



# 2026 Sponsorship Package

Presented by



**Berkeley Electric  
Cooperative**

Your Touchstone Energy® Cooperative 

**All proceeds benefit  
the Bright Ideas Education Grant program**

# Berkeley Electric Cooperative's 2026 Bright Ideas 5K

Join us in supporting our local schools and educators by sponsoring Berkeley Electric Cooperative's 2026 Bright Ideas 5K. All proceeds from this event benefit our Bright Ideas Education Grant Program.

Bright Ideas supports innovative and effective instruction not funded by traditional sources. Teachers can apply for grants up to \$1,500. These grants are awarded annually to educators in public and private K-12 schools in Berkeley Electric Cooperative's service territory in the tri-county.



**Berkeley Electric has awarded more than \$200,000  
in grants to local educators in the past 10 years.**

This event, which is in its fifth year, will be held Saturday, April 25, 2026 at Cypress Gardens in Moncks Corner, S.C. As a sponsor, you have the opportunity to reach thousands of potential clients while directly supporting the best teachers in the Lowcountry.

Please review the enclosed sponsor opportunities. We look forward to you joining us for this event. Together, we can make a huge impact in the lives of our local students and educators.

A handwritten signature in black ink that reads 'Mike Fuller'.

Mike Fuller,  
President and CEO  
Berkeley Electric Cooperative







# Event Details

## WHEN

8 a.m.  
Saturday, April 25, 2026

## WHERE

Cypress Gardens  
3030 Cypress Gardens  
Road, Moncks Corner, SC

On-site parking is limited,  
so a shuttle to a remote  
lot will be available.

## SIGN UP

[berkeleyelectric.coop/  
bright-ideas-5k](http://berkeleyelectric.coop/bright-ideas-5k)

## ABOUT THE VENUE

Cypress Gardens is a  
gorgeous venue located  
in Berkeley County. It  
has been featured in  
national magazines,  
TV shows and movies  
including "The  
Notebook" and "The  
Patriot."

Attractions include  
picturesque views along  
3.5 miles of trails, row  
boat tours in the swamp,  
an aquarium/reptile  
center and more!

**More:** [cypressgardens.  
berkeleycountysc.gov](http://cypressgardens.berkeleycountysc.gov)



# Berkeley Electric Cooperative's 2026 Bright Ideas 5K



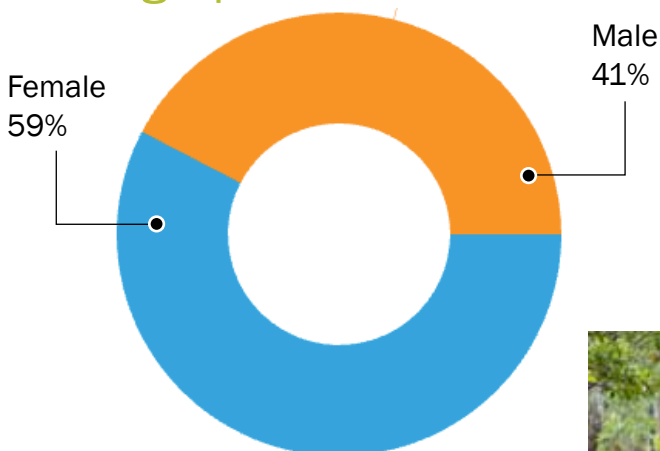
## *By the numbers*

### Participants

Capped at

**500**  
athletes

### Demographics



### Hometowns

Summerville  
Moncks Corner  
Goose Creek  
Charleston  
Ladson

### Social media reach

**70,000**  
in 2025

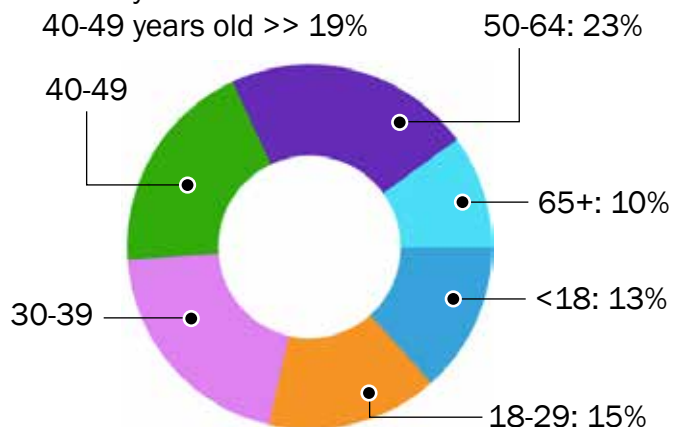


### Ages

younger than 18 >> 13%

30-39 years old >> 20%

40-49 years old >> 19%



### CONTACT INFORMATION

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PO Box 1234  
Moncks Corner, SC 29461

[www.berkeleyelectric.coop](http://www.berkeleyelectric.coop)  
@BerkeleyElectricCooperative  
@BerkeleyElectricCoop



# Berkeley Electric Cooperative's 2026 Bright Ideas 5K

## Premier 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 13, 2026)
- Promotional item in race packets (Quantity of 500 items must be received by April 13, 2026)
- First right of refusal for 2027 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
- Eight (8) race entries (redeem by April 13, 2026)
- Promotional item in race packets (Quantity of 500 items must be received by April 13, 2026)
- First right of refusal for 2027 Bright Ideas 5K

### Race Bib Sponsor \$2,000

- Logo on participants' race bib
- Four (4) race entries (redeem by April 13, 2026)
- 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 13, 2026)
- Link to your company's website from race website

### Race Bag Sponsor \$3,500

- Logo printed on race bags for participants
- 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
- Eight (8) race entries (redeem by April 13, 2026)
- Promotional item in race packets (Quantity of 500 items must be received by April 13, 2026)
- First right of refusal for 2027 Bright Ideas 5K

More sponsorship options  
continued on next page >>

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



# Berkeley Electric Cooperative's 2026 Bright Ideas 5K

## *Sponsorship Tiers*

### Platinum Sponsor \$2,500

- Six (6) race entries (redeem by April 13, 2026)
- 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 14, 2026)

### Gold Sponsor \$1,500

- Four (4) race entries (redeem by April 13, 2026)
- 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 14, 2026)

### Silver Sponsor \$750

- Logo on official race participant T-shirt
- Two (2) race entries (redeem by April 13, 2026)
- 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 13, 2026)
- 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 13, 2026)

### 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 13, 2026)

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# Berkeley Electric Cooperative's 2026 Bright Ideas 5K



## *Sponsorship Contract*

Sponsor/Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person's Name: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Signature of Sponsor Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Interested in setting up  
a booth at the 5K?  
☐ Yes ☐ No

Berkeley Electric Cooperative agrees to provide marketing benefits to the sponsor as outlined  
on the attached sponsorship benefit grid.

### *Please mark sponsorship level*

- ☐ Title - \$5,000
- ☐ Shirt Sponsor - \$3,500
- ☐ Race Bag Sponsor - \$3,500
- ☐ Platinum - \$2,500
- ☐ Race Bib - \$2,000
- ☐ Gold - \$1,500
- ☐ Silver - \$750
- ☐ Bronze - \$500
- ☐ Community - \$250



**MAKE CHECKS PAYABLE TO:**  
Berkeley Electric Cooperative  
Attn: Bright Ideas 5K  
PO Box 1234  
Moncks Corner, SC 29461

**OR PAY ONLINE >>**

