



*Presented by:*



Friday, June 18th, 2021  
Lionhead Golf and Country Club  
Masters Course



**2021 SPONSORSHIP PACKAGE**

# About The Brain Injury Society of Toronto

## Who we are:

A non-profit organization that began in 2004 and is funded by donations, sponsorships and monies raised at our signature events. **2021 marks the 17th year that BIST has been raising ABI awareness and providing support, education and advocacy to survivors and their caregivers!**

## What we offer:

Free Programs and Services for ABI Survivor Members including:

- Support Groups for Adults, Caregivers & Women:
  - NEW** in 2021--> Support group for LGBTQ people living with ABI
- Concussion Education Series
- ABI information series
- Drop in and Community Programs
- Peer Support Programs
- Workshops and educational series
- Advocacy and Resource Support

## Why we need the support:

- There are half a million people in Ontario living with a brain injury, this is not inclusive of the 155,000 concussions that occur each year.
- Brain Injury does not discriminate, it can happen at any age to anyone of any gender or background
- Publicly funded resources for ABI survivors are extremely limited
- ABI survivors often face a myriad of impairments that can leave them feeling depressed, isolated and misunderstood
- The Brain Injury Society of Toronto (BIST) provides a safe space for ABI survivors to socialize with one another, access resources, learn techniques to cope with their challenges, and enjoy community activities.

## Benefits of being a sponsor:

- Recognition on BIST's Twitter, Facebook, Linked In and Instagram feeds - **9,000** combined followers with a reach of **1 Million individuals**
- Exposure to a myriad of professionals in the rehabilitation field including: Therapists, Medical Practitioners, Home Modifiers, Insurance Companies and Lawyers.
- Exposure to BIST community members who represent all walks of life including, Athletes, Writers, and EMS personnel.
- It's a fun day out, to make new connections and enjoy great team building opportunity!

# About Our Seventh Annual Golf Tournament

The Brain Injury Society of Toronto is excited to present our seventh annual Birdies For Brain Injury Golf Tournament, taking place on Friday, June 18th, 2021 at the exclusive Lionhead Golf Club & Conference Centre - Legends Course - in Mississauga.

We don't know what the future will hold in 2021, but we know we can have another great tournament and raise needed funds to support people living with the effects of brain injury in Toronto. In 2020, we successfully held a safe, socially distanced Golf Tournament, and we know how to organize our tournament according to public health guidelines. Thank you to all our Golfers & Sponsors for sticking with us and we can't wait to see you at our 2021 Tournament!

This year's event promises to be a great morning of golf, followed by a savoury lunch and our fabulous silent auction.

## Event Schedule:

Registration: 6:30 a.m.  
Breakfast: 7:00 a.m.  
Shotgun Tee Off: 8:00 a.m.  
BBQ Lunch: 1:30 p.m.



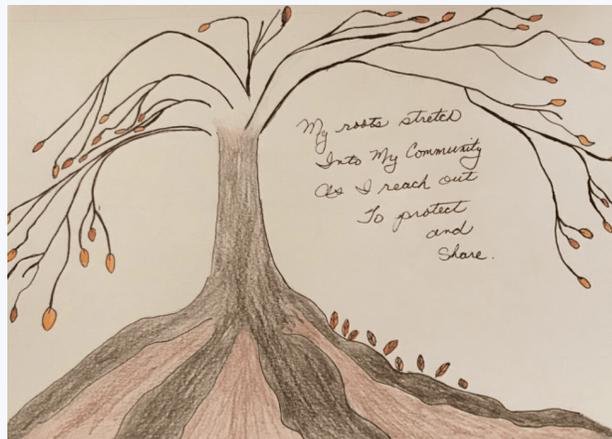
## Event Highlights:

- Four Person Scramble
- Prizes for Best Team, Closest to the Pin (Men and Ladies), Most Honest Team
- Passport and Mulligans available for purchase
- Silent Auction and Raffle
- Winning team names engraved on tournament plaque, permanently on display at the BIST office and acknowledged on social media

# Our Premium Sponsorship Packages

## Presenting Sponsor | \$10,000 - SOLD!

- Naming rights for the tournament - Birdies for Brain Injury Presented by: YOUR NAME HERE
- Radio Advertisements mentioning your company on air "Birdies for Brain Injury Golf Tournament Presented by ....."
- The Program Space at BIST will be renamed after your company for one year with a banner in the space recognizing your company "BIST program space sponsored by the Birdies for Brain Injury tournament and ..."
- \* *The BIST program space is utilized by ABI survivors, family members, professionals, and community partners*
- Your company's brochures and promotional material will be on display at the BIST office for one year
- Opportunity to help revitalize the program space, with an opportunity for photo ops and social media coverage.
- Opportunity to do a presentation to BIST members on a topic of your choice
- Opportunity to have a table beside the golf registration desk promoting your company and services
- Logo recognition on BIST Golf web page with link to your corporate website
- Right to promote Birdies For Brain Injury logo on corporate web site & social media channels
- Recognition of sponsorship level in BIST Social Media Channels
- Logo recognition on "All Sponsors" signage, presentation, program guide
- Promotion in program guide - full page
- Opportunity to introduce speaker during golf event
- Opportunity to present winning foursome and provide the prize
- Special mention during speeches
- Complimentary Foursome | \$1,500.00 value
- Your branded promotional item included in our Swag bag
- Recognition in BIST's Annual Report which lives on the BIST website



## **BIST PROGRAMMING**

*Supports ABI survivors to connect and participate in drop-in, social and community programs*

## Our Premium Sponsorship Packages Continued

### Gold Sponsorship | \$4,000 (Limited to 1) BONUS - if purchased before February 1st, 2021 will include Drink Sponsorship!!!!

- Logo recognition on BIST Golf web page with link to corporate website
- Right to promote Birdies For Brain Injury logo on corporate web site & social media channels
- Recognition of sponsorship level in BIST Social Media Channels
- Logo recognition on 'All Sponsors' signage, presentation, program guide
- Promotion in program guide - half page
- Recognition during speeches
- Complimentary Foursome | \$1,500.00 value
- Your branded promotional item included in our Swag Bag
- Recognition in BIST's Annual Report which lives on the BIST website
- Opportunity to present prize during luncheon
- First right of refusal for Gold Sponsorship for 2021 tournament

### Silver Sponsorship | \$2,000 (Limited to 4)

- Logo recognition on BIST Golf web page with link to corporate website
- Right to promote Birdies for Brain Injury logo on corporate website & social media channels
- Recognition of sponsorship level in BIST Social Media Channels
- Logo recognition on 'All Sponsors' sign, presentation, program guide
- Recognition during speeches
- Two complimentary golf registrations
- Your branded promotional item included in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website



## **BIST COMMUNITY WORK**

Working with community partners to provide education, advocacy and awareness

**Breakfast, Lunch and Signature Hole Sponsorship | \$3,000 | Early bird Pricing - Book before February 1, 2021 for only \$2500! (Limited to one Sponsor - first come, first serve)**

- Logo recognition on BIST Golf web page with link to corporate web site
- Right to promote Birdies For Brain Injury logo on corporate web site & social media channels
- Recognition of sponsorship level in BIST Social Media Channels
- Logo recognition on "All Sponsors" sign, presentation & program guide
- Sign on all lunch tables and buffet tables acknowledging sponsorship
- Your branded promotional item included in our Swag bag
- Recognition in BIST's Annual Report which lives on the BIST website
- Signature Hole Sponsorship (Hole-in-One, Closest to the Pin)
- Opportunity to be present at hole to provide any food or promotional item and mingle with golfers
- Opportunity to provide and present prizes to winner during the luncheon

**Snack Sponsor | \$1, 250 | Early Bird Pricing - Book before February 1, 2021 for only \$1000! (Limited to one sponsor - first come, first serve)**

- Logo recognition on BIST Golf webpage with link to corporate website
- Right to promote Birdies for Brain Injury logo on corporate website & social media channels
- Pre-packaged snack bag provided to each golfer with your logo or business card attached
- Logo placed on cart which will drive around the course handing out the snack bags
- Your banded promotional item in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website

**Drink Sponsor | \$1, 250 | (Limited to one sponsor - first come, first serve)**

- Logo recognition on BIST Golf webpage with link to corporate website
- Right to promote Birdies for Brain Injury logo on corporate website & social media channels
- Pre-packaged snack bag provided to each golfer with your logo or business card attached
- Logo placed on cart which will drive around the course handing out the snack bags
- Your banded promotional item in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website

**Hole Sponsorship | \$1,000**

- Logo recognition on BIST Golf webpage with link to corporate website
  - Right to promote Birdies for Brain Injury logo on corporate website & social media channels
  - Hole signage and the opportunity to be present at your hole to hand out any food or promotional items and mingle with all golfers
  - Your branded promotional item in our swag bag
  - 2 lunch tickets provided
  - Recognition in BIST's Annual Report which lives on the BIST website
-



## Virtual Expressive Art Show

### B I S T E D U C A T I O N

Providing workshops and educational series' on topics relating to concussions and brain injury including coping strategies, mood, behaviour, cognitive compensation strategies and so much more.

## Sponsor BIST Members to Attend

### **BIST Member Foursome Sponsorship | \$1,600**

- Recognition on BIST social media channels
- Foursome will receive visors with BIST and sponsor logo

### **BIST Member Lunch Sponsorship | \$50.00**

- Recognition on BIST social media channels



## GOLF PACKAGES

Foursome - \$1,500

Early Bird Foursome Bird Special - \$1,000 (expires February 1, 2021)

Individual \$ 290 - Early Bird Special - \$ 250 (expires February 1, 2021)

Lunch - \$ 50

### **BIST would also be grateful for any of the following:**

- **Silent Auction donations** - your company name and business cards would be placed with the donated item
- **Gifts for the swag bag** (must be a minimum value of \$15 per item). Your business card would be placed with the gift item. Note: BIST would require 144 items for the bags



## How To Register

If you are interested in becoming a sponsor or signing up to golf, please visit [www.bist.ca/birdies](http://www.bist.ca/birdies) or contact:

Melissa Vigar  
Executive Director  
The Brain Injury Society of Toronto

416-830-1485 | [mvigar@bist.ca](mailto:mvigar@bist.ca) | [www.bist.ca](http://www.bist.ca)

