



December 21, 2017

Dear SRHM Sponsor:

Thank you for your generous support of the Steel Rail Half Marathon last held on May 21, 2017. Thanks to our sponsors we were able to donate \$7,000 through the DCR's Conservation Trust and Urban Parks Trust Fund to be used for maintenance and repair of the Ashuwillticook Rail Trail. This year's donation brings the five year total to \$40,000. The Sixth annual running of the Steel Rail Half Marathon is scheduled to take place on Sunday, May 20, 2018. The Steel Rail Half Marathon has gained national notoriety; being named one of the top 10 small town Half Marathons by halfmarathons.net. Over the past 2 years we started to see an influx of runners from outside of Berkshire County and as the word of this race spreads this event will fill up fast!

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 2018. The price of the sponsorship levels will remain the same for 2018. We guarantee that no less than 50% of our 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. We plan to use part of the sponsorship money to help promote the race and make an even stronger economic impact on the Berkshires.

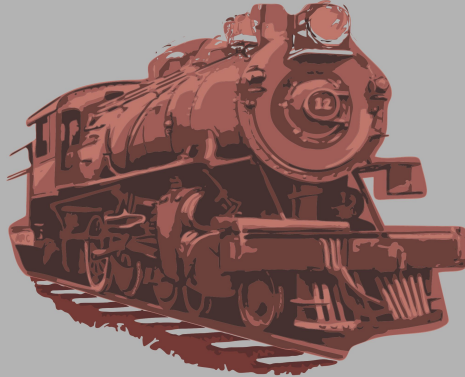
As you can see this race has the potential to bring people and revenue to Berkshire County, as well as supporting local business and raising money to protect and expand a valued asset in the community, the Ashuwillticook Rail Trail. We are asking for a written commitment from our sponsors for 2018 with payment in full by March 1, 2018. If you're interested in returning as a sponsor for 2018 please fill out and return the bottom portion of the attached page to BRC no later than January 31, 2018. If you wish to change sponsorship levels please indicate that on the form and we will fill spots on a first come first serve basis. We are also giving previous years sponsors the first opportunity to fill the open spots before we advertise these positions, so please if you know someone who would want a spot have them fill out the information and send it in.

Thank you for your past support and future consideration, if you need additional information or have questions you can call Kent Lemme at (413) 281-8087 or email [kent@berkshirerunningcenter.com](mailto:kent@berkshirerunningcenter.com)

Sincerely,

Kent & Shiobbean Lemme, Co-Owners, Berkshire Running Center

# STEEL RAIL HALF MARATHON/8K



**LANESBORO TO ADAMS  
MAY 20, 2018**

## Steel Rail Half Marathon Sponsorships

Gold Sponsor: 1 sponsor will have the opportunity to be the official Gold Sponsor of the Steel Rail Half Marathon. Gold Sponsor will be on the start line and finish line banners, the finisher awards, large lead print on the race shirts, large lead print on all race applications and information sheets, logo will be displayed on all web based advertisement and promotion. Gold sponsor will be awarded to the first sponsor to commit to a \$3,000 donation. Gold sponsor will have first option of continuing the lead sponsor roll in subsequent years. Gold Sponsor will also receive 15 free race registrations a \$1,200 value!  
**BERKSHIRE INSURANCE GROUP HAS TAKEN THIS SPOT AGAIN FOR 2018.**

Silver Sponsors: 5 sponsors will have the opportunity to be a silver sponsor of the Steel Rail Half Marathon. Silver sponsors will receive second tier on all printed materials, race shirts and web-based media. Print will be smaller than gold sponsor and larger than 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 five (5) sponsors to commit to a \$750 donation. Silver Sponsors will also receive 5 free race registrations a \$400 value!

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 \$200 donation. Bronze sponsors will also receive 1 free race registration an \$80 value!

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Business Name: \_\_\_\_\_

Current Sponsor Level: \_\_\_\_\_ Requested Sponsor Level Change to: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_