



**Saturday, August 14<sup>th</sup>**

**Start Time/Place: 8:30 - Kids' Place**

**After Party: The A on Crane Ave**

### Remembering Why We Ride

Jimmy's Ride was established in memory of 12-year-old, Pittsfield native James "Jimmy" Bernardo, who was abducted and murdered in the fall of 1990. Through this tragedy, the Berkshire County Kids' Place & Violence Prevention Center was born to help protect future generations of children.

Please join us in honoring Jimmy Bernardo, his surviving family, and the work of Kids' Place by sponsoring the Annual Jimmy's Ride on Saturday August 14, 2021.

#### **Presenting Sponsor = \$5,000**

##### **\*Exclusive sponsorship**

- Presenting sponsor recognition throughout the event
- Company logo recognition prominently placed on all promotional materials including print, web, & social media
- Space to set up table to promote business at event if desired
- Company banner prominently displayed on stage at event (company provides their own banner)
- 10 complimentary rider slots

#### **Dresser Level = \$2,500**

- Company logo recognition placed on all promotional materials including print, web, & social media
- Space to set up table to promote business at event if desired
- 5 complimentary rider slots

#### **Road King Classic Level = \$1,000**

- Company logo recognition placed on all promotional materials including print, web, & social media
- 2 complimentary rider slots

#### **Cruiser Level = \$ 750**

- Company logo recognition placed on all promotional materials including print, web, & social media

#### **Chief Level = \$500**

- Company name placed on all promotional materials including print, web, & social media

#### **Goldwing Level = \$250**

- Recognition in all digital media promotion and event program for Jimmy's Ride

Please contact Rosie Phelps 413-441-3293 for more information on Jimmy's Ride. Monthly Payment Opportunities on Dresser and Road King Classic Sponsorship Levels



**Saturday, August 14<sup>th</sup>**

**Start Time/Place: 8:30 - Kids' Place**

**After Party: The A on Crane Ave**

## SPONSORSHIP COMMITMENT LETTER

Date: \_\_\_\_\_

Dear Berkshire County Kids' Place:

Please accept this correspondence as the official commitment from (*business*) \_\_\_\_\_ to sponsor the 2021 Annual Jimmy Bernardo Memorial Motorcycle Run on Saturday August 14, 2021.

Payment enclosed

Please send invoice for monthly installments of \$ \_\_\_\_\_ beginning on August 1, 2021 (Monthly payments apply to Presenting, Dresser, Road King Levels only. Final installment due no later than July 15, 2022)

These funds shall be tendered to:

**Berkshire County Kids' Place  
Attention: Jimmy's Ride  
63 Wendell Avenue  
Pittsfield, MA 01201**

Level: \_\_\_\_\_

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

Contact Name: \_\_\_\_\_

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

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

Telephone: \_\_\_\_\_

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_