



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 Browde, 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 13th 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
deborahe@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). 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 live auction (including the video feature and 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 the general welcome reception (not VIP event).

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 sold; ONE spot 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 SIX 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

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

*Silver Sponsors are branded as sponsoring the VIP Event (two sponsors – **one SOLD**), Auction Bid Cards (two sponsors – **one SOLD**), Table Centerpieces (champagne; one sponsor), or **Guest Favors (luxury chocolate bars; one sponsor - SOLD)**.*

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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 Dessert Auction, **Heads or Tails Game (SOLD)**, or **Golden Ticket Raffle (SOLD)**.*

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:

- **Wine Spin** – one sponsor
- **Dinner Wine** – one sponsor
- **Survivor Tables** – three sponsors (**SOLD**)
- **Specialty Cocktails** – two sponsors (**SOLD**)
- **Photo Booth** – one sponsor (**SOLD**)

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 \$50,000	Exclusive to placement	Full page color	15 cars	16 VIP tickets	20 Gala tickets	3 tables	4 rooms	2	Yes
Platinum Sponsor \$25,000	Large logo	Full page color	10 cars	12 VIP tickets	25 Gala tickets	2.5 tables	3 rooms	1	Yes
Gold Sponsor \$17,500	Medium-large logo	Full page color	5 cars	8 VIP tickets	20 Gala tickets	2 tables	2 rooms	-	-
Silver Sponsor \$10,000	Medium logo	Full page B&W	2 cars	6 VIP tickets	15 Gala tickets	1.5 tables	1 room	-	-
Bronze Sponsor \$7,500	Small-medium logo	½ page B&W	1 car	4 VIP tickets	10 Gala tickets	1 table	-	-	-
Purple Sponsor \$5,000	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) or Leah (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 :)