

Berkeley Electric Cooperative's 2024 Bright Ideas 5K

Sponsorship Tiers

Title Sponsorship \$5,000

- "Sponsored by" naming exclusivity
- Logo prominently displayed on official race T-shirt
- Recognition in all race marketing
- Premium logo/signage placement at multiple locations at the event
- Speaking opportunity before the race
- Company recognition at the start, end of the race
- Premium booth space at event
- Ten (10) race entries (redeem by April 10, 2024)
- Promotional item in race packets (Quantity of 500 items must be received by April 10, 2024)
- First right of refusal for 2025 Bright Ideas 5K

Shirt Sponsor \$3,500

- Logo embroidered on polo shirts for race day volunteers
- Logo on official race T-shirt
- Recognition in select race marketing
- Company recognition at the start, end of the race
- Booth space at event
- Sign with company logo at event
- Six (6) race entries (redeem by April 10, 2024)
- Promotional item in race packets (Quantity of 500 items must be received by April 10, 2024)
- First right of refusal for 2025 Bright Ideas 5K

Gold Sponsor \$2,500

- Four (4) race entries (redeem by April 10, 2024)
- Logo prominently displayed on official race T-shirt
- Booth space at event
- Sign with company logo at event
- Company recognition at the start, end of the race
- Recognition in select race marketing
- Promotional item in race packets (Quantity of 500 items must be received by April 10, 2024)

Race Bib Sponsor \$1,500

- Logo on participants' race bib
- Two (2) race entries (redeem by April 10, 2024)
- Company recognition during race announcements
- Booth space at event
- Sign with company logo at event
- Promotional item in race packets (Quantity of 500 items must be received by April 10, 2024)
- Link to your company's website from race website

Silver Sponsor \$1,000

- Logo on official race participant T-shirt
- Two (2) race entries (redeem by April 10, 2024)
- Company recognition during the event
- Booth space at event
- Sign with company logo at event
- Promotional item in race packets (Quantity of 500 items must be received by April 10, 2024)
- Link to your company's website from race website

Bronze Sponsor \$500

- Logo on official race participant T-shirt
- Link to your company's website from race website
- Company recognition during the event
- Booth at event, if space is available
- Company logo on Bronze Sponsors sign at event
- Promotional item in race packets (Quantity of 500 items must be received by April 10, 2024)

Community Sponsor \$250

- Logo on race website
- Company recognition during the event
- Promotional item in race packets (Quantity of 500 items must be received by April 10, 2024)

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

