SPONSORSHIP PACKAGE

TO PURCHASE, VISIT:
www.bist.ca/sponsorship
OR Executive Director Melissa Vigar:
mvigar@bist.ca

Includes Hero Run, Walk OR Roll & Birdies for Brain Injury Sponsorship Packages!
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 2021

BIST provides a variety of programs and services, delivered online and by telephone. Our Community Coordinators provide full services to clients, using phone, Internet, and when safe to do so, meet in person one-on-one with clients, following all safety guidelines. Once it is safe to return to in-person programming, our members have indicated they prefer hybrid in-person / virtual programming model, which we will implement. Despite the challenges of the Pandemic, in the previous year we significantly increased our services:

- **HELPED** members access practical items including groceries, medication, financial assistance, **technology** (through a technology drive and education program) and other essential supports.
- **INCREASED** online programming including, webinars on personal injury law, gentle hatha yoga, brain injury treatment options, technology and more.
- **CREATED** new programming, including WRAP Mental Health Support Groups for the LGBTQ2S+ community, a Trauma Informed Group, Housing Advocacy Group, and a social drop-in for the South Asian / East Indian Communities living with brain injury.
- **PUBLISHED** a weekly, ‘What’s Up Wednesday’ email newsletter to update members on community 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 over 17,000 opened emails in 2021 so far.
- **ATTRACTED** OVER 300 PARTICIPANTS to our Virtual Heroes Run, Walk or Roll, **SOLD OUT** our Birdies for Brain Injury Golf Tournament, and **PRESENTED** a Valentine’s ‘Nix the Mix’ online event in conjunction with the Ontario Brain Injury Association in lieu of our annual ‘Mix & Mingle’ event. – Sponsorship Opportunities for our Run and Golf Tournament are included in this package.
- **LAUNCHED**, in partnership with the Brain Injury Association of North Bay & Area, Brain Injury & The Law – a province-wide functional support initiative funded by the Ontario Neurotrauma Foundation where supervised social work students assist people living with brain injury dealing with legal matters.
- **PRESENTED** an online Expressive Art Show - 140 people attended our online launch, and our Virtual Art Show features over 30 artists from across North America. See the art at: www.bist.ca/ART

THIS YEAR WE:

- 42% Phone & Email Support
- 33% Student Support Services
- 70% Workshop Attendance

GREEN & BLUE LIT CN TOWER FOR BRAIN INJURY AWARENESS MONTH, JUNE 2, 2021
The Covid-19 Pandemic will likely continue to impact public events and gatherings throughout 2022. As such, BIST has modified our Corporate Sponsor Package to increase online recognition for our sponsors.

WHAT DO OUR MEMBERS SAY?

"You won’t find more kind, caring, dedicated and helpful staff anywhere else." - Alison

"The network is incredible, and I for one truly feel lucky to have been part of this family!" - Prateek

"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
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 40,000 combined visits to these sites last year.

- Quarterly recognition on BIST’s Twitter, Facebook, Linked In and Instagram feeds – with almost 10,000 combined followers and 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 – over 17,000 opened emails in 2021 to date.

- The opportunity to use the BIST logo on your website with recognition as BIST’s 2022 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 2022
  - Expressive Art Show – Spring 2022
  - Concussion Series - Fall 2022
  - 4 week Educational Series - topic TBD - Winter 2022

ALTERNATIVE ACKNOWLEDGEMENTS FOR IN-PERSON EVENTS

If 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 2022 (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. 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 Wednesday July 27, 2022.

- An opportunity to introduce a speaker at the Expressive Art Show and one of our workshops 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 28, 2022 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.)

2021 VIRTUAL EXPRESSIVE ART SHOW: ARTISTS (L-R): MEL WILKINSON, HILARY PEARSON & EMILY CAUSI
Heroes Run, Walk OR Roll

Over 300 participants attended our 2021 Virtual Heroes Run, Walk or Roll – with heroes using the GTA and beyond as their route!

Recognition in 2022 will vary depending on whether the event is Virtual or in Person.

**FUNDRAISING EVENTS**

<table>
<thead>
<tr>
<th>Virtual &amp; In Person Event Recognition</th>
<th>In-Person Event Recognition</th>
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</thead>
<tbody>
<tr>
<td>• 6 registrations</td>
<td>• A 6-foot table at the event</td>
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<tr>
<td>• Logo on t-shirt given to all participants</td>
<td>• Verbal recognition as a Corporate Sponsor at the event, by our Guest MC</td>
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<tr>
<td>• Logo on reusable Swag Bag given to all participants</td>
<td>• Opportunity to present prizes at the award ceremony</td>
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<tr>
<td>• Recognition as Platinum Corporate sponsor of the 5K on BIST website</td>
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<tr>
<td>• An opportunity to put your company product enclosure in swag bag</td>
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**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

**In-Person Event Recognition**

- Birdies for Brain Injury Golf Tournament - June 17th, 2022
  - 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 - June 17th, 2022**

- Our Golf Tournament consistently sells out!
- 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 awards ceremony

**EXTRA: 1ST RIGHT OF REFUSAL FOR À LA CARTE SPONSORSHIP OPPORTUNITIES**
ONLINE ACKNOWLEDGEMENT

- Your COMPANY LOGO on the BIST website and blog with recognition of your company as a Gold Sponsor and a link to your website – we had over 40,000 combined visits to these sites last year.

- Bi-annual recognition on BIST’s Twitter, Facebook, Linked In and Instagram feeds – with almost 10,000 combined followers and 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 – over 17,000 opened emails in 2021 to date.

- The opportunity to use the BIST logo on your website with recognition as BIST’s 2022 Gold 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:

- 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 27, 2022 honouring your company for your support and contributions to BIST.

- Invitation to attend and acknowledgement of your support to BIST at the September 28, 2022 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

Should 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 28, 2022.

- Opportunity to contribute content (2 posts) for BIST’s Social Media Brain Injury Awareness Campaign in June 2022, 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.

FUNDRAISING EVENTS

Heroes Run, Walk OR Roll

The 2021 Virtual Heroes Run, Walk or Roll had over 300 participants - who used the whole GTA and Beyond to support BIST programs and services.

Recognition in 2022 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 - June 17th, 2022

Our Golf Tournament consistently sells out!

- 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

NEW! À LA CARTE OPPORTUNITIES | $2,000

Increase your company's recognition at our Annual Fundraising Events!

- Birdies for Brain Injury Foursome
- Birdies for Brain Injury Hole Sponsorship
- 2 Additional Run, Walk or Roll Registrations

TOTAL Gold Sponsorship Price (with À La Carte Option)

$7,000

2021 RUN, WALK OR ROLL T-SHIRTS
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 – over $40,000 combined visits to these sites last year.
• Recognition twice a year on BIST’s Twitter, Facebook, LinkedIn and Instagram feeds – with almost 10,000 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 – 17,000 opened emails in 2021 to date.
• The opportunity to use the BIST logo on your website with recognition as BIST’s 2022 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 27, 2022 honouring your company for your support and contributions to BIST
• Invitation to attend and acknowledgement of your support to BIST at the September 28, 2022 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)

2021 VIRTUAL EXPRESSIVE ART SHOW ARTISTS: (L-R): CYNTHIA CARSON, CAROLINE KERN, PATRICIA TEEPELL
ALTERNATIVE ACKNOWLEDGEMENTS TO IN-PERSON EVENTS

If 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 28, 2022.

- Opportunity to contribute content (1 post) for BIST’s Social Media Brain Injury Awareness Campaign in June 2022, 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.
The 2022 Virtual Heroes Run, Walk or Roll had over 300 participants—who used the whole GTA and Beyond to support BIST programs and services.

Recognition in 2022 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 - June 17th, 2022**

*Our Golf Tournament consistently sells out every year!*  
- 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
NEW! À LA CARTE OPPORTUNITIES | $2,000

Increase your company’s recognition at our Annual Fundraising Events!

- Birdies for Brain Injury Foursome
- Birdies for Brain Injury Hole Sponsorship
- 2 Additional Run, Walk or Roll Registrations

TOTAL Silver Sponsorship Price (including À La Carte Option)

$5,500

PICTURES FROM NIX THE MIX ONLINE EVENTS
FUNDRAISING EVENTS

Heroes Run, Walk OR Roll

The 2021 Virtual Heroes Run, Walk or Roll 5K had over 300 participants – who used the whole GTA and Beyond to support BIST programs and services – including runners in Alberta, PEI and Quebec!

Recognition in 2022 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 - June 17th, 2022

- 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.

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 40,000 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 – 17,000 opened emails in 2021 so far.
- The opportunity to use the BIST logo on your website with recognition as BIST’s 2022 Bronze Sponsor.

BRONZE SPONSORSHIP

| $1,200 | LIMITED TO 7 |

FUNDRAISING EVENTS

Heroes Run, Walk OR Roll

The 2021 Virtual Heroes Run, Walk or Roll 5K had over 300 participants – who used the whole GTA and Beyond to support BIST programs and services – including runners in Alberta, PEI and Quebec!

Recognition in 2022 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 - June 17th, 2022

- 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.
NEW! À LA CARTE OPPORTUNITIES | $2,000

Increase your company’s recognition at our Annual Fundraising Events!

- Birdies for Brain Injury Foursome - $1,500 Value
- Birdies for Brain Injury Hole Sponsorship - $1,000 Value
- Additional 2 Run, Walk or Roll Registrations

TOTAL Bronze Sponsorship Price (including À La Carte Option)

$3,200

GRAHAM LANDGRAFF, COMFORT INSIDE THE FISH BOWL, 2021 VIRTUAL EXPRESSIVE ART SHOW
BIRDIES FOR BRAIN INJURY - SPONSORSHIP PACKAGE

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

June 17th, 2022
Lionhead Golf & Country Club
www.bist.ca/BIRDIES
**GOLD SPONSOR | $4,000 LIMITED TO 1**

If purchased before December 31, 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 website & 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 SPONSOR | $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

**HOLE SPONSOR | $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
BREAKFAST, LUNCH & SIGNATURE HOLE SPONSORSHIP | $3,000 - LIMITED TO 1
Early bird Pricing - Book before December 31, 2021 for only $2500!

- 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
- 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 promo item & mingle with golfers
- Opportunity to provide and present prizes to winner during the luncheon

SNACK SPONSOR | $1,250 - LIMITED TO 1
Early Bird Pricing - Book before December 31, 2021 for only $1000!

- 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 1

- 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
A GREAT event for the WHOLE FAMILY!
All participants received a BIST Race Day T-Shirt and Medal
Prizes for best costume, most innovative route, top fundraiser, fastest runner, and MORE!
Register as an individual, family or with a team!
The cutest Hero Dogs in town!
**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 - LIMITED TO 8 SPONSORS**

- 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 - LIMITED TO 1**

- 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!
WATER SPONSOR | $750 - LIMITED TO 1

- Logo at water table located at halfway mark
- 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 website with link to webpage

MORE À LA CARTE OPPORTUNITIES

FORM YOUR OWN HERO SQUAD AT OUR RUN, WALK OR ROLL

10 RUN, WALK OR ROLL - Registrations: $300
Regular Price $350 after Dec 31, 2021

BUY A GOLF PACKAGE FOURSOME

Golf with a team $1,000
Regular Price $1500 after Dec 31, 2021

FOR MORE INFORMATION:

Contact BIST Executive Director Melissa Vigar: mvigar@bist.ca
WHAT YOUR SPONSORSHIP SUPPORTS

BIST Programs & Services

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.

SOUTH ASIAN / EAST INDIAN SOCIAL DROP-IN
A social drop-in for members of South Asian & East Indian Communities who live with the effects of brain injury. Discussions take place in Urdu, Hindi, Punjabi, Gujarati and English as per the needs of group members.

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

WRAP GROUPS (WELLNESS RECOVERY ACTION PLAN) MENTAL HEALTH SUPPORT GROUPS
A six-week series run throughout the year for brain injury survivors. Groups include: Trauma Informed, Housing Advocacy and LGBTQ2S+. 
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
- Sunnybrook Brave Program
- Hidden Disability Symbol Canada

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 – COMMUNITY CONNECTIONS COORDINATOR
This grant was received in 2020 and provides three year funding for a Community Connections Coordinator who can assist individuals living with brain injury who are homeless or at risk of homelessness.

CANADIAN WOMEN’S FOUNDATION – 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 NEUROTRAUMA FOUNDATION - BRAIN INJURY & THE LAW FUNCTIONAL SUPPORT INITIATIVE
An Ontario-wide initiative where supervised social work students assist people with brain injury who are dealing with legal issues. In partnership with the Brain Injury Association and North Bay and Area.

GOVERNMENT OF CANADA / CANADA SERVICE CORPS / #RISINGYOUTH - TECHNOLOGY TIPS & TRICKS VIDEO SERIES
A series of instructional videos, posted online, on how to access technology such as Google Drive, Zoom etc. geared towards people living with the effects of brain injury.

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.abijustice.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.