4th of July Road Race will be a healthy, fun-filled, family event that participants will continue to make a summer holiday tradition for years to come!

Please contact myself, Shiobbean Lemme, directly with any questions at director@berkshirerun.org or call me at 1-413-281-5294.

Thank you in advance for your consideration and time.

Best,

Shiobbean E. Lemme

Executive Director, Berkshire Running Foundation



SPONSORSHIP LEVELS

Bronze Sponsor \$250

- Bronze level logo placement on shirt
- Business mentions on social media, Facebook, Instagram, radio interviews
- 5 race registrations (\$125 value)

Silver Sponsor \$500

- Logo on Mile Marker sign on course
- Silver Level logo placement on shirt
- Business mentions on social media, Facebook, Instagram, radio interviews
- 10 race registrations (\$250 value)

Gold Sponsor \$1000

- Gold level logo placement on shirt
- Finish Line Signage Logo
- Weekly Email Blasts with BHS professional content included
- Business mentions on social media, Facebook, Instagram, radio interviews