



**Brain Injury**  
Alliance  
**WASHINGTON**

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

May 22, 2021

**SPONSORSHIP  
PROSPECTUS**

Proudly Presented By



**UBS**

Dear Friends of the Brain Injury Alliance of Washington (BIAWA),  
2020 has thrown the world into uncharted territory. There is a lot of uncertainty right now.

These things we do know:

- The silent epidemic of Brain Injury has been over-shadowed in 2020, but the need for services and connections remains. BIAWA's fundraising efforts are critical to our ability to respond quickly and efficiently to the new challenges facing our clients and the Brain Injury community.
- Your partnership with BIAWA makes an impactful difference in people's lives, allowing us to continue providing support and resource management for clients across Washington State.
- BIAWA events WILL be occurring—they may look a little different; but they will continue to have the heart and soul of the past.
- HOPE reigns supreme and your partnership is critical in ensuring that hope continues.

Thank you for partnering with us to help individuals with Brain Injuries achieve their highest possible quality of life.

#### Event Date

**Saturday, May 22, 2021**

#### 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



*2019 Sponsors Tom and Lauren Scott with Dr. Sam Browd, neurosurgeon.*

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

The Brain Injury Alliance of Washington is honored to host its 14<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.

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 welcome your organization as a part of this inspiring event.

**2021 Theme: Building Hope Together**

**Suzette Hart**  
**Marketing & Development Manager**  
suzetteh@biawa.org  
O: 206-467-4813      C: 206-679-3859



## HOW IS BIAWA RESPONDING TO COVID-19?

Because of past support, BIAWA has been able to continue doing what matters most: connecting with - and providing support and resources to - the Brain Injured community. During COVID the BIAWA team:

- switched to a remote system to manage the **Brain Injury Resource line** in accordance with Governor Inslee's mandate.
- logged a **22.3% increase in calls** with individuals with Brain Injuries.
- continued to **engage with clients**, making 7,642 contacts via phone, text, and email since March.
- launched the **Brain Injury Today podcast**, to help keep the community connected and informed during the coronavirus outbreak.
- launched virtual **Support Groups AND virtual Brain Health & Wellness classes!**
- created **events** plans to pivot from in-person to virtual.

The effects of COVID-19 on the brain are still unknown, although early research shows life changing neurological issues in some individuals who have been exposed to the virus. The importance of our services have been amplified during this unprecedented time.

Your support helps ensure that BIAWA is here to answer the call to help when needed.

## 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 5 locations in the Puget Sound region.
- 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, medical providers, law enforcement, caregivers and state social service agencies. BIAWA participates in hundreds of conferences and outreach events, directly reaching nearly 50,000 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 provides the **state's only Pediatric Brain Injury 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, day-trips, and 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 weekdays. 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, establishing The Pooled Alliance Community Trusts | PACT®. PACT offers pooled First and Third Party Special Needs Trusts for those affected by mental or physical disability. PACT is an innovative low-cost, quality solution for our community.



**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.**

Presenting Sponsorship entitles the Sponsor to the following benefits:

### Branding Recognition

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

- BIAWA website (featured until 3 months post event)
- BIAWA newsletter
- Event email blasts, includes 2 Sponsor Spotlights
- Gala Invitation
- PR/press kits
- Media ads
- Event Slideshow
- Event Signage

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

**Please note:** as we respond to COVID-19, event and subsequent fulfillment details are subject to change.

- 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

***The Presenting Sponsor is branded as sponsoring the live auction (including the video feature and entertainment).***



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 (featured until 3 months post event)
- BIAWA newsletter
- Event email blasts, includes 1 Sponsor Spotlight
- Gala Invitation
- PR/press kits
- Media Ads
- Television and/or radio ads
- Event Slideshow
- Event Signage

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

**Please note:** as we respond to COVID-19, event and subsequent fulfillment details are subject to change.

- 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
- **NEW!** Logo in GoBo light – 1 (one) GoBo  
*GoBo placement to be determined*

***Platinum Sponsors are branded as sponsoring the general welcome reception (not VIP event).***

3

Sponsorship Level

**Gold Sponsor | \$17,500**

**Gold Sponsorships are NOT exclusive; BIAWA accepts TWO sponsors at this level. TWO SOLD.**

Gold Sponsorship entitles the Sponsor to the following benefits:

### Branding Recognition

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

- BIAWA website (featured until 3 months post event)
- BIAWA newsletter
- Event email blasts, includes 1 Sponsor Spotlight
- Gala Invitation
- PR/press kits
- Media Ads
- Event Slideshow
- Event Signage

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

**Please note:** as we respond to COVID-19, event and subsequent fulfillment details are subject to change.

- 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
- **NEW!** Logo in GoBo light – 1 (one) GoBo

*GoBo placement to be determined*

**Gold Sponsors are each branded as sponsoring one of the two silent auctions.**

*includes branded item description & bid sheets*

Sponsorship Level

**Silver Sponsor | \$10,000**

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**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 (featured until 3 months post event)
- BIAWA newsletter
- Event email blasts, includes 1 Sponsor Spotlight
- Gala Invitation
- PR/press kits
- Event Slideshow
- Event Signage

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

**Please note:** as we respond to COVID-19, event and subsequent fulfillment details are subject to change.

- 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**

**NEW! Golden Ticket Raffle (includes branded golden balloons) – one sponsor (SOLD)**



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Sponsorship Level

**Bronze Sponsor | \$7,500**

**Bronze Sponsorships are NOT exclusive; BIAWA only accepts SEVEN 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 (featured until 3 months post event)
- BIAWA newsletter
- Event email blasts, includes 1 Sponsor Spotlight
- Gala Invitation
- PR/press kits
- Event Slideshow
- Event Signage

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

**Please note:** as we respond to COVID-19, event and subsequent fulfillment details are subject to change.

- 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

**Bronze Sponsor is branded as sponsoring the**

**Wine Spin (includes branded event Wine Totes) – one sponsor**

**Dessert Auction – one sponsor**

**Heads or Tails Game – one sponsor**

**Guest Favors (luxury chocolate bars on dining table) - two sponsors**

**NEW! Signature Cocktails (includes branded napkins) – two sponsors (SOLD)**

Sponsorship Level

**Purple Sponsor | \$5,000**

Seattle Children's  
HOSPITAL • RESEARCH • FOUNDATION



DIAGNOSTIC IMAGING\*



6

**Purple Sponsorships are NOT exclusive; BIAWA accepts TEN 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 (featured until 3 months post event)
- BIAWA newsletter
- Event email blasts, includes 1 Sponsor Spotlight
- Gala Invitation
- PR/press kits
- Event Slideshow
- Event Signage

### Auction Fulfillment

Fulfillment costs covered by BIAWA:

**Please note:** as we respond to COVID-19, event and subsequent fulfillment details are subject to change.

- Half page black and white ad in event catalogue
- V.I.P. event tickets – 2 (two) VIP tickets
- Invited guests at B.I.G. – 8 (eight) tickets
- Westin valet parking – 1 (one) car

**Purple Sponsors are branded as sponsoring:**

**Dinner Wine (inclusion on dinner menu) – one sponsor**

**NEW! Passed Apps (includes branded napkins) – two sponsors**

**Photo Booth – one sponsor**

**NEW! Passed Wine (includes branded napkins) – two sponsors**

**Survivor Tables – four sponsors**

# Sponsorship Benefits

## Brain Injury Gala 2021

Saturday, May 22, 2020

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.

**Please note:** as we respond to COVID-19, event and subsequent fulfillment details are subject to change. If the event pivots from an in-person event to a virtual event, additional marketing and communications via email and social media platforms will be used to a greater extent.

	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 media ads
Presenting Sponsor <b>\$50,000</b>	Exclusive top placement	Full page color	15 cars	16 VIP tickets	30 Gala tickets	3 tables	4 rooms	2	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	1	Yes
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	8 Gala tickets	-	-		-

*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 Suzette ([suzetteh@biawa.org](mailto:suzetteh@biawa.org))

⇒ **Fax** to BIAWA at 206-467-4808

⇒ **Mail** to BIAWA at PO Box 3044, Seattle, WA 98114





## Gala 2021 Sponsorship Payment Form

**SPONSORING COMPANY**

\_\_\_\_\_

**MAILING ADDRESS**

\_\_\_\_\_

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

**SPONSOR CONTACT & Title** \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Email \_\_\_\_\_

**DESIRED SPONSORSHIP LEVEL** \_\_\_\_\_

**AMOUNT PAID \$** \_\_\_\_\_ **Date 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** \_\_\_\_\_

# 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.*



*I had an office appointment to get enrolled in SSDI, which was cancelled because of COVID-19. My Case Manager spent several hours helping me track down information about my medical and employment history. She also helped me enroll on-line. The process was very confusing and there is no way I could have done this on my own. I am grateful that there was someone who could help me through this process!*

*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 :)*