

Bell

PRESENTS

BIST



Brain Injury Society of Toronto

Heroes Run, Walk or Roll



BIST HERO

Sponsorship Package

VIRTUAL EVENT - OCTOBER 1 - 11, 2021



About The Brain Injury Society of Toronto

BIST is a non-profit organization that has been supporting individuals with Acquired Brain Injury (ABI) for **16 years!**

We are funded by donations, sponsorships and monies raised at our signature events. With these funds we are able to deliver programs and services to our members including support groups, social drop-ins, workshops and so much more!

We also continue to provide education and awareness to the community regarding brain injury through our social media outlets and our award winning areyouaware.ca campaign.

"BIST has made a big difference for my social well-being. I was at home all the time feeling depressed, and that was not who I was. Now I've been given hope to get close to being myself again. I know now there is a society among BIST members I can talk to. I never have to feel alone as long as BIST is open to me. "

- Joan, BIST Member

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About Our Annual Hero Run, Walk or Roll

The 11th Anniversary of our Heroes Run, Walk or Roll is not how we envisioned it, but we are determined to make it the BEST one yet!

It's been a tough year, and BIST is still in need of support.

Throughout the pandemic we have continued to provide support to people with brain injuries, reducing isolation, providing connections and much need supports and services - but now we need your help.

We are calling ALL HEROES of Brain Injury to break out your capes and step up to the virtual start line! Whether you are a survivor, family member, caregiver, healthcare or legal professional, or a caring and concerned individual - YOU are a HERO of Brain Injury!

Although we won't be able to gather in our usual form, we invite you to follow public health guidelines and as appropriate form your own "Super Hero Squad" - completing a 1k, 5K or 10K Run, Walk or Roll during Thanksgiving Weekend in Support of BIST.

We have the whole city to use - the days will be fun, interactive with lots of new challenges and prizes. Help us spread awareness, raise funds, and have fun all at the same time!



SPONSORSHIP OPTIONS

Gold Sponsor – \$1000 (Limited to 4 Sponsors)

- 10 Registrations
- Identification as Gold Sponsor on T-Shirt given to all runners including company 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
- 6 Social Media Posts highlighting your company as a Gold Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)
- Verbal recognition as Gold Sponsor during opening virtual remarks
- Opportunity to present prizes at our Virtual Closing Ceremony:
 - Fastest Finish Male
 - Fastest Finish Female
 - Top Fundraiser

Silver Sponsor – \$750 (Limited to 8 Sponsors)

- 6 Registrations
- Identification as Silver Sponsor on T-Shirt given to all runners including company 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
- 4 Social Media Posts highlighting your company as a Silver Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)
- Verbal recognition as Silver Sponsor during opening virtual remarks

Bronze Sponsor – \$400

- 4 Registrations
- Identification as Bronze Sponsor on T-Shirt given to all runners
- Identification as Bronze Sponsor on BIST 5K website including a link to your company's website

Pie-in-the-Face Sponsor– \$700 - New this Year!

- For every \$5,000 raised one brave volunteer will have a pie-in-the-face!
- For each team that raises \$1,000 or more, the Team Leader can choose one of their own to have a pie-in-their-face!
- This video will be broadcasted on social media and on BIST's You-Tube Channel
- This event will take place live at our launch event with signage acknowledging your sponsorship at the PIE table and included in all pie-in-the-face social media videos
- A \$100 donation to a foodbank will be made on the your behalf
- Sponsor will have the opportunity as the first volunteer, if they choose to be so brave!



More Details About Our Virtual HERO Run, Walk or Roll:

This FUN, FAMILY FRIENDLY event features many perks:

- BIST Race Day T-Shirt and Medal (these can be picked up from various points in Toronto OR mailed out to you)
- Prizes for best costume, most innovative route, top fundraiser, fastest runner, and MORE!
- Access to the Run Keeper app
- Register as an individual, family or with a team!

**You MUST Sponsor before August 31st
in order to have YOUR logo on our
Race Day T-Shirt!**

HOW DOES A VIRTUAL RACE WORK?

Once you are registered, you will be emailed a link to sign up for Run Keeper App. You can download this app, link it to your RaceRoster account and once you've logged on your Race Day, your results will automatically be sent to RaceRoster.

REGISTER AT:

www.bist.ca/5k



Contact info@bist.ca if you require support setting this up!





REGISTER OR BUY SPONSORSHIPS AT:

www.bist.ca/5k

For more information contact:

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