

BIST

Brain Injury Society of Toronto



2022



SPONSORSHIP PACKAGE



TO PURCHASE, VISIT:
www.bist.ca/BIRDIES
OR Executive Director
Melissa Vigar:
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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:**

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



THIS YEAR WE:

- **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.
- **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



June 17th, 2022

www.bist.ca/BIRDIES
Lionhead Golf & Country Club

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

GOLD SPONSOR | \$4,000 LIMITED TO 1

- 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 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

BONUS – SECOND HOLE SPONSORSHIP

Can only be purchased in addition to the Hole Sponsorship

Tables and Chairs at BOTH Holes \$500

Signage at the SECOND Hole \$250

BREAKFAST, LUNCH & SIGNATURE HOLE SPONSORSHIP

\$3,000 - LIMITED TO 1

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

SNACK 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

~~**DRINK SPONSOR - SOLD OUT IN 2022!**~~

\$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

NEW! LUNCH TIME HERO

\$500

- Five lunches at Birdies for Brain Injury (\$250 value)
- Five registrations for our Heroes, Run, Walk OR Roll - happening September 22, 2022 (\$200 Value)
- Sign Recognition at your table as a 'Lunch Time Hero' with your Company Name and Logo

GOLF PACKAGES

HEROES FOURSOME

Amazing deal! A Golf Foursome AND 4 Registrations for our Heroes Run, Walk OR Roll on September 25th, 2022!

Early Bird Special - \$1250 (Expires February 1, 2022)

Regular Rate - \$1750

GOLF FOURSOME

Early Bird Special - \$1,150 (expires Feb 1, 2022)

Regular Rate - \$1650

INDIVIDUAL GOLF PACKAGE

Early Bird Special - \$275 (expires February 1, 2022)

Regular Rate - \$325

LUNCH ONLY

Don't have time to golf? Join us for lunch!

\$50



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



2021 RECIPIENT
BRAIN INJURY SOCIETY OF TORONTO
COMMUNITY BRAIN INJURY ASSOCIATION OF THE YEAR
Presented by the ONTARIO BRAIN INJURY ASSOCIATION

PROUD WINNER OF THE 2021 COMMUNITY BRAIN INJURY ASSOCIATION OF THE YEAR AWARD

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+.

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
- 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.