

Berkeley Electric Cooperative's 2023 Bright Ideas 5K



Sponsorship Tiers

Title Sponsorship - \$5,000

- "Sponsored by" naming exclusivity
- Logo prominently displayed on official race participant T-shirt
- Speaking opportunity before the race
- Logo showcased near registration table at event
- Banner with company's logo at premium location near finish line (banner provided by sponsor)
- Two additional banners at premium locations throughout the event (water table, aid station, registration table, etc.); banners provided by sponsor
- Ten (10) complimentary race entries (must be redeemed by April 10, 2023)
- Company recognition during PA announcements at the start and end of the race
- Premium booth space at event
- Logo on promotional materials and on race website with link to company's website
- Recognition in race social media posts, radio and TV commercials
- Promotional item in race packets (must receive items by April 10, 2023)
- Listing in thank you announcement
- First right of refusal for 2024 Bright Ideas 5K sponsorship

Shirt Sponsor - \$3,500

- Logo embroidered on polo shirts for race day volunteers
- Logo on official race participant T-shirt
- Logo on promotional materials and on race website with link to company's website
- Sign with company logo at event
- Recognition in race social media posts, radio and TV commercials
- Six (6) complimentary race entries (must be redeemed by April 10, 2023)
- Company recognition during PA announcements at the start and end of the race
- Booth space at event
- Promotional item in race packets (must receive items by April 10, 2023)
- Listing in thank you announcement
- First right of refusal for 2024 Bright Ideas 5K sponsorship

Gold Sponsor - \$2,500

- Four (4) complimentary race entries (must be redeemed by April 10, 2023)
- Logo prominently displayed on official race T-shirt
- Booth space at event
- Sign with company logo at event
- Company recognition during PA announcements at the start and end of the race
- Logo with link to your company's website on race website
- Recognition in race social media posts, radio and TV commercials
- Promotional item in race packets (must receive items by April 10, 2023)
- Listing in thank you announcement

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Sponsorship Tiers cont.

Silver Sponsor - \$1,000

- Logo on official race participant T-shirt
- Two (2) complimentary race entries (must be redeemed by April 10, 2023)
- Company recognition during PA announcements during the event
- Booth space at event
- Sign with company logo at event
- Promotional item in race packets (must receive items by April 10, 2023)
- Recognition in race social media posts, radio and TV commercials
- Logo with link to your company's website on race website
- Listing in thank you announcement

Bronze Sponsor - \$500

- Logo on official race participant T-shirt
- Recognition in race social media posts, radio and TV commercials
- Logo with link to your company's website on race website
- Company recognition during PA announcements during the event
- Booth at event, if space is available (first-come, first-served)
- Company logo on sign featuring Bronze Sponsors at event
- Promotional item in race packets (must receive items by April 10, 2023)
- Listing in thank you announcement

Community Sponsor - \$250

- Logo on race website
- Company recognition during the event
- Promotional item in race packets (must receive items by April 10, 2023)
- Listing in thank you announcement

Please go to berkeleyelectric.coop/bright-ideas-5k to make your sponsorship pledge online or complete the enclosed form and mail it with your payment.

CONTACT INFORMATION

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