BIST
Brain Injury Society of Toronto

2021
SPONSORSHIP PACKAGE

To Purchase Visit www.bist.ca/sponsorship
OR contact Melissa Vigar, mvigar@bist.ca
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.

OUR WORK IN 2020

When life shut down in March, BIST immediately moved all programs online and began providing telephone support via a Warm Line. Our Community Coordinators provided full services to clients, using phone, Internet, and when safe to do so, met in person one-on-one with clients, following all safety guidelines.

We are proud to report we had no interruption of services.

In addition we:

- INCREASED our support services, including assisting members access groceries, medication, financial assistance and other essential supports.
- LAUNCHED NEW online programming including webinars on mindfulness, stress management, yoga, beading, a WRAP Mental Health Support Group, Drumming for Youth and more.
- *INCREASED communications - our monthly newsletter transitioned to a WEEKLY, 'What’s Up Wednesday' e-blast in order to update members on Covid-19 resources and information, as well as BIST programming.
  *All Corporate Sponsors are acknowledged in each of these emails - with a direct link to their websites. We've had 16,000 opened emails in 2020 so far.
- Successfully transitioned our fundraisers: attracting almost 300 participants to our Virtual Heroes Run, Walk or Roll, holding our SOLD OUT Birdies for Brain Injury Golf Tournament, with safety modifications, and two ‘Nix the Mix’ online events in conjunction with the Ontario Brain Injury Association in lieu of our annual ‘Mix & Mingle’ event.
- Launched an online toolkit about Financial Abuse / Fraud Awareness: www.bist.ca/financial-abuse to protect those most vulnerable to financial abuse and scams
- Launched www.abijustice.org - the first and currently the only resource in Ontario that aims to decrease common barriers that become present for persons with brain injury when faced with legal matters.
The Covid-19 Pandemic will likely impact public events and gatherings throughout 2021. As such, BIST is modifying our Corporate Sponsor Package to increase online recognition for our sponsors.

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
PLATINUM SPONSORSHIP

$10,000 - LIMITED TO 2

ONLINE ACKNOWLEDGEMENT

Your COMPANY LOGO on the BIST website and blog with recognition of your company as a Platinum Sponsor and a link to your website - we had over 75,000 combined visits to these sites last year.

- Quarterly recognition on BIST’s Twitter, Facebook, Linked In and Instagram feeds – with over 7000 combined followers with a reach of over 1 MILLION individuals.

- Your COMPANY LOGO in BIST’s Annual Report, which lives on the BIST website.

- Your COMPANY LOGO featured on all email communications with acknowledgment of your company as a Platinum Sponsor – 16,000 opened emails in 2020 to date - an increase of 60% from last year.

- The opportunity to use the BIST logo on your website with recognition as BIST’s 2021 Platinum Sponsor.

- Recognition as Platinum Sponsor of the below 2021 workshops/events in marketing materials including on website, Eventbrite and social media posts as well as verbal recognition during the opening remarks (whether these events occur online or in person) and an opportunity to introduce the speakers.

  - 4 week Intro to ABI series – February/March 2021
  - Expressive Art Show – Spring 2021
  - Concussion Series – Fall 2021
  - 4 week Yoga Series - Winter 2021

ALTERNATIVE ACKNOWLEDGEMENTS FOR IN-PERSON EVENTS

While public health guidelines prohibit in-person programs and events, Platinum Corporate Sponsorship will be further acknowledged by:

- Opportunity to create a 3 to 4 part Webinar Series with sponsorship level acknowledged in all promotions, on BIST online programs calendar and while introducing webinars. Webinars will then live on BIST website: www.bist.ca/webinars and on BIST YouTube Channel.

- Opportunity to present Volunteer of the Year Awards – either during webinar or by video (Sponsor’s choice.)

- Opportunity to feature up to 4 Virtual Expressive Art Show art pieces on your company’s social media / website with acknowledgement of sponsorship level of the Virtual Expressive Art Show. (BIST will arrange permissions with artists.)

- Opportunity to contribute content for BIST’s Social Media Brain Injury Awareness Campaign in June 2021 (4 posts), which BIST will distribute over all Social Media Channels, acknowledging sponsorship level.

- Acknowledgement of your company as a Platinum Sponsor with signage displayed throughout the year at the BIST Office –> Sign will be seen by Community Clients who access the Office for appointments.

ONLINE ACKNOWLEDGEMENT

$10,000 - LIMITED TO 2

ONLINE ACKNOWLEDGEMENT

Your COMPANY LOGO on the BIST website and blog with recognition of your company as a Platinum Sponsor and a link to your website – we had over 75,000 combined visits to these sites last year.

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- Opportunity to contribute content for BIST’s Social Media Brain Injury Awareness Campaign in June 2021 (4 posts), which BIST will distribute over all Social Media Channels, acknowledging sponsorship level.

- Acknowledgement of your company as a Platinum Sponsor with signage displayed throughout the year at the BIST Office –> Sign will be seen by Community Clients who access the Office for appointments.
IN-PERSON ACKNOWLEDGEMENT

Should public health guidelines permit the re-opening of our in-person programs and events, Platinum Sponsorship will be further recognized by:

- Acknowledgement of your company as a Platinum Sponsor with signage displayed throughout the year at the BIST Office. When public health guidelines permit it, signage will be seen by all visitors, including survivors who come in for programs and appointments, family members, community partners such as Toronto Police Disabilities Consultative Committee, Special Events Committee, Student Placement Partnerships, and walk-in guests.

- A table provided to your organization at our workshops and events for educational and promotional materials.

- Invitation to attend an award presentation at the annual BIST Picnic on July 28, 2021.

- An opportunity to introduce a speaker at the Expressive Art Show and Caregiver workshop with time allowed for photos with speakers and BIST staff, honouring your company for your support and contributions to BIST.

- Invitation to attend and acknowledgement of your support to BIST at the September 29, 2021 Annual General Meeting with a table available for your company’s educational and promotional materials.

- Invitation to be present at one of our June Brain Injury Awareness Booths at either Pride Toronto or a Toronto Hospital.

- Opportunity to purchase a table at our Expressive Art Show 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)

ARTIST: PHILIZ GOH, BIST VIRTUAL EXPRESSION ART SHOW, JUNE 2020
FUNDRAISING EVENTS

Heroes Run, Walk or Roll

The 2020 Virtual Heroes Run, Walk or Roll 5K had almost 300 participants - who used the whole GTA and Beyond to support BIST programs and services - including runners in Alberta, PEI and Quebec!

Recognition in 2021 will vary depending on whether the event is Virtual or in Person.

Virtual AND In Person Event Recognition

- 6 registrations
- Logo on t-shirt given to all participants
- Logo on reusable Swag Bag given to all participants
- Recognition as Platinum Corporate sponsor of the 5K on BIST website
- An opportunity to put your company product enclosure in swag bag

In-Person Event Recognition

- A 6-foot table at the event
- Verbal recognition as a Corporate Sponsor at the event, by our Guest MC
- Opportunity to present prizes at the award ceremony

Virtual Event Recognition

- Opportunity to recognize Race Winners in video (to be distributed over social media and to all participants after the event)
- 4 Social Media Posts recognizing sponsorship level in promotion of the Run, Walk or Roll

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 award ceremony

EXTRA: 1st right of refusal for à la Carte sponsorship opportunities
GOLD SPONSORSHIP
$5,000 - LIMITED TO 4

ONLINE ACKNOWLEDGEMENT

- Your COMPANY LOGO on the BIST website and blog with recognition of your company as a Platinum Sponsor and a link to your website – we had 75,000 combined visits to these sites last year.

- Bi-annual recognition on BIST’s Twitter, Facebook, Linked In and Instagram feeds – with over 7000 combined followers with a reach of over 1 MILLION individuals.

- Your COMPANY LOGO in BIST’s Annual Report, which lives on the BIST website.

- Your COMPANY LOGO featured on all email communications with acknowledgment of your company as a Platinum Sponsor – 16,000 opened emails in 2020 to date - an increase of 60% from last year.

IN-PERSON EVENT ACKNOWLEDGEMENT

Should public health guidelines permit the re-opening of our in-person programs and events, Platinum Sponsorship will be further recognized by:

- Acknowledgement of your company as a Gold Sponsor with signage displayed throughout the year at the BIST office (seen by all visitors 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 28, 2021 honouring your company for your support and contributions to BIST.

- Invitation to attend and acknowledgement of your support to BIST at the September 29, 2021 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 to attend one of our June Brain Injury Awareness Booths at either Pride Toronto or a Toronto Hospital.

- Opportunity to purchase a table at our Expressive Art Show 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.)
ALTERNATIVE ACKNOWLEDGEMENTS TO IN-PERSON EVENTS

While public health guidelines prohibit in-person programs and events, **Gold Corporate Sponsorship** will be further acknowledged by:

- Opportunity to create a Webinar with sponsorship level acknowledged in all promotions, on BIST online programs calendar and while introducing webinars. Webinars will then live on BIST website: www.bist.ca/webinars and on BIST YouTube Channel.

- Acknowledgement of Sponsorship level Virtual AGM on September 29, 2021.

- Opportunity to contribute content (2 posts) for BIST's Social Media Brain Injury Awareness Campaign in June 2021, which BIST will distribute over all Social Media Channels, acknowledging sponsorship level.

- Acknowledgement of your company as a Gold Sponsor with signage displayed throughout the year at the BIST Office -> Sign will be seen by Community Clients who access the Office for appointments.

**ARTIST: ALEXANDER MONKROB, BIST VIRTUAL EXPERESSIVE ART SHOW, JUNE 2020**
FUNDRAISING EVENTS

Heroes Run, Walk or Roll

The 2020 Virtual Heroes Run, Walk or Roll 5K had almost 300 participants - who used the whole GTA and Beyond to support BIST programs and services - including runners in Alberta, PEI and Quebec!

Recognition in 2021 will vary depending on whether the event is Virtual or in Person.

Virtual AND In Person Event Recognition

- 4 registrations
- Logo on t-shirt given to all participants
- Logo on reusable Swag Bag given to all participants
- Recognition as Gold Corporate sponsor of the 5K on BIST website
- An opportunity to put your company product enclosure in swag bag

In-Person Event Recognition

- A 6-foot table at the event
- Verbal recognition as a Corporate Sponsor at the event, by our Guest MC
- An Opportunity to Present one of the Awards

Virtual Event Recognition

- 2 Social Media Posts recognizing sponsorship level in promotion of the Run, Walk or Roll
- An Opportunity to Present one of the Awards

Birdies for Brain Injury 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 Registration Table or Silent Auction Table
- Product enclosure and company brochure in Swag Bag
- Opportunity to present one of the awards at the awards ceremony

EXTRA: Second right of refusal for à la Carte sponsorship opportunities
SILVER SPONSORSHIP

$3,500 - LIMITED TO 4

ONLINE ACKNOWLEDGEMENT

- Your COMPANY LOGO on the BIST website and blog with recognition of your company as a Silver Sponsor and a link to your website - **75,000 combined visits to these sites** last year
- Recognition twice a year on BIST’s Twitter, Facebook, Linked In and Instagram feeds – with over 7000 combined followers with a **reach of over 1 MILLION individuals**
- Your COMPANY LOGO in BIST’s Annual Report, which lives on the BIST website
- Your COMPANY LOGO featured on all email communications with acknowledgment of your company as a Silver Sponsor - **16,000 opened emails in 2020 to date** – an increase of 60% from last year.
- The opportunity to use the BIST logo on your website with recognition as BIST’s 2020 Silver Sponsor

IN-PERSON EVENT ACKNOWLEDGEMENT

Should public health guidelines permit the re-opening of our in-person programs and events, Platinum Sponsorship will be further recognized by:

- Invitation to attend and an award presentation at the Annual BIST Picnic on July 28, 2021 honouring your company for your support and contributions to BIST
- Invitation to attend and acknowledgement of your support to BIST at the September 29, 2021 Annual General Meeting
- Opportunity to purchase a table at our Expressive Art Show 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)
- 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)

**ARTIST: EARL LEBLANC, BIST VIRTUAL EXPERESSIVE ART SHOW, JUNE 2020**
ALTERNATIVE ACKNOWLEDGEMENTS TO IN-PERSON EVENTS

While public health guidelines prohibit in-person programs and events, **Silver Corporate Sponsorship** will be further acknowledged by:

- Acknowledgement of Sponsorship level Virtual AGM on September 29, 2021.
- Opportunity to contribute content (1 post) for BIST’s Social Media Brain Injury Awareness Campaign in June 2021, which BIST will distribute over all Social Media Channels, acknowledging sponsorship level.
- Acknowledgement of your company as a Silver Sponsor with signage displayed throughout the year at the BIST Office -> Sign will be seen by case management clients who access the Office for appointments

FUNDRAISING EVENTS

Heroes Run, Walk or Roll

The 2020 Virtual Heroes Run, Walk or Roll 5K had almost 300 participants - who used the whole GTA and Beyond to support BIST programs and services - including runners in Alberta, PEI and Quebec!

Recognition in 2021 will vary depending on whether the event is Virtual or in Person.

**Virtual AND In Person Event Recognition**

- 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 for Brain Injury 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

$1,200 - LIMITED TO 7

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 75,000 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 Bronze Sponsor -16,000 opened emails in 2020 so far
- The opportunity to use the BIST logo on your website with recognition as BIST’s 2021 Bronze Sponsor

FUNDRAISING EVENTS

Heroes Run, Walk or Roll

The 2020 Virtual Heroes Run, Walk or Roll 5K had almost 300 participants – who used the whole GTA and Beyond to support BIST programs and services – including runners in Alberta, PEI and Quebec!

Recognition in 2021 will vary depending on whether the event is Virtual or in Person.

Virtual AND In Person Event Recognition

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

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.
**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.

**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 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.

**MEN'S SOCIAL DROP-IN**
This group meets once a month and is an opportunity for men with ABI to connect, share resources and offer 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 is open to women who have sustained a brain injury, providing them with a space to connect and share learning, 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, 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.

**COMMUNITY OUTINGS/Virtual Innings**
When allowed, 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. These trips have moved to an online platform during the pandemic, allowing members the opportunity to continue connecting and socializing with one another.

**EXPRESSIVE ART SHOW**
This annual event hosted by BIST brings together BIST artists who showcase their writing, sculpture, painting, photography or crafts. *Booths at this show 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 • ABI & Sexuality • Returning to Post-Secondary Education Following a Concussion • Self Care and Communication for ABI Caregivers

**TRAUMA INFORMED WRAP GROUP**
A six-week series run throughout the year for brain injury survivors who are victims of assault.
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.

CONSULTATION COMMITTEES AND PARTNERSHIPS

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

- Ontario Brain Injury Association, Advisory Committee
- ABI Network
- Toronto Police Disability Community Consultative Committee
- Vulnerable Road Users Coalition
- FOCUS Toronto Situation Tables

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:

- **ONTARIO TRILLIUM GROW GRANT - TRANSITIONAL SUPPORT COORDINATOR**
  This grant was received in December 2017 and 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 - VIOLENCE IMPACT COORDINATOR**
  This grant was received in October 2019 and funds a position to assist victims of violence with ABI to receive financial supports and secure appropriate housing.

- **ONTARIO TRILLIUM FOUNDATION GROW GRANT - HOMELESS PREVENTION COORDINATOR**
  We know that over 50% of Toronto’s Homeless Population has a brain injury, this program supports those who are homeless/precariously housed access permanent, safe housing.

- **BIST GENERATIONS PROJECT**
  This grant was received through the Ontario Government and provides BIST with onetime funding to create a program to assist seniors with ABI who are at risk for financial abuse.
  [www.bist.ca/financialabuse](http://www.bist.ca/financialabuse)

- **BIST LEAP (LEGAL EDUCATIONAL AWARENESS PROJECT)**
  This grant was received through the Law Foundation of Ontario to develop, organize and deliver in-person and web based resources and education sessions for people with Acquired Brain Injury involved in the criminal justice system. [www.abi.justice.org](http://www.abi.justice.org)

- **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 in the media, at public events and through our social media.