



January 25th, 2023

Dear Steel Rail Race Sponsor:

The 2022 Steel Rail races still proved to be a huge success even with the extreme heat and challenges. With over 27 states represented, we had just over 500 finishers and close to 600 registered! The Berkshire Half Marathon was another great success for a first-time event meeting our goal of 400 registered runners. We were able to put over \$30,000 back into our community thru race awards and prizes, as well as have a positive economic impact with the thousands of runners and spectators brought into the area. We are looking forward to 2023 and the great impact the Steel Rail Races will have on our community – we hope you will join us with your support!

As promised, we are offering sponsorship renewals to last year's sponsors first, before we open up for new sponsors. We have attached the new sponsorship information for 2023. In light of the past year, we realize and appreciate the great ask of sponsorship money. We are appreciative to those who are able to support this event.

The sponsorship structure is as follows:

MountainOne is the Corporate Sponsor for the event.

- Gold sponsorship is \$1000 with 10 registrations to any of our three events, a \$1000 value.
- Silver sponsorship is \$500 with 5 registrations to any of our three events, a \$500 value.
- Bronze sponsorships are \$250 with 2 registrations to any of our three events, a \$250 value.

We guarantee that a percentage of sponsorships will be donated to the maintenance and expansion of the DRC's Ashuwillticook Rail Trail (ART). The ART is such a valuable local resource for walking, running, biking, roller blading, roller skiing, etc.

This race has the potential to bring people and revenue to Berkshire County, as well as support local business and raise money to protect and expand a valued asset in the community. We are asking for a written commitment with payment in full from our 2023 sponsors by March 1, 2023. If you are interested in returning as a sponsor for 2023 please fill out and return the bottom portion of the attached page to BRC no later than March 1st, 2023.

Thank you for your past support and future consideration, if you need additional information or have questions you can call Shiobbean Lemme (413) 281-5294 or email info@berkshirerunningcenter.com

Sincerely,
Kent and Shiobbean Lemme



Steel Rail Races Sponsorships

Gold Sponsors: Gold sponsors will receive first tier under corporate masthead on all printed materials, race shirts and web-based media. Print will be smaller than the corporate sponsor and larger than the silver and bronze sponsors. Gold Sponsors will be awarded to the first ten (5) sponsors to commit to a \$1000 donation. Gold Sponsors will also receive 10 free race registrations for any of the three events at a value of \$1000.

Silver Sponsors: Silver sponsors will receive a second tier on all printed materials, race shirts and web-based media. Print will be smaller than the gold sponsor and larger than the Bronze sponsor. Silver sponsors will also be mentioned on all radio, paper and Internet advertising and promotion. Silver Sponsors will be awarded to the first ten (10) sponsors to commit to a \$500 donation. Silver Sponsors will also receive 5 free race registrations for any of the three events at a value of \$500.

Bronze Sponsors: Bronze sponsors will be listed as race sponsors on all printed material and on the race shirts. Bronze sponsorship opportunities will be limited to the first twenty-five (25) sponsors to commit to a \$250 donation. Bronze sponsors will also receive 2 free race registrations for any of the three events at a \$250 value.

High resolution logo in .esp or .jpg format emailed to director@berkshirerun.org by April 1, 2023

Business Name: _____

Sponsor Level: _____

Authorized Signature: _____

Date: _____

Printed Name: _____

Contact Email: _____

Make checks payable to:

Berkshire Running Foundation, LLC
5 Cheshire Rd Suite 119
Pittsfield, MA 01201