

BIST
Brain Injury Society of Toronto



2024

**BIRDIES FOR BRAIN INJURY
SPONSORSHIP PACKAGE**

FRIDAY, JUNE 14, 2024 | LIONHEAD GOLF & COUNTRY CLUB



TO PURCHASE: www.bist.ca/birdies
OR Contact CEO Laura Bellon: lbellon@bist.ca

OUR MISSION

The mission of the Brain Injury Society of Toronto (BIST) 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 2024

IN THE PAST FISCAL YEAR
BIST HAD **3700 PROGRAM
SUPPORT INTERACTIONS.**



- **HELPED** members access practical items including groceries, medication, financial assistance, technology and other essential support.
- **CREATED** new in person programs, including Freaky Friday, an arts-based drop-in, with sessions lead by people with lived experience of Brain Injury. Programs include such things as: Art Therapy, Learn to Crochet, ASL Foundations, Origami and Expressive Arts in the Garden.
- **PUBLISHED** a weekly "What's Up Wednesday", an email newsletter to update members on community resources and BIST programming – over 37,000 opens in 2023.
- **ORGANIZED** a month-long Expressive Art Show at Assembly Hall in Etobicoke, featuring 35 artists with lived experience of Brain Injury, showcasing 70 artworks.
- **PRESENTED** at:
 - Brain Injury and Justice Conference, in London, Ontario.
 - Community Legal Aid Clinics, in Toronto.
 - ABI Network Conference, in Toronto.

PRESENTING SPONSOR | \$6,500 LIMITED TO 1

- Naming rights for the tournament – Birdies for Brain Injury Presented by: YOUR COMPANY
- Sponsorship recognized in any media promoting the event (Print, Radio, TV etc.)
- Your logo on WELCOME BANNER (see below)
- 6 Social Media Posts recognizing Sponsorship Level on BIST Social Media Channels
- Your company's brochures and promotional material will be on display at the BIST office for one year
- 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 website & social media channels
- Logo recognition on 'All Sponsors' sign, presentation and program guide
- Promotion in program guide – full page
- Opportunity to introduce speaker during golf event
- Opportunity to present winning foursome with prizes Special mention during speeches
- Complimentary Foursome | \$1850 value
- Your branded promotional item included in our Swag bag
- Recognition in BIST's Annual Report which lives on the BIST website
- First right of refusal for Presenting Sponsorship for 2025 tournament



BONUS: The Program Space at BIST will be named after your company for one year with a banner in the space recognizing YOUR **SPONSORSHIP**.

GOLD SPONSOR | \$4,250 LIMITED TO 1

IF PURCHASED BEFORE FEBRUARY 29TH, 2024 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
- Half page promotion in program guide
- Recognition during speeches
- Complimentary Foursome | \$1850 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 **2025** tournament

SILVER SPONSOR | \$2,250 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 | \$800 Value
- Your branded promotional item included in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website



SNACK SPONSOR | ~~\$1,500 LIMITED TO 1~~

SOLD OUT!

- 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
- Pre-packaged snack bag provided to each golfer with your logo or business card attached
- Your branded promotional item in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website

DRINK SPONSOR | ~~\$1,500 LIMITED TO 1~~

SOLD OUT!

- 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
- Designed drink ticket provided to each golfer with your business logo
- Logo placed on drink cart on course
- Your branded promotional item in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website

BREAKFAST SPONSOR | ~~\$750 LIMITED TO 1~~

SOLD OUT!

- 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
- Logo recognition on large sign at Breakfast Table on day of event
- 1 post recognising sponsorship on BIST Social Media Channels
- Your branded promotional item included in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website

LUNCH SPONSORSHIP | ~~\$500 LIMITED TO 4~~

**BANQUET HALL WILL BE DIVIDED INTO FOUR INDIVIDUAL SPONSORSHIP SECTIONS
SOLD OUT!**

- 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
- 1 post recognising sponsorship on BIST Social Media Channels
- Sign on all lunch and buffet tables acknowledging Sponsorship in designated section of the Banquet hall
- Your branded promotional item included in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website

NEW!! BIST MEMBER LUNCH SPONSOR | \$750

- Sponsorship of five lunches purchased for our members with lived experience to join us on the day of for our Birdies for Brain Injury Banquet lunch
- Coverage of transportation for the five members with lived experience to attend
- Sign Recognition at your table as a Sponsor with your Company Name and Logo
- 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
- Your branded promotional item included in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website

HOLE SPONSOR

1 HOLE ON 1 COURSE - \$1,000
1 HOLE ON BOTH COURSES \$1,500

Includes:

- 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 mingle with golfers. Sponsors may choose to: hand out food, drink, promotional items, organize a fun game or activity etc.
- Your branded promotional item in our swag bag
- 2 lunch tickets provided (per hole)
- Recognition in BIST's Annual Report which lives on the BIST website



GOLF REGISTRATION

FOURSOME GOLFER INFORMATION

EARLY BIRD PRICING - BOOK BEFORE FEB 29TH, 2024 FOR ONLY \$1350!

- Register with a team of four
- Enjoy a great morning of 18 holes of golf at Lionhead Golf Club and Conference Centre, on the Masters or Legends Course
- Registration comes with a Breakfast and a Banquet Lunch
- Participate in our Silent Auction and Raffle for fantastic prizes
- Compete in friendly fun for "Closest to the Pin", "Longest Drive", "Team with Best Score", and "Most Honest Team" prizes
- **Foursome rate after early bird pricing is \$1850**



INDIVIDUAL GOLFER INFORMATION

EARLY BIRD PRICING - BOOK BEFORE FEB 29TH, 2024 FOR ONLY \$350!

- Enjoy a great morning of golf on the 18 Holes at Lionhead Golf Club and Conference Centre, on the Masters or Legends course.
- Sign up as a individual golfer and we will place you on a team
- Registration comes with a Breakfast and Banquet Lunch
- Participate in our Silent Auction and Raffle for fantastic prizes
- Compete in friendly fun for "Closest to the Pin", "Longest Drive", "Team with Best Score" and "Most Honest Team" prizes
- **Individual Pricing after early bird pricing is \$400**

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 brain injury and their 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.

PEER SUPPORT MENTORING

The Peer Mentoring program matches people with brain injury 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.

EXPRESSIVE ART SHOW

This annual event hosted by BIST brings together BIST artists who showcase their writing, sculpture, painting, photography or crafts. Art is displayed at a Gallery with a Reception to showcase our artists.

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

Case Coordination Support

For people who need assistance in securing housing, financial, medical and/or community support

Brain Injury Criminal Justice Program

A functional support initiative for people living with brain injury who are involved with the criminal justice system

BIST LEAP (Legal Education and Awareness Project)

Development and delivery of in-person and web based resources and education sessions for people with Acquired Brain Injury involved in the criminal justice system and maintenance of www.abijustice.org a first of its kind information hub dedicated to the intersection of brain injury and the Ontario Justice System

Community 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 Beyond Disabilities Community Consultative Committee
- Vulnerable Road Users Coalition
- Sunnybrook Brave Program
- Hidden Disability Symbol Canada
- PHAC- WomenattheCentre

FOR MORE INFORMATION
CONTACT

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