

# Berkeley Electric Cooperative's 2022 Bright Ideas 5K Run/Walk

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## *Sponsorship Tiers*

### **Title Sponsorship - \$5,000**

- "Sponsored by" naming exclusivity
- Logo on race website (with link included) and on promotional materials
- Recognition on race social media ads, radio show and commercial
- Only logo on official race t-shirt
- Logo on volunteer shirts
- Logo showcased near registration table
- Logo on race packets
- Company banner at premium location near finish line (supplied by the sponsor)
- Two additional banners (supplied by the sponsor) at premium locations throughout the event (water tables, aid stations, registration table, etc.)
- Speaker opportunity before the race
- Ten complimentary race entries
- Company recognition during PA announcements at the start and end of race
- Tent/booth space at the event
- Promotional item in race packets (must receive by April 15, 2022)
- Listing on thank you announcement
- First right of refusal for future events

### **Gold Sponsorship - \$2,500**

- Logo on race website (with link included) and on promotional materials
- Recognition on race social media ads, radio show and commercial
- Logo on volunteer shirts
- Logo showcased near registration table
- Five complimentary race entries
- Company recognition during PA announcements at the start and end of race
- Speaker opportunity before the race
- Tent/booth space at the event
- Promotional item in race packets must (must receive by April 15, 2022)
- Listing on thank you announcement
- First right of refusal for future events

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## *Sponsorship Tiers (continued)*

### **Silver Sponsorship - \$1,000**

- Logo on race website (with link included) and on promotional materials
- Logo on volunteer shirts
- Logo showcased near registration table
- Two complimentary race entries
- Company recognition during PA announcements at the start and end of race
- Promotional item in race packets (must receive by April 15, 2022)
- Listing on thank you announcement

### **Bronze Sponsorship - \$500**

- Logo with link included on race website
- Logo showcased near registration table
- Company recognition during PA announcements at the start and end of race
- Promotional item in race packets (must receive by April 15, 2022)
- Listing on thank you announcement

### **Community Sponsorship - \$250**

- Logo with link included on race website
- Company recognition during the event
- Promotional item in race packets (must receive by April 15, 2022)
- Listing on thank you announcement

Please visit <https://berkeleyelectric.coop/bright-ideas-5k> to submit your sponsorship pledge or complete the enclosed form to mail with your check.



#### Contact Information

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