



Brain Injury Alliance

WASHINGTON

2020 Sponsorship Opportunities

Thank you for your interest in sponsorship opportunities for the Brain Injury Alliance of Washington – BIAWA – a (501)(c)(3) charity committed to supporting survivors of Brain Injury and helping them achieve their highest possible quality of life.

The BIAWA strives to reach more survivors every year, and our sponsors help us to do so. In turn, BIAWA provides sponsors with various branding and networking opportunities. Sponsors gain recognition within the far-reaching BIAWA community of leading medical, legal, and sports organizations, along with survivors of Brain Injury and their caregivers.

Sponsors receive all or **some** of these benefits **depending** on the event and their sponsorship level:

- Recognition on the BIAWA and event **websites**
- Use of the BIAWA logo on your own **website**
- Inclusion in at least one BIAWA **newsletter**
- Inclusion in **email blasts** for the sponsored event
- Team and/or VIP **registration** for the sponsored event
- Logo recognition on **printed materials** for the sponsored event
- Logo recognition on **signage** at the sponsored event
- **Verbal recognition** at the sponsored event
- Event-specific **custom branding** opportunities

Here is the current price schedule:

	Awareness Month	Walk, Run, Roll	Brain Ride	Brain Injury Gala*	Art Show	Brain Health & Wellness Classes
	March	April	August	October	December	Year-round
Presenting	\$5,000	\$7,500 SOLD!	\$5,000	\$50,000	\$5,000	\$7,500
Platinum	N/A	\$5,000 SOLD!	\$2,500	\$25,000	\$2,500	N/A
Gold	N/A	\$2,500	\$1,000	\$17,500	\$1,000	N/A
Silver	N/A	\$1,000	\$500	\$10,000	N/A	N/A
Bronze	N/A	N/A	N/A	\$7,500	N/A	N/A
Purple	N/A	N/A	N/A	\$5,000	N/A	N/A

**Sponsors of the Brain Injury Gala receive a 25% discount on sponsorship of one other event.*

See below for information on BIAWA events and sponsor recognition. For more details, please reach out to DeborahC@biawa.org.

Brain Injury Awareness Month

March is National Brain Injury Awareness Month. While BIAWA is active in raising awareness year-round, there is a strong focus on outreach during March. The campaign is advertised on the radio and online and BIAWA hosts a community dinner. Sponsors receive recognition in the digital and printed campaigns as well as at the dinner. *BIAWA accepts up to four sponsors for this opportunity (reach out now for details).*



Walk, Run and Roll

BIAWA invites participants (and pets) of all abilities to walk, run, or roll around Green Lake on April 18th. This 400+ person exercise raises community awareness about Brain Injury and helps fund BIAWA's mission of supporting survivors. Sponsors receive recognition on all event marketing materials (both digital and printed), event signage, and participant T-shirts. Sponsoring organizations also receive a networking table at the event and a number of complimentary event registrations. The Presenting Sponsor is featured on the large event banner. *A full event sponsorship prospectus is available upon request.*



Yearly Brain Health and Wellness Classes

BIAWA's Brain Health and Wellness Program operates at 5 locations across the state. These classes are designed to improve the quality of life of survivors of Brain Injury. Class topics are focused on increasing independence, improving life skills, and encouraging physical and mental health. Class topics are specifically tailored to brain injury recovery. Sponsors will receive recognition on all class catalogs and digital and printed marketing. Catalogs are printed 3 times a year and distributed to hospitals and service providers throughout the region offering great exposure for sponsors. *Reach out now for more details.*

Brain Injury Art Show

Every year, BIAWA curates an exhibit showcasing artwork by survivors of Brain Injury. This year, the installation will be held at the Bellevue Art Museum in the winter of 2020. In addition to the opening reception, the main sponsor will be highlighted throughout the exhibit. This offers great exposure for both the artists and sponsors. Sponsors receive recognition on all event marketing materials (both digital and printed) and reception signage. *Please reach out for more details.*



BrainRide

Each summer, around 100 participants cycle the Sammamish Trail in support of BIAWA. The post-ride celebration includes a catered lunch. Sponsors receive recognition on all event marketing materials (both digital and printed) and event signage. Sponsors also receive a networking table at the event and a number of complimentary event registrations. All sponsors are featured on the event t-shirt. *A full event sponsorship prospectus is available upon request.*

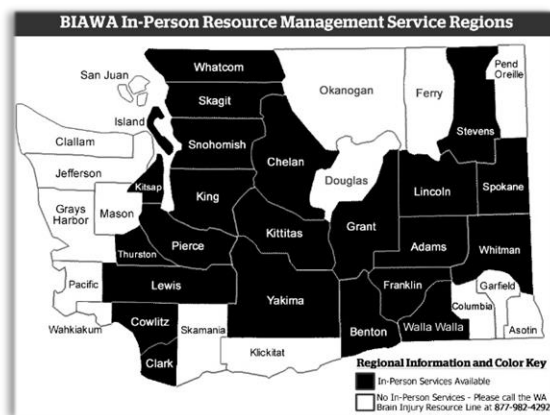
Brain Injury Gala (B.I.G. Event)

BIAWA's Brain Injury Gala (B.I.G.) is the nation's largest fundraiser for Brain Injury! On October 17th, BIAWA will welcome over 500 guests to the Westin Seattle for an inspiring evening that highlights the determination of survivors and the support that BIAWA offers them. Guests enjoy a hosted reception, dinner and the opportunity to bid on exciting silent and live auction items. There are over 20 unique opportunities across sponsorship levels, offering different branding and benefits. *A full event sponsorship prospectus is available upon request.*



Sponsors help BIAWA support, educate, and empower those affected by Brain Injury:

- ✚ BIAWA established the **nation's first Brain Health & Wellness program**, which offers non-clinical classes to survivors of Brain Injury to improve physical, mental, and emotional health. Classes are held at Swedish, Verdant, and MultiCare, and the program will be expanding to Harborview this year.
- ✚ BIAWA maintains the **state's only Pediatric Resource Management program**, which provides one-to-one support to children and families affected by Brain Injury.
- ✚ BIAWA offers **extensive adult resource management**. BIAWA's 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. Resource Managers may also offer support during consultations and appointments.



- ✚ BIAWA's **toll-free Brain Injury Resource Line** is open from 9am to 5pm PT every weekday, excluding public holidays. Resource Specialists connect survivors of Brain Injury to services in their area at no cost (more than half of calls come from individuals who live below poverty level).
- ✚ BIAWA provides **targeted trainings** on Brain Injury to social service agencies, law enforcement, K-12 educators, and medical providers.
- ✚ BIAWA works with lawyers to **pass legislation** that promotes Brain Injury awareness. For example, BIAWA was an active advocate of The Zackery Lystedt Law, which inspired similar youth sports concussion safety legislation to be passed across the nation.

Brain Injury Alliance of Washington
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