



## CORPORATE SPONSORSHIP PACKAGE

2018



## 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.**

## What your sponsorship dollars support

### BIST Programs and Services

#### **Community Meetings**

BIST hosts monthly meetings featuring a guest speaker, with time to share stories, information and tips with others living with ABI and their 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 members who are interested and are held on a drop-in basis.

#### **Wellness Recovery Action Plan (WRAP) Group for Adults Living with Concussion Symptoms**

BIST offers this 10-week course once per year. The group explores how to take stock of personal resources and coping skills while dealing with persistent concussion symptoms.

#### **Brain Injury Survivor Support Group**

This group is for adults over the age of 29 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 physical 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.

#### **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 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, the movies and the AGO.

Additional trips are planned and offered throughout the year based on members' interests and access to funding.

### **Community Fair and ABI Art Show**

This annual fair hosted by BIST brings together community agencies that showcase their supports and services to BIST members and the community at large. It is held in conjunction with an ABI Expressive Art Show whereby our members showcase their writings, sculptures and paintings.

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

### **Educational Workshops**

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

- Behavioural Complications and Possible Medical Complications following ABI
- Finding and Advocating for the Support You Need
- 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, adding new programs when needed. In 2017, based on member feedback, we ran four sessions on Mindfulness and Art. New programs and supports will continue to develop in 2018 based on funding opportunities and member needs.

### **Community Education**

BIST provides community workshops and information sessions to various organizations as requested. During 2017 we had the opportunity to speak with the team at Homes First, an organization that provides housing options for people in need; and Toronto Social Services, discussing the impact of brain injury as well as the services offered by BIST.

## Consultation Committees

BIST members sit on the Toronto District School Board's Special Education Advisory Committee (SEAC) as well as the Toronto Police Disability Community Consultative Committee to promote brain injury awareness and advise on issues and stigma relating to this community.



## 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](http://www.areyouaware.ca)) on the media, at public events and through our social media. This year, BIST was featured on Breakfast Television, CBC Radio, CIUT and The Disability Channel. We also had booths at various hospitals as well as at Toronto Pride. In 2018 we plan on continuing to grow our awareness campaign to educate even more individuals on the impacts of brain injury.



## 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 [can] 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 following 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 fourth year running this fun & successful tournament, a fun day for golfers and spectators alike!

### **BIST Giving Tuesday Pop Up Thrift Shop**

BIST began this initiative in 2016, when we realized there was a need for our members to have a place where they could purchase gifts and winter items at a minimal cost. We collect donated items and BIST and community members are able to purchase them as pay-what-you-can. This has become a great fundraising initiative for BIST as well as a way for us to interact with the larger community while providing individuals with much needed items.

## New this Year! Mindfulness Afternoon Tea Networking Event

In February 2018, BIST will host its first Mindfulness Tea Networking event. Participants will have an opportunity to spend a Sunday afternoon at the Old Mill sipping tea, eating scones and networking with others and learning about Mindfulness in both the personal and professional world.

## Social Media, Website and E-mail Reach

BIST prides itself on our ability to connect with the brain injury community on a variety of platforms. All our Corporate Sponsors are included on every e-blast BIST sends out along a link to their website. From January – November 2017, BIST had over **10,000** opened emails!

All Corporate Sponsors will have their logos placed on BIST's Facebook page, website and blog. BIST has over **1,100** Facebook followers, and between January –November 2017 our blog and website had a combined visitor rate of over **33,000** people.

Depending on the Sponsorship level, BIST will also provide acknowledgement for your generosity on all our social media platforms throughout the year. Our combined reach between Facebook, Instagram, Linked In and Twitter from January – November 2017 was **762,768** people.





## BIST Corporate Sponsorship Levels

Our annual Corporate Sponsorships allow sponsors to better plan their annual budget and to make one commitment to sponsor BIST for the entire year. These sponsorships will be in place from January 1, 2018 to December 31, 2018.

BIST will promote sponsorship opportunities as they arise and will ensure these opportunities are transparent and are made equally available to all interested supporters. Sponsorship opportunities will be limited to events and publications.

Our mission is our key priority, and we strive to deliver value to our members while remaining objective about their interests. It is important for BIST to avoid all real and perceived conflicts of interest and therefore our sponsorship policies reflect our need to remain independent and free from influence.

In addition to the annual sponsorships, BIST will continue to offer individual sponsorship opportunities for certain events that it offers throughout the year.

**We look forward to working with you!**

## PLATINUM SPONSOR (Limited to 2)

\$10,000

- Acknowledgement of your company as a Platinum Sponsor with signage at all fundraising and community events throughout the year;
- Recognition as Joint Lead Sponsor of our 2018 Educational Workshops;
- Opportunity to introduce a speaker at all of our 2018 Educational Workshop events;
- A table provided to your organization at every BIST workshop for educational and promotional materials;
- Recognition as a Platinum Corporate Sponsor of the 2018 BIST Heroes Annual 5km Run, Walk or Roll;
- 6 registrations for the 2018 BIST Heroes Annual 5km Run, Walk or Roll, a 6-foot table at the event, signage recognition as Platinum Corporate sponsor of the Run, Walk or Roll on BIST website, verbal recognition as a Corporate Sponsor at the event, **your company logo on our reusable swag bag** as well as an opportunity to put your company product enclosure in swag bag;
- Opportunity to present prizes at 2018 BIST Heroes Annual 5km Run, Walk or Roll award ceremony;
- Your corporate logo on the BIST website, Facebook page and blog with recognition of your company as a Platinum Sponsor and a link to your website;
- **Quarterly** recognition on BIST's Twitter, Facebook, Linked In and Instagram feeds;
- Exclusive sponsor of one of BIST's monthly support or community groups with a table available at the sponsored group for your company's educational and promotional materials;
- Recognition as BIST's Platinum Corporate Sponsor on signage at BIST's Annual Birdies for Brain Injury Golf Tournament;
- Recognition as BIST's Platinum Corporate Sponsor on **marketing materials** and signage at BIST's Inaugural Mindfulness Afternoon Tea Networking Event;
- Product enclosure and company brochure in the BIST's Annual Golf Tournament Swag Bag;
- Opportunity to present one of the awards at the BIST Annual Golf Tournament ceremony;
- The opportunity to use the BIST logo on your website with recognition as BIST's 2018 Platinum Sponsor;
- An award presentation at the annual BIST Picnic honouring your company for your support and contributions to BIST;
- Acknowledgement of your supports to BIST at the annual General Meeting with a table available for your company's educational and promotional materials;
- 8 memberships to BIST;

- The opportunity to purchase a booth at the BIST Community Fair for a nominal fee;
  - 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; and,
  - First right of refusal for à la carte sponsorship opportunities
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JOHN TORY  
MAYOR

*Proclamation*

**June is Brain Injury Awareness Month**



**GOLD SPONSOR (Limited to 4)****\$5,000**

- Acknowledgement of your company as a Gold Sponsor with signage at all fundraising and community events throughout the year;
- Recognition as a Gold Sponsor of the 2018 BIST Heroes Annual 5km Run, Walk or Roll;
- 4 registrations for the 2018 BIST Annual Heroes 5km Run, Walk or Roll, 6 foot table at the event, **logo on reusable Swag Bag** and product enclosure with your company logo in Swag Bag;
- Your corporate logo on the BIST website, Facebook page and blog with recognition of your company as a Gold Sponsor and a link to your website;
- **Tri-annual** recognition on BIST's Twitter, Facebook, Linked In and Instagram feeds;
- The opportunity to use the BIST logo on your website with recognition as a 2018 Gold Sponsor;
- Recognition as Gold Sponsor of our 2018 Educational Workshops;
- Recognition as BIST's Gold Corporate Sponsor on signage at our Annual Birdies for Brain Injury Golf Tournament;
- Recognition as BIST's Gold Corporate Sponsor on signage at BIST's Inaugural Mindfulness Afternoon Tea Networking Event;
- Product enclosure and company brochure in the BIST's Annual Golf Tournament Swag Bag;
- An award presentation at the annual BIST Picnic honouring your company for their support and contributions to BIST;
- Acknowledgement of your support to BIST at the Annual General Meeting with a table available for your company's educational and promotional materials;
- 4 memberships to BIST;
- The opportunity to purchase a booth at the BIST Community Fair for a nominal fee
- Your corporate logo featured on all email communications with acknowledgment of your company as a Gold Sponsor
- Your company logo in BIST's annual report, which lives on the BIST website; and,
- Second right of refusal for à la carte events

## SILVER SPONSOR (Limited to 4)

\$3,500

- Recognition as a Silver Sponsor of the 2018 BIST Heroes Annual 5km Run, Walk or Roll
- 2 registrations for the 2018 BIST Annual Heroes 5km Run, Walk or Roll;
- Your company product enclosure in 2018 Heroes BIST Annual 5km Run, Walk or Roll swag bag;
- **Biannual** recognition on BIST's Twitter, Facebook, Linked In and Instagram feeds;
- Your corporate logo on the BIST website, Facebook page and blog with recognition of your company as a Silver Sponsor and a link to your website;
- The opportunity to use the BIST logo on your website with recognition as a 2018 Silver Sponsor;
- Recognition as a Silver Corporate Sponsor on signage at our Annual Birdies for Brain Injury Golf Tournament;
- Recognition as BIST's Silver Corporate Sponsor on signage at BIST's Inaugural Mindfulness Afternoon Tea Networking Event;
- Your company brochure given out to participants in the 2018 BIST Annual Golf Tournament;
- 2 memberships to BIST;
- Your corporate logo featured on all email communications with acknowledgment of your company as a Silver Sponsor;
- The opportunity to purchase a booth at the BIST Community Fair for a nominal fee;
- Your company logo in BIST's annual report, which lives on the BIST website;
- An award presentation at the annual BIST Picnic honouring your company for their support and contributions to BIST and,
- Acknowledgement of your support to BIST at the Annual General Meeting with a table available for your company's educational and promotional materials

**BRONZE SPONSORSHIP (Unlimited)****\$1,000**

- Recognition as a Bronze Sponsor of the 2018 BIST Heroes Annual 5km Run, Walk or Roll
- 1 registration for the 2018 BIST Heroes Annual 5km Run, Walk or Roll;
- Your corporate logo on the BIST website, Facebook page and blog with recognition of your company as a Bronze Sponsor and a link to your website;
- The opportunity to use the BIST logo on your website with recognition as a 2018 Bronze Corporate Sponsor;
- Recognition as a Bronze Corporate Sponsor on signage at our Annual Golf Tournament;
- Recognition as BIST's Bronze Corporate Sponsor on signage at BIST's Inaugural Mindfulness Afternoon Tea Networking Event;
- 2 memberships to BIST;
- Your corporate logo featured on all email communications with acknowledgment of your company as a Bronze Sponsor;
- Your company logo in BIST's annual report, which lives on the BIST website;
- The opportunity to purchase a booth at the BIST Community Fair for a nominal fee;
- Verbal Acknowledgement of your supports to BIST at the Annual Picnic and General Meeting

***Please note the corporate sponsorship plans outlined in this package do not include sponsorship of the BIST/OBIA Mix & Mingle.***



**Thank you for your support!**

