

BIST



Brain Injury Society of Toronto

Heroes Run, Walk, Roll OR Bike

SEPT 24, 2023 | WILIKET CREEK PARK | WWW.BIST.CA/5K

2023

SPONSORSHIP

PACKAGE

For more information contact:
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ABOUT THE BRAIN INJURY SOCIETY OF TORONTO (BIST)

OUR MISSION:

The mission of the Brain Injury Society of Toronto (BIST) 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.

OVER THE PAST YEAR WE:

- **LAUNCHED IN PERSON PROGRAMS!** We currently offer a mix of ONLINE and IN PERSON programs to meet the accessibility needs of our members - including IN PERSON and ONLINE support groups, workshops and FREE Community Outings.
- **HELPED** members access practical items including groceries, medication, financial assistance, technology and other essential supports.
- **CREATED NEW PROGRAMS**, including Freaky Fridays, an arts-based Drop-In Program which offers special programs facilitated by people with lived experience of brain injury.
- **HELD** a month-long 'Art on the Brain' Expressive Arts Show at Assembly Hall Gallery in Etobicoke, featuring over 40 artists who live with the effects of brain injury.
- **PUBLISHED** weekly a 'What's Up Wednesday' email newsletter to update members on community resources and information, as well as BIST programming.
- **ATTRACTED** almost 350 registrants to our Heroes Run, Walk, Roll or Bike in 2022 AND SOLD OUT Hole Sponsorships on BOTH COURSES at our Birdies for Brain Injury Golf Tournament in 2023.
- **COLLABORATED** with organizations across Canada on issues of Brain Injury and Intimate Partner Violence (IPV.)
- **FACILITATED** province-wide trainings on the Brain Injury and Justice.
- **HELD 2 TALKS** at the Toronto ABI Network Conference



The CN Tower lit green and blue for Brain Injury Awareness Month, June 2023.

ABOUT OUR HEROES RUN, WALK ROLL OR BIKE

2023 marks our 12th Annual Heroes, Run, Walk, Roll OR BIKE

EVENT HIGHLIGHTS:

- **A GREAT EVENT** for the **WHOLE FAMILY** - including pet dogs!
- **NEW!** CHOOSE either a 1 KM Run, Walk OR Roll OR our traditional 5 KM Route! **OR:**
- **NEW!** CHOOSE either our Family Friendly 15 KM Bike Ride OR a more challenging 35 KM Bike Route
- **NEW!** After your Run, Walk or Roll, participate in a Heroes Scavenger Hunt in the Park
- EVERYONE gets a BIST Race Day T-Shirt and Amazing Swag Bag
- Chance to WIN prizes for best costume, top fundraiser, fastest runners, and MORE!
- REGISTER as an individual, family or with a team!

EVENT DETAILS:

Heroes Bike

7 AM Ride Kit Pick Up

8 AM - Ride Start



The cutest HERO DOGS in town come to our event!

Heroes Run, Walk OR Roll

8 AM - Runners/walkers/roller registration starts

9:10 AM - Event Opening remarks

9:15 AM - Runners / Walkers / Rollers Group Warm Up

9:30 AM - 1KM Roll / Walk/ Run starts

10 AM - Run / Walk / Roll starts

10 AM - The Amazing Brain Race - Scavenger Hunt and Bounce House

11:15 AM - Pie in the Face start

11:30 AM - Award presentation and closing remarks

SPONSORSHIP OPTIONS

PRESENTING Sponsor | \$6,000 LIMITED TO 1

- Naming rights for the 5K – BIST Heroes 5K Run, Walk, Roll OR Bike Presented by: YOUR COMPANY
- All Media Advertisements mentioning Your Company “... Presents BIST Heroes Run, Walk, Roll OR Bike”
- Signage recognition as Heroes Presenting Sponsor on site
- Your logo on 4 x 4 Banner on Start / Finish Arch
- **20 Registrations to the event**
- 6ft Table at Race Event
- Identification as Presenting Sponsor on T-Shirt given to all racers including YOUR logo
- Identification as Presenting Sponsor on BIST 5K website including a graphic image of YOUR logo and a link to YOUR website
- 6 Social Media Posts highlighting your company as a Presenting Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram and Twitter)
- YOUR logo on reusable Swag Bag and optional product in Swag Bag
- Verbal recognition as Presenting Sponsor during opening remarks at event
- Opportunity to present prizes for the 5 KM: Fastest Chip Time (Female & Male) and Top Fundraiser Award
- The opportunity to use the BIST logo on your website with recognition as BIST Heroes Presenting Sponsor
- An opportunity to work with our Communications Manager to develop 3 blog posts focusing on YOUR COMPANY’S Products or Services



A family of HEROES at our Virtual Run, Walk OR Roll in 2021 wearing their Race Day t-shirts

GOLD Sponsor | \$2500 - Limited to 4

- Signage recognition as Gold Sponsor on site with logo
- **8 Registrations**
- 6ft Table at Race Event
- Identification as Gold Sponsor on T-Shirt that includes your company logo and will be given to ALL Hero Participants: Runners, Walkers, Rollers, Cyclists including YOUR LOGO
- Identification as Gold Sponsor on BIST 5K website including a graphic image of your company's logo and a link to your company's website
- 4 Social Media Posts highlighting your company as a Gold Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)
- Company logo on reusable Swag Bag and optional product enclosure
- Verbal recognition as Gold Sponsor during opening remarks at race
- Opportunity to present prizes for 1 KM: Fastest Chip Time (Male and Female)

SILVER Sponsor | \$1500 - Limited to 8

- Signage recognition as Silver Sponsor on site with logo
- **4 Registrations**
- Identification as Silver Sponsor on T-Shirt including your company logo and given to ALL Hero Participants: Runners, Walkers, Rollers, Cyclists including YOUR LOGO
- Identification as Silver Sponsor on BIST 5K website including a graphic image of your company's logo and a link to your company's website
- 2 Social Media Posts highlighting your company as a Silver Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)
- Option to have company product in Swag Bag
- Verbal recognition as Silver Sponsor during opening remarks at the event

BRONZE Sponsor | \$500 - Unlimited

- Signage recognition as Bronze Sponsor on Site
- **2 Registrations**
- Your company's name as Bronze Sponsor on T-Shirt given to ALL Hero Participants: Runners, Walkers, Rollers, Cyclists
- Identification as Bronze Sponsor on BIST 5K website including a link to your company's website
- Option to have company product in Swag Bag

NEW

BBQ Sponsor | \$1000 - Limited to 1

- Signage recognition as BBQ Sponsor on site with logo
- Identification as BBQ Sponsor on T-Shirt given to ALL Hero Participants: Runners, Walkers, Rollers, Cyclists including YOUR LOGO
- 1 Social Media Posts highlighting your company as a Community Hero on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)
- Company logo on BIST 5K website with a link to webpage
- Option to have company product in Swag Bag



BAND Sponsor | \$2000 - Limited to 1 **SOLD OUT**

- Band will walk 5 KM course playing instruments
- Band members will wear sponsor T-Shirts with YOUR LOGO
- Identification as Band Sponsor on T-Shirt given to ALL Hero Participants: Runners, Walkers, Rollers, Cyclists including YOUR LOGO
- Company logo on BIST 5K website with a link to webpage
- Option to have company product in Swag Bag

COMMUNITY HERO Sponsor - \$1000 - Limited to 1 **SOLD OUT**

- Community Heroes will cheer 1 KM and 5 KM participants when they cross the finish line, distribute Hero Stickers
- Signage recognition as Community Hero on site with logo
- Identification as Community Hero on T-Shirt given to ALL Hero Participants: Runners, Walkers, Rollers, Cyclists including YOUR LOGO
- 1 Social Media Posts highlighting your company as a Community Hero on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)
- Company logo on BIST 5K website with a link to webpage
- Option to have company product in Swag Bag

WATER Sponsor | \$750 - Limited to 1 **SOLD OUT**

- Logo at water table
- Can either be staffed by sponsor or BIST volunteer
- Option to provide own water bottles with company logo (Sponsor to cover cost)
- Company logo on BIST 5K / Bike website with link to webpage

PIE-IN-THE-FACE Sponsor | \$700 limited to 1 **SOLD OUT**

- For every \$5,000 raised TOTAL for our Run, Walk, Roll OR Bike, one brave volunteer from BIST will get a pie-in-the-face!
- For each team that raises \$1,000 or more the Team Leader can choose one of their own team to have a pie in the face!
- Signage acknowledging your sponsorship will be at the pie table
- Company name on the BIST 5K website with link to webpage

POST RUN, WALK, ROLL ACTIVITY Sponsor | \$500 - Limited to 1

- Sign with logo on stage during Activity
- Company logo on BIST 5K / Bike website with link to webpage
- Company arranges activity in consultation with BIST

SOLD OUT



HEROES RUN, WALK, ROLL OR BIKE

SPONSORSHIP CHART

	PRESENTING	GOLD	SILVER	BRONZE	BAND	HERO	WATER	POST-EVENT
Price	\$6000	\$2500	\$1500	\$500	\$2000	\$1000	\$750	\$500
Number Available	1	4	8	Unlimited	1	1	1	1
Naming Rights	✓							
Banner on Site	✓							
Signage Recognition	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Registrations	20	8	4	2				
Table at Event	✓	✓						
T-Shirt	Logo	Logo	Logo	Name	Logo*	Logo		
Recognition on website	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Posts	6	4	2			1		
Swag Bag	Logo & Product	Logo & Product	Product	Product	Product	Product		
Recognition During Speeches	✓	✓	✓					
Permission to use BIST logo on Sponsor's Website	✓							
Present Prizes	✓	✓				✓**		
Blog Posts	3							

* Band Wears Separate Shirt with Sponsor Logo

** Heroes present stickers and cheers as participants complete 1 and 5 KM

WHAT YOUR SPONSORSHIP SUPPORTS ...

COMMUNITY MEETINGS

BIST hosts monthly meetings featuring a guest speaker, along with time to share stories, information and tips with other people living with brain injury and family members. Meetings are open to anyone who is 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.

SUPPORT GROUPS

BIST runs support groups for adults living with the effects of brain injury: mixed-gender and for female-identified individuals. Groups run twice a month, once online and once in person. In addition, we run a series of weekly mental health Wellness Recovery Action Plan Groups (WRAP) throughout the year.

SOCIAL DROP-INS AND COMMUNITY OUTINGS

BIST runs Social Drop-Ins for: male-identified individuals who live with brain injury (twice a month - once online and once in-person), weekly online 'Not So Blue Mondays' programs (in conjunction with CHIRS) and weekly in-person 'Freaky Fridays' programs. Once a month, BIST Members go on a free community outing to Toronto attractions such as the Museum, Art Gallery etc.

ARTS-BASED PROGRAMS - NEW!

In 2023, BIST began running more Arts Based programs during Freaky Friday Sessions. Programs include: Art Therapy, Crocheting, Sculpture (Fall 2023) and Story Telling (Fall 2023.)

PEER SUPPORT MENTORING

The Peer Mentoring program matches people with brain injury or family members with volunteer mentors who can share their experience, offer 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.

EXPRESSIVE ART SHOW

This annual event hosted by BIST brings together artists who live with the effects of brain injury, allowing the opportunity to showcase their writing, sculpture, painting, photography or crafts. **In 2023, we featured over 40 artists who live with brain injury at Assembly Hall from May 17th - June 14th.**

CASE COORDINATION SUPPORT

BIST has staff who provide case coordination services for people living with the effects of brain injury and other cognitive impairments. Case coordination is for people who need assistance in securing housing, financial, medical and/or community support.

SUPPORT FOR PEOPLE WHO CARE ABOUT INDIVIDUALS LIVING WITH BRAIN INJURY (CAREGIVERS)

BIST runs a monthly online drop-in for Friends and Family Members of people who live with brain injury. We also host annual workshop providing information and resources to caregivers.

... AND MUCH MORE!



FOR MORE INFORMATION CONTACT

Laura Bellon

CHIEF EXECUTIVE OFFICER

Brain Injury Society of Toronto (BIST)

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