



CORPORATE SPONSORSHIP PACKAGE

2019



OUR MISSION

The mission of the Brain Injury Society of Toronto is to enhance the quality of life for people in the City of Toronto, living with the effects of acquired brain injury through education, awareness, support and advocacy.

2019 SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR (Limited to 2)

\$10,000

BIST COMMUNITY EVENTS

- Acknowledgement of your company as a Platinum Sponsor with signage displayed throughout the year at the BIST office (seen by all visitors to the BIST office including survivors, family members, community partners such as Toronto Police Disabilities Consultative Committee, Special Events Committee, Student Placement Partnerships, and walk-in guests)
- Recognition as Platinum Sponsor of the below 2019 workshops/events in marketing materials including on website, eventbrite and event flyers as well as verbal recognition during the opening remarks.
 - 4 week Intro to ABI series - February 25th - March 18th, 2019
 - Community Art Fair – Spring 2019 (Date TBD)
 - Returning to School -Post Concussion Workshop - July 2019
 - Concussion Series - Fall 2019
 - Caregiver Workshop – November 16, 2019
- A table provided to your organization at each of the above workshops/events for educational and promotional materials
- An opportunity to introduce a speaker at the Community Art Fair, Back to School Workshop Post-Concussion Workshop and Caregiver Workshop with time allowed for photos with speakers and BIST staff
- Invitation to attend and an award presentation at the annual BIST Picnic on July 26, 2019 honouring your company for your support and contributions to BIST
- Invitation to attend and acknowledgement of your supports to BIST at the September 25, 2019 Annual General Meeting with a table available for your company's educational and promotional materials
- Invitation for 2 members of your organization to attend either a BIST Community Meeting or Community Outing during the year where we provide onsite recognition and allow time and opportunity for photos
- Invitation for 2 members of your organization, plus 2 guests to attend our Back to School Post-Concussion Workshop and Caregiver Workshop
- Invitation to be present at one of our June Brain Injury Awareness Booths at either Pride Toronto, a Toronto Hospital or Bike to Work Day
- Opportunity to purchase a table at our Community Arts Fair for a nominal fee (this

opportunity is only available to non-profit organizations and our Corporate Sponsors)

- Corporate Sponsor sign at community booths (*as allowed by the event host)

ONLINE ACKNOWLEDGEMENT

Your corporate logo on the BIST website and blog with recognition of your company as a Platinum Sponsor and a link to your website – **combined visits to these sites last year was over 50,000 people**

- Quarterly recognition on BIST's Twitter, Facebook, Linked In and Instagram feeds – **5,000 combined followers with a reach of 70,000 individuals**
- Your company logo in BIST's annual report, which lives on the BIST website
- Your corporate logo featured on all email communications with acknowledgment of your company as a Platinum Sponsor - **10,000 opened emails in 2018**
- The opportunity to use the BIST logo on your website with recognition as BIST's 2019 Platinum Sponsor

FUNDRAISING EVENTS

BIST HEROES 5K

The 2018 5K had over 400 runners and attendance by community partners including:

- Indy 88 Radio Station
- Voices For Abilities Internet Radio Station
- MC Matt Cauz of TSN
- Toronto Professional Firefighter Association

Recognition as a Platinum Corporate Sponsor of the 2019 BIST Heroes Annual 5km Run, Walk or Roll which includes:

- 6 registrations
- A 6-foot table at the event
- Logo on t-shirt given to all participants
- Recognition as Platinum Corporate sponsor of the 5K on BIST website
- Verbal recognition as a Corporate Sponsor at the event, by our Guest MC
- Your company logo on our reusable swag bag
- An opportunity to put your company product enclosure in swag bag
- Opportunity to present prizes at the award ceremony

BIRDIES FOR BRAIN INJURY GOLF TOURNAMENT

- Recognition as BIST's Platinum Corporate Sponsor on signage at BIST's Annual Birdies for Brain Injury Golf Tournament and Webpage
- 1 Hole Sponsorship
- Product enclosure and company brochure in the Swag Bag
- Opportunity to present one of the awards at the awards ceremony

EXTRA

- First right of refusal for à la carte sponsorship opportunities

GOLD SPONSOR (Limited to 4)

\$5,000

BIST COMMUNITY EVENTS

- Acknowledgement of your company as a Gold Sponsor with signage displayed throughout the year at the BIST office (seen by all visitors to the BIST office including survivors, family members, community partners such as Toronto Police Disabilities Consultative Committee, Special Events Committee, Student Placement Partnerships, and walk-in guests)
- Invitation to attend and an award presentation at the annual BIST Picnic on July 26, 2019 honouring your company for your support and contributions to BIST
- Invitation to attend and acknowledgement of your support to BIST at the September 25, 2019 Annual General Meeting with a table available for your company's educational and promotional materials
- Invitation for 2 members of your organization to attend either a BIST Community Meeting or Community Outing during the year where we provide onsite recognition and allow time and opportunity for photos
- Invitation for 2 members of your organization, plus 2 guests to attend our Back to School Post Concussion Workshop and Caregiver Workshop
- Invitation to attend one of our June Brain Injury Awareness Booths at either Pride Toronto, a Toronto Hospital or Bike to Work Day
- Opportunity to purchase a table at our Community Arts Fair for a nominal fee (this opportunity is only available to non-profit organizations and our Corporate Sponsors)
- Corporate Sponsor sign displayed at community booths throughout the year (*as allowed by the event host)

ONLINE ACKNOWLEDGEMENT

- Your corporate logo on the BIST website and blog with recognition of your company as a Gold Sponsor and a link to your website – **combined visits to these sites last year was over 50,000 people**
- Tri-Annual recognition on BIST's Twitter, Facebook, Linked In and Instagram feeds – **5,000 combined followers with a reach of 70,000 individuals**
- Your company logo in BIST's annual report, which lives on the BIST website
- Your corporate logo featured on all email communications with acknowledgment of your company as a Gold Sponsor - **10,000 opened emails in 2018**

- The opportunity to use the BIST logo on your website with recognition as BIST's 2019 Gold Sponsor

FUNDRAISING EVENTS

BIST HEROES 5K

The 2018 5K had over 400 runners and attendance by community partners including:

- Indy 88 Radio Station
- Voices For Abiliites Internet Radio Station
- MC Matt Cauz of TSN
- Toronto Professional Firefighter Association

Recognition as a Gold Corporate Sponsor of the 2019 BIST Heroes Annual 5km Run, Walk or Roll which includes:

- 4 registrations
- A 6-foot table at the event
- Logo on t-shirt given to all participants
- Recognition as Gold Corporate sponsor of the 5K on BIST website
- Verbal recognition as a Corporate Sponsor at the event, by our Guest MC
- Your company logo on our reusable swag bag
- An opportunity to put your company product enclosure in swag bag

BIRDIES GOLF TOURNAMENT

- Recognition as BIST's Gold Corporate Sponsor on signage at BIST's Annual Birdies for Brain Injury Golf Tournament and Webpage
- Sponsorship of either the Registration Table or Silent Auction Table
- Product enclosure and company brochure in the Swag Bag

EXTRA

- Second right of refusal for à la carte sponsorship opportunities

SILVER SPONSOR (Limited to 4)

\$3,500

BIST COMMUNITY EVENTS

- Acknowledgement of your company as a Silver Sponsor with signage displayed throughout the year at the BIST office (seen by all visitors to the BIST office including survivors, family members, community partners such as Toronto Police Disabilities Consultative Committee, Special Events Committee, Student Placement Partnerships, and walk-in guests)
- Invitation to attend and an award presentation at the annual BIST Picnic on July 26, 2019 honouring your company for your support and contributions to BIST
- Invitation to attend and acknowledgement of your support to BIST at the September 25, 2019 Annual General Meeting
- Invitation for 2 members of your organization, plus 2 guests to attend our Back to School Post Concussion Workshop and Caregiver Workshop
- Opportunity to purchase a table at our Community Arts Fair for a nominal fee (this opportunity is only available to non-profit organizations and our Corporate Sponsors)
- Corporate Sponsor sign displayed at community booths throughout the year (*as allowed by the event host)

ONLINE ACKNOWLEDGEMENT

- Your corporate logo on the BIST website and blog with recognition of your company as a Silver Sponsor and a link to your website – **combined visits to these sites last year was over 50,000 people**
- Bi-Annual recognition on BIST's Twitter, Facebook, Linked In and Instagram feeds – **5,000 combined followers with a reach of 70,000 individuals**
- Your company logo in BIST's annual report, which lives on the BIST website
- Your corporate logo featured on all email communications with acknowledgment of your company as a Silver Sponsor - **10,000 opened emails in 2018**
- The opportunity to use the BIST logo on your website with recognition as BIST's 2019 Silver Sponsor

FUNDRAISING EVENTS

BIST HEROES 5K

The 2018 5K had over 400 runners and attendance by community partners including:

- Indy 88 Radio Station
- Voices For Abiliites Internet Radio Station
- MC Matt Cauz of TSN
- Toronto Professional Firefighter Association

Recognition as a Silver Corporate Sponsor of the 2019 BIST Heroes Annual 5km Run, Walk or Roll which includes:

- 2 registrations
- Logo on t-shirt given to all participants
- Recognition as Silver sponsor of the 5K on website
- Verbal recognition as a Corporate Sponsor at the event, by our Guest MC

BIRDIES GOLF TOURNAMENT

- Recognition as BIST's Silver Corporate Sponsor on signage at BIST's Annual Birdies for Brain Injury Golf Tournament and Webpage
- Individual sponsor card at one of the lunch tables
- Product enclosure or company brochure in the Swag Bag

BRONZE SPONSORSHIP (Limited to 7)

\$1,200

BIST COMMUNITY EVENTS

- Acknowledgement of your company as a Bronze Sponsor with signage displayed throughout the year at the BIST office (seen by all visitors to the BIST office including survivors, family members, community partners such as Toronto Police Disabilities Consultative Committee, Special Events Committee, Student Placement Partnerships, and walk-in guests)
- Invitation to attend and verbal acknowledgement at the annual BIST Picnic on July 26, 2019 honouring your company for your support and contributions to BIST
- Invitation to attend and acknowledgement of your supports to BIST at the September 25, 2019 annual General Meeting
- Invitation for 1 member of your organization, plus 1 guest to attend our Back to School Post Concussion Workshop and Caregiver Workshop
- Opportunity to purchase a table at our Community Arts Fair for a nominal fee (this opportunity is only available to non-profit organizations and our Corporate Sponsors)
- Corporate Sponsor sign displayed at community booths throughout the year (*as allowed by the event host)

ONLINE ACKNOWLEDGEMENT

- Your corporate logo on the BIST website and blog with recognition of your company as a Bronze Sponsor and a link to your website – **combined visits to these sites last year was over 50,000 people**
- Your company logo in BIST's annual report, which lives on the BIST website
- Your corporate logo featured on all email communications with acknowledgment of your company as a Silver Sponsor - **10,000 opened emails in 2018**
- The opportunity to use the BIST logo on your website with recognition as BIST's 2019 Bronze Sponsor

FUNDRAISING EVENTS

BIST HEROES 5K

The 2018 5K had over 400 runners and attendance by community partners including:

- Indy 88 Radio Station
- Voices For Abiliites Internet Radio Station
- MC Matt Cauz of TSN
- Toronto Professional Firefighters Association

Recognition as a Bronze Corporate Sponsor of the 2019 BIST Heroes Annual 5km Run, Walk or Roll which includes:

- 1 registration
- Company name on t-shirt given to all participants
- Recognition as Bronze Sponsor of the 5K on website

BIRDIES GOLF TOURNAMENT

- Recognition as Bronze Corporate Sponsor on signage at BIST's Annual Birdies for Brain Injury Golf Tournament
- Product enclosure or company brochure in the Swag Bag

Please note that the annual sponsorship does not include sponsorship of the BIST/OBIA Mix and Mingle



What your sponsorship dollars support....

BIST Programs and Services

Community Meetings

BIST hosts monthly meetings featuring a guest speaker, along with time to share stories, information and tips with other people living with ABI and family members. Meetings are open to anyone who is interested and are held on a drop-in basis.

Social Drop-In Program

BIST offers a monthly social drop-in program that allows members to have a place to meet up to socialize, play games and work on projects together. This program is open to all members who are interested and are held on a drop-in basis.

Concussion Series

BIST offers this course on taking stock of personal resources and coping skills while dealing with persistent concussion symptoms once per year.

Brain Injury Survivor Support Group

This group is for adults over the age of 26 who are living with the effects of a brain injury. It allows a chance for support and connection in a safe and supportive environment. Facilitated by a Social Worker, this group allows both in person and virtual participation.

Young Adult Program

A monthly support group for youth living with ABI who are between 18-29, run by a Social Worker it provides youth a chance to connect with one another, listen to guest speakers and participate in group discussions and activities.

Parent Support Group

A monthly support group run by a Social Worker for parents of children with brain injuries. It is a chance for parents to connect with peers, find out about resources and get support.

Caregiver Peer Support Group

This group meets once per month and allows a venue for caregivers of a person with an ABI to connect, share and socialize in a safe space.

Women with ABI Support Group

This group began in September 2018 and is funded by the Shoppers Drug Mart, Shoppers Love You Program. The group is open to women who have sustained a brain injury, providing them with a space to connect and share learnings, challenges and experiences and is run by a Social Worker.

Peer Support Mentoring

The Peer Mentoring program matches people with ABI or family members with volunteer mentors who can share their experience, offering support and practical tips and information. BIST participates in this program with many other brain injury associations across Ontario, allowing access to a wide variety of mentors with diverse experiences and information.

Community Outings

Once a month BIST goes on a community outing, which can include trips to Toronto attractions, such as the ROM, the movies and the AGO.

There are also special trips planned throughout the year, such as going to the theater or a sports game.

Community Art Show

This annual event hosted by BIST brings together BIST artists who showcase their writing, sculpture, painting, photography or crafts.

**Booths at this fair are only open to non-profit organizations and BIST Corporate Sponsors, who can purchase a spot for a nominal fee.*

Educational Workshops

BIST holds educational workshops throughout the year. These workshops are held for professionals, survivors and their families. Past topics have included:

- Sleep and ABI
- Returning to Post-Secondary Education Following a Concussion
- Self Care and Communication for ABI Caregivers

Additional Groups/Workshops

BIST continually strives to meet the needs of our members and audits our supports and services throughout the year and adding new programs when needed.

Community Education

BIST provides community workshops and information sessions to various organizations as requested. During 2018 we had the opportunity present at:

- Providence Health Conference

- Homes First Agency Meeting
- City of Toronto Employment and Social Services, Health and Wellness Fair
- CNIB

Consultation Committees and Partnerships

BIST is proud to be a member/partner and voice for ABI survivors with the following groups:

- Toronto District School Board's Special Education Advisory Committee (SEAC)
- Toronto Police Disability Community Consultative Committee
- Vulnerable Road Users Coalition
- Medic Alert
- Equity Buttons

Funding Applications

Your sponsorship dollars allow the BIST team to apply for further grants to allow for a broader reach and support of the ABI population. Successful Grant Applications submitted by BIST include:

Shoppers Drug Mart – Shoppers Love You Program -This grant was provided for BIST to begin a monthly support group specifically for women with Brain Injury. This group is scheduled to begin in September 2018.

Kiwanis Club of Toronto – BIST was a recipient of their Centennial Grant Celebrating 100 years of Kiwanis Toronto Helping Kids. This grant was provided to BIST to help provide fidget toys, non-florescent lighting, weighted blankets and supportive chairs to the members of our Young Persons Group.

Ontario Trillium Grow Grant - This grant was received in December 2017 and is a joint project with the Brain Injury Association of Durham. It provides three year funding for a Transitional Support Coordinator who can assist individuals struggling with the financial burden of being unable to work due to their injury/cognitive abilities to stabilize their lives and apply for ODSP supports.

Ontario Trillium Seed Grant - This grant was received in October 2018 and is a joint project with the Brain Injury Association of Durham. It provides one year funding for a Homeless Prevention Coordinator who can assist individuals with ABI struggling with securing or maintaining housing.



ABI Awareness

BIST works to help raise awareness of Acquired Brain Injury and its effects. BIST volunteers speak to community groups to help increase the knowledge of brain injury and improve their ability to support people in their community. We promote our awareness campaign (www.areyouaware.ca) in the media, at public events and through our social media. This year, BIST was featured on Breakfast Television, CFRB, Voices4Ability and The Disability Channel. We also had booths at various hospitals as well as, Ride to Work Day, the Abilities Fair and at Toronto Pride.



What do our Members Say?

“Supportive, reliable, understanding, positive! And the list goes on... I am just really impressed with the main people from BIST.” - BIST Member

“Since being a member of BIST...I have been given so many opportunities to be around peers, friends and talk to many brain injury survivors like myself. To spread the word, advocate and educate many about brain injury.”- BIST Member

“Best brain injury group in Toronto. I do not feel alone and learn about TBI and how to cope and have fun too.”- BIST Member



As a Corporate Sponsor, you are automatically acknowledged as a sponsor at the below BIST signature events

Fundraising Events

BIST 5K Heroes of Brain Injury Run Walk & Roll

This event is a cornerstone fundraiser for BIST since it was created in 2011. The run takes place in October in Wilket Creek Park. With over 400 participants, plus spectators, families and volunteers it has become a not to be missed event for the whole family.



Birdies for Brain Injury Golf Tournament

This year will be our fifth year running this fun & successful tournament, a fun day for golfers and spectators alike!



