



**Brain Injury**  
Alliance  
WASHINGTON

the  
**B.I.G.**  
brain injury gala

November 2, 2019

**SPONSORSHIP  
PROSPECTUS**

Proudly Presented By



**UBS**

Event Date

**Saturday, November 2, 2019**

Event Timing

VIP Pre-Gala Reception at 4:00 pm  
Gala, Dinner & Auction at 5:00 pm

Event Location

**The Westin Seattle Hotel**  
1900 Fifth Avenue

Brain Injury Alliance of Washington

P.O. Box 3044, Seattle, WA 98114  
206-467-4800 (office) | biawa.org  
501(c)(3): 91-1206800



*Sponsors Tom and Lauren Scott with Dr. Sam Browd, neurosurgeon.*



*Honorary Chairs, the Lystedt family, at the VIP Event.*

Dear Friends of BIAWA,

The Brain Injury Alliance of Washington is honored to host its 13<sup>th</sup> annual Brain Injury Gala (B.I.G. event) – the **country's largest Brain Injury fundraiser**. The B.I.G. event attracts **500+ guests** from across the Pacific Northwest to enjoy an elegant evening for a worthy cause.

Brain Injury is the leading cause of death and disability worldwide, yet is a silent epidemic; one that is rarely seen or spoken about. BIAWA works tirelessly to **raise awareness and support survivors** of Brain Injury (please learn more about BIAWA's many programs on the following pages).

Sponsorship is your opportunity to show your support and connect with **prominent medical, legal, financial, and technology professionals**.

We invite you to **contact us personally** about involvement opportunities. We sincerely hope to have your organization as a part of this inspiring event.

*Deborah Crawley*

Deborah Crawley  
Executive Director  
deborahc@biawa.org  
206-467-4801

*Leah Baldwin*

Leah Baldwin  
Development Officer  
leahb@biawa.org  
206-467-4820

## Who is the Brain Injury Alliance of Washington (BIAWA)?

BIAWA is the state organization working to increase awareness around Brain Injury, educate the community on prevention methods, support and advocate for those affected by Brain Injury.



As a 501(c)(3) non-profit, BIAWA puts proceeds directly towards helping survivors of Brain Injury achieve their highest quality of life, and provides education and support for their families, caregivers, and communities.



## We Advocate & Educate

survivors of Brain Injury,  
their family members, professionals,  
and communities.

- BIAWA established the **nation's first Brain Health & Wellness program**, which offers free non-clinical classes (like cooking and yoga) to survivors of Brain Injury to improve physical, mental, and emotional health. Classes are held at Swedish, Verdant, and MultiCare, and the program recently expanded to UW Harborview Medical Center as well.
- BIAWA publishes a **comprehensive manual** called "Brain Injury: What You Need to Know" and provides the publication for free to thousands of medical providers and those affected by Brain Injury.
- BIAWA provides **regular trainings** to educators K-12, medical providers, law enforcement, and state social service agencies. BIAWA also participates in hundreds of conferences and outreach events, directly reaching nearly 30,000 individuals per year.
- BIAWA offers **academic scholarships** to survivors of Brain Injury, students and professionals who are committed to advances in Brain Injury knowledge.



# We Support & Empower

survivors of Brain Injury and others. We offer a Brain Injury Resource Center, 1:1 in-person assistance, support groups, social outings and more.

- BIAWA maintains the **state's only Pediatric Resource Management program**, which provides 1:1 support to children and families affected by Brain Injury.
- BIAWA offers **extensive adult resource management**. Resource Managers assist survivors of Brain Injury with applications for housing and benefit programs, locating resources such as medical care, therapy services, or legal representation, and achieving personal goals.
- BIAWA hosts **socialization opportunities** such as sporting events, fun local experiences, and holiday dinners for survivors of Brain Injury and their families. These events are offered at low or no cost as an opportunity to connect and remain visible within the community.
- BIAWA's **toll-free Brain Injury Resource Line** is open from 9am to 5pm PT every weekday, except public holidays. Resource Specialists connect survivors of Brain Injury to services in their area at no cost (more than half of the calls come from individuals living below poverty level).



- BIAWA launched **trust services** in 2018. BIAWA established **Pooled Alliance Community Trusts | PACT™** in partnership with UBS Financial Services, Inc., True Link Financial, and Robert Zielke of The Zielke Law Firm, P.S. PACT offers pooled First and Third Party Special Needs Trusts for those affected by mental or physical disability, and a pooled Basic Support & Maintenance Trust that is available to anyone.



**And we will do more, with your help...**

1

Sponsorship Level

## Presenting Sponsor | \$50,000

Presenting Sponsorship is completely exclusive; BIAWA only accepts ONE sponsor at this level (**SOLD for 2019**). *Please inquire about the Presenting Sponsorship opportunity for 2020.* Presenting Sponsorship entitles the Sponsor to the following benefits:

### Branding Recognition

Company name, logo and/or hyperlink featured on the following:

- BIAWA website
- BIAWA newsletter
- Event email blasts
- Gala Invitation
- PR/press kits
- Television and/or radio ads
- Event Slideshow
- Event Signage

*The Presenting Sponsor is branded as sponsoring the video feature and event entertainment.*

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

- Full page color ad in event catalogue
- V.I.P. event tickets – 16 (sixteen) VIP tickets
- Invited guests at B.I.G. – 30 (thirty) tickets
- Tables at B.I.G. event – 3 (three) tables
- Westin overnight stay – 4 (four) rooms
- Westin valet parking – 15 (fifteen) cars
- Logo in GoBo lights – 2 (two) GoBos



Sponsorship Level

## Platinum Sponsor | \$25,000

2

Platinum Sponsorships are categorically exclusive; BIAWA only accepts TWO sponsors at this level. Platinum Sponsorship entitles the Sponsor to the following benefits:

### Branding Recognition

Company name, logo and/or hyperlink featured on the following:

- BIAWA website
- BIAWA newsletter
- Event email blasts
- Gala Invitation
- PR/press kits
- Television and/or radio ads
- Event Slideshow
- Event Signage

*Platinum Sponsors are branded as sponsoring passed hors d'oeuvres OR reception wine/beer.*

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

- Full page color ad in event catalogue
- V.I.P. event tickets – 12 (twelve) VIP tickets
- Invited guests at B.I.G. – 25 (twenty five) tickets
- Tables at B.I.G. event – 2.5 (two and a half) tables
- Westin overnight stay – 3 (three) rooms
- Westin valet parking – 10 (ten) cars
- Logo in GoBo light – 1 (one) GoBo

# 3

Sponsorship Level

## Gold Sponsor | \$17,500

Gold Sponsorships are NOT exclusive; BIAWA accepts THREE sponsors at this level (**TWO spots remaining**). Gold Sponsorship entitles the Sponsor to the following benefits:

### Branding Recognition

Company name, logo and/or hyperlink featured on the following:

- BIAWA website
- BIAWA newsletter
- Event email blasts
- Gala Invitation
- PR/press kits
- Event Slideshow
- Event Signage

*Each Gold Sponsor is branded as sponsoring one of the three Silent Auctions.*

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

- Full page color ad in event catalogue
- V.I.P. event tickets – 8 (eight) VIP tickets
- Invited guests at B.I.G. – 20 (twenty) tickets
- Tables at B.I.G. event – 2 (two) tables
- Westin overnight stay – 2 (two) rooms
- Westin valet parking – 5 (five) cars



Sponsorship Level

## Silver Sponsor | \$10,000

# 4

Silver Sponsorships are NOT exclusive; BIAWA only accepts FOUR sponsors at this level. Silver Sponsorship entitles the Sponsor to the following benefits:

### Branding Recognition

Company name, logo and/or hyperlink featured on the following:

- BIAWA website
- BIAWA newsletter
- Event email blasts
- Gala Invitation
- PR/press kits
- Event Slideshow
- Event Signage

*Silver Sponsors are branded as sponsoring either the VIP Event (up to two sponsors) OR the auction Bid Cards (up to two sponsors).*

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

- Full page black and white ad in event catalogue
- V.I.P. event tickets – 6 (six) VIP tickets
- Invited guests at B.I.G. – 15 (fifteen) tickets
- Tables at B.I.G. event – 1.5 (one and a half) tables
- Westin overnight stay – 1 (one) room
- Westin valet parking – 2 (two) cars

# 5

Sponsorship Level

## Bronze Sponsor | \$7,500

Bronze Sponsorships are NOT exclusive; BIAWA only accepts THREE sponsors at this level. Bronze Sponsorship entitles the Sponsor to the following benefits:

### Branding Recognition

Company name, logo and/or hyperlink featured on the following:

- BIAWA website
- BIAWA newsletter
- Event email blasts
- Gala Invitation
- PR/press kits
- Event Slideshow
- Event Signage

*Each Bronze Sponsor is branded as sponsoring the Golden Ticket raffle, Heads or Tails game OR Dessert Auction.*

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

- Half page black and white ad in event catalogue
- V.I.P. event tickets – 4 (four) VIP tickets
- Invited guests at B.I.G. – 10 (ten) tickets
- Tables at B.I.G. event – 1 (one) tables
- Westin valet parking – 1 (one) car

Sponsorship Level

## Purple Sponsor | \$5,000

# 6

Purple Sponsorships are NOT exclusive; BIAWA accepts EIGHT sponsors at this level. Purple Sponsorship entitles the Sponsor to the following benefits:

### Branding Recognition

Company name, logo and/or hyperlink featured on:

- BIAWA website
- BIAWA newsletter
- Event email blasts
- Gala Invitation
- PR/press kits
- Event Slideshow
- Event Signage

*Purple Sponsors are branded as sponsoring one of the following:*

- **Survivor Tables** – up to 4 (four) sponsors
- **Specialty Cocktails** – up to 2 (two) sponsors
- **Wine Spin** – 1 (one) sponsor
- **Photo Booth** – 1 (one) sponsor

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

- Half page black and white ad in event catalogue
- V.I.P. event tickets – 2 (two) VIP tickets
- Invited guests at B.I.G. – 5 (five) tickets
- Tables at B.I.G. event – 0.5 (half) table
- Westin valet parking – 1 (one) car





## Gala 2019 Sponsorship Payment Form

SPONSORING COMPANY \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

SPONSOR CONTACT \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

DESIRED SPONSORSHIP LEVEL \_\_\_\_\_ AMOUNT PAID \$ \_\_\_\_\_

PAYMENT METHOD     Credit Card (Details below)     Check Enclosed (Payable to BIAWA)

Credit Card Number \_\_\_\_\_

Credit Card Expiration (MM/YYYY) \_\_\_\_\_ Credit Card CSV Code \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Full Name on Card \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_



# Sponsorship Benefits

## Brain Injury Gala 2019

Saturday, November 2  
Westin Seattle

Sponsors have a unique opportunity to position themselves directly in front of **500+** members of the Brain Injury community, including leaders from medical, financial, philanthropic, legal and sports organizations.

To thank sponsors for their generosity, BIAWA recognizes sponsors verbally at the event and on digital and printed **event marketing and materials** (including the BIAWA website, email blasts, save-the-date cards and invitations, event signage and slideshow), provides **complimentary VIP and event registrations**, offers **custom branding opportunities** and other benefits.

	Logo recognition on event marketing <i>*Digital and printed</i>	Ad in printed catalogue <i>*Designed by sponsor</i>	Westin valet parking	VIP Event tickets	General Gala tickets	Tables at Gala	Westin overnight stay	Logo in GoBo lights	Inclusion in radio and/or TV ads
Presenting Sponsor <b>\$50,000</b>	<b>SOLD!</b> Exclusive top placement	Full page color	15 cars	<b>SOLD!</b> 6 VIP tickets	<b>SOLD!</b> 10 Gala tickets	3 tables	4 rooms	<b>SOLD!</b>	Yes
Platinum Sponsor <b>\$25,000</b>	Large logo	Full page color	10 cars	12 VIP tickets	25 Gala tickets	2.5 tables	3 rooms	1	Yes
Gold Sponsor <b>\$17,500</b>	Medium-large logo	Full page color	5 cars	8 VIP tickets	20 Gala tickets	2 tables	2 rooms	-	-
Silver Sponsor <b>\$10,000</b>	Medium logo	Full page B&W	2 cars	6 VIP tickets	15 Gala tickets	1.5 tables	1 room	-	-
Bronze Sponsor <b>\$7,500</b>	Small-medium logo	½ page B&W	1 car	4 VIP tickets	10 Gala tickets	1 table	-	-	-
Purple Sponsor <b>\$5,000</b>	Small logo	½ page B&W	1 car	2 VIP tickets	5 Gala tickets	½ table	-	-	-

*Benefits subject to change; BIAWA will make every effort to provide similar value items.  
BIAWA is a 501(c)(3) non-profit organization: 91-1206800*

To sign up to sponsor, please fill out the form and return via one of these methods:

- ⇒ Email to Deborah ([deborahc@biawa.org](mailto:deborahc@biawa.org)) or Leah ([leahb@biawa.org](mailto:leahb@biawa.org))
- ⇒ Fax to BIAWA at 206-467-4808
- ⇒ Mail to BIAWA at PO Box 3044, Seattle, WA 98114

# Your Support Makes the Difference!

*Our vision is a world where Brain Injury is prevented, and every person already affected by its impact benefits from resources that maximize his/her quality of life.*



*The Brain Injury community is my hope amidst my heartache. It keeps me connected with others who live and understand my struggles. It educates the public, including my family and friends, on what brain injuries actually are, how to prevent them, and the trials that people with a TBI suffer through. I could not have made it this far on my own.*

*When I first called, I breathed a sigh of relief for the first time in almost a year. I finally felt like someone was actually going to help me fill in my acquired gaps. I'm over the moon with thankful gratitude.*



*Although friends and family care about us, at the end of the day, the pressures and challenges of living with a TBI falls completely on the injured person and the caregiver. So it's great to network with those who actually understand this and to have activities such as the art show and the Gala to bring a bit of normalcy to the day-to-day challenges that families like ours will face :)*