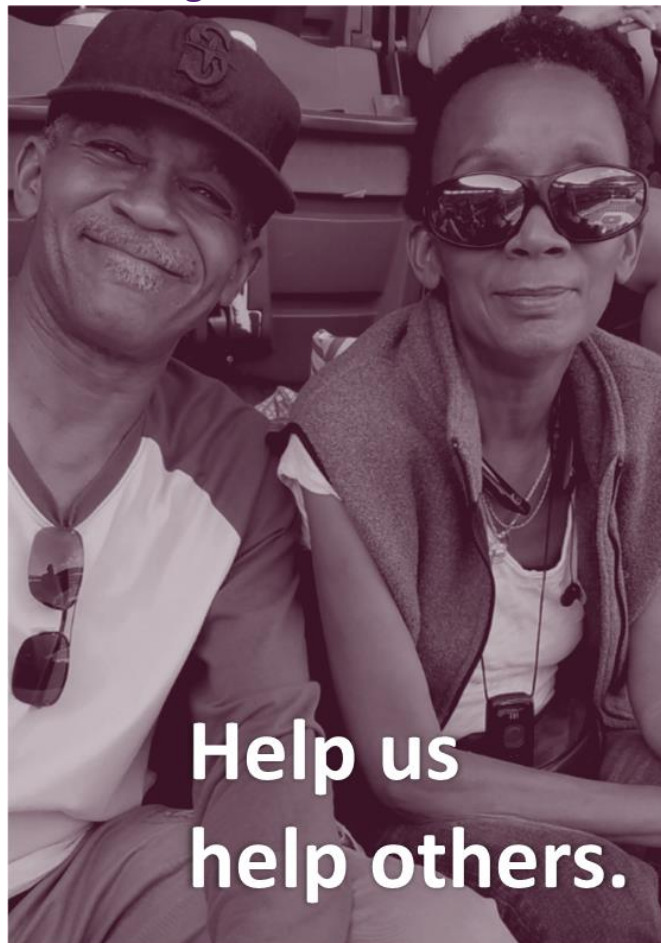


Become A Sponsor

2021 Sponsorship Opportunities

Every person living with a
Brain Injury deserves the
highest quality of life.

Your sponsorship can help
change lives.



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.



2021 Sponsorship Opportunities

2020 has found the world in uncharted territory. There is a lot of uncertainty right now.

But these things we know:

- The silent epidemic of Brain Injury has been over-shadowed in 2020, but the need for services and connections remains. Our fundraising efforts are critical in our ability to respond quickly and efficiently to new challenges to our clients and the brain injury community.
- Your partnership with BIAWA to sponsor an event truly enhances people's lives for the better, especially during these most difficult times.
- Your partnership allows BIAWA to continue providing help, resources and case management for clients across Washington State.
- **Fundraising WILL be occurring in 2021** –events may look a little different in the future; but 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.

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**
- 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

If events pivot from an in-person event to a virtual event, additional marketing and communications via email messaging and social media platforms will be used to a greater extent.

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.

	Podcast Episodes Monthly	Walk, Run, Roll & Ride April 2021	Brain Injury Gala* May 2021	Golf Tourney Sept 2021	Art Show 2021 TBD	Brain Injury Academic Scholarships Annual
Presenting	\$500 / episode Non-exclusive	\$7,500 SOLD!	\$50,000 SOLD!	Contact	\$5,000	Contact
Platinum	N/A	\$5,000	\$25,000	Us	\$2,500	Us
Gold	N/A	\$2,500	\$17,500 SOLD!	For	\$1,000	For
Silver	N/A	\$1,000	\$10,000	Details	N/A	Details
Bronze	N/A	N/A	\$7,500		N/A	
Purple	N/A	N/A	\$5,000		N/A	

***Sponsors of the 2021 Brain Injury Gala receive a 25% discount on sponsorship of Walk, Run, Roll & Ride.**

For more details, please reach out to Suzette Hart, Marketing & Development Manager at suzetteh@biawa.org.

Brain Injury Today Podcast

Started in March 2020 in collaboration with Goal 17 Media as a way to help connect and inform the Brain Injury community in response to COVID-19. We share stories, insights and resources for listeners – content that informs, inspires and gives hope. Sponsors receive recognition at the beginning and end of the podcast, in the show notes, on the podcast landing page, and in all episode marketing materials (digital and printed). Sponsorship is non-exclusive. **A full sponsorship prospectus is available upon request.**



Walk, Run, Roll & Ride (W.R3)

BIAWA invites participants (and pets) of all abilities to **join us virtually** to walk, run, roll or ride on April 10, 2021. This 400+ person exercise in movement 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 an opportunity to include branded swag in participant boxes and complimentary event registrations. The Presenting Sponsor is invited to create a Welcome Video. **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 May 22, 2021, BIAWA will welcome guests (virtually or safely as COVID-19 allows) 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 25 unique opportunities across sponsorship levels, offering different branding and benefits. ***A full event sponsorship prospectus is available upon request.***



Brain Injury Golf Tournament



BIAWA's Brain Injury Golf Tournament is BACK! September 2, 2021 at Meridian Valley Country Club. Over 100 golfers will come together for a fun day on the greens. Guests will enjoy a continental breakfast, box lunch, post-event dinner & cocktails, and awards ceremony. There are multiple opportunities across sponsorship levels, offering different branding and benefits. ***A full event sponsorship prospectus is available upon request.***

Brain Injury Art Show 2021

Every year, BIAWA curates an exhibit showcasing artwork by survivors of Brain Injury. Planning for the **2021 Show** is currently under way.

The **2020 Show** is installed at the **Bellevue Art Museum** from October 2020 – January 2021. Given the unique challenges that COVID has presented for in-person events, unique marketing opportunities were created, including a Virtual Tour video and a Virtual Gallery, highlighting each piece of art. Virtual pieces will be promoted through February 2021. These offer great exposure for both the artists and sponsors. A reception will also be held, depending on COVID-19 restrictions. ***A full event sponsorship prospectus is available upon request.***

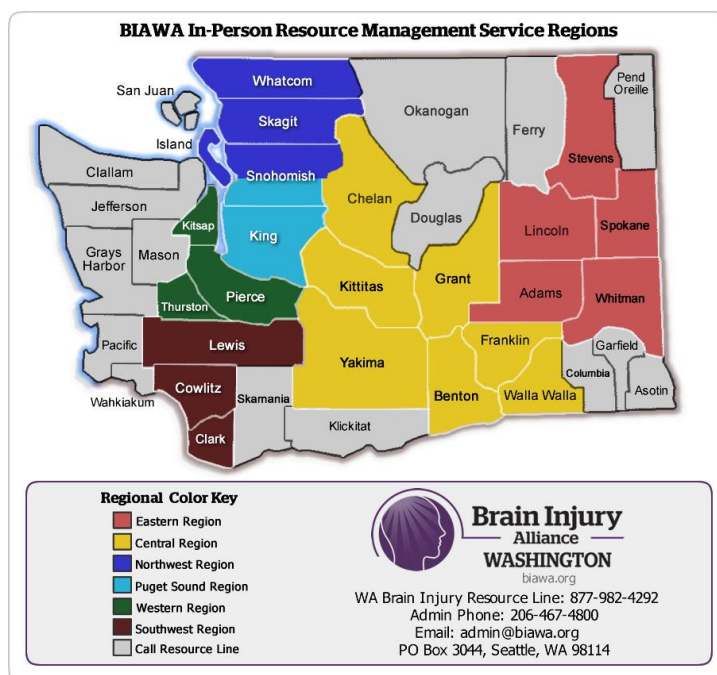


Annual Brain Injury Scholarship Naming Rights

BIAWA is offering naming rights for each of three annual Brain Injury Scholarships awarded to Brain Injury survivors and professionals. BIAWA awards up to five (5) \$1,000 scholarships in the following categories: 1) Eastern Washington Undergraduate Survivor, 2) Western Washington Undergraduate Survivor, and 3) Higher Education / Professional committed to advances in Brain Injury knowledge in Washington State. Annual naming rights of scholarships are available, with first priority on renewal. Sponsors will receive recognition on all scholarship marketing materials (digital and printed). ***Reach out now for more details.***

Sponsors help BIAWA continue through these difficult times to support, educate, and empower those affected by Brain Injury:

- ✚ 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 continues to provide the **state's only Pediatric Brain Injury Resource Management program**, which provides one-to-one support to children and families affected by Brain Injury.
- ✚ BIAWA continues to offer **extensive adult resource management**. BIAWA's Resource Managers assist survivors of Brain Injury across Washington State 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 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 in Seattle, Lynnwood, Puyallup and Tacoma. Classes have been held virtually since June 2020 and participation levels have doubled, or tripled in some instances.
- ✚ BIAWA continues to provide **targeted trainings** on Brain Injury to social service agencies, law enforcement, educators, medical providers, and caregivers.
- ✚ 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. The Kenney Bui Rule was added in 2020 to W.I.A.A. rules to strengthen the Zackery Lystedt Law.



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