



## SPONSORSHIP LEVELS

**Diamond Level:**  
**\$20,000+**

**Benefits:**

- Highlighted in Berbee Derby social media
- Area for sponsor tent
- Logo on distributed race posters
- Multiple loud speaker highlights
- VIP parking permits
- Logo on website with hotlink
- Race participant discount

**Platinum Level:**  
**\$10,000-\$19,999**

**Benefits:**

- Area for sponsor tent
- Logo on distributed race posters
- Multiple loud speaker highlights
- VIP parking permits
- Logo on website with hotlink
- Race participant discount

**Gold Level:**  
**\$5,000-\$9,999**

**Benefits:**

- Loud speaker highlights
- VIP parking permits
- Logo on website with hotlink
- Item/Coupon in goody bag (appropriate)
- Race participant discount

**Silver Level:**  
**\$1,000-\$4,999**

**Benefits:**

- Loud speaker highlights
- VIP parking permits
- Logo on website with hotlink
- Item in goody bag (appropriate)
- Race participant discount

**Contributing Level:**  
**\$250-\$999**

**Benefits:**

- Logo on website with hot link

*All sponsors will be featured on race day poster.*

**Goody bag inclusions are due by October 28, 2021**

**Send payment made payable to:**

Technology Education Foundation  
 PO Box 44787  
 Madison, WI 53744  
 (608) 571-5576

**Logo format requirements:**

Please submit two logo files.  
 • Print: Vector EPS file.  
 • Web: PNG w/ transparent background  
 Email files to Suzy Shain at: [berbeederby@techedfoundation.com](mailto:berbeederby@techedfoundation.com)

