

BIST



Brain Injury Society of Toronto

Heroes Run, Walk, Roll OR Bike

SEPT 29TH, 2024 | WILIKET CREEK PARK | WWW.BIST.CA/5K

2024

SPONSORSHIP

PACKAGE

For more information contact:

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BRAIN INJURY SOCIETY OF TORONTO (BIST)

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.

THIS YEAR WE:

- Provided Functional support services, such as form filling, housing help, appointment accompaniment, and resource navigation to our BIST members with the help of supervised students
- Held our 'Art On the Brain' Expressive Art Show at Clark Centre for the Arts in April, featuring over 40 artists who live with the effects of Brain Injury
- Expanded our member-led, arts-based Freaky Friday programs - including the creation of our first Art Showgroup installation, 'Master Crane Operator' 1500 Paper Crane Exhibit
- Provided mental health support programs, including: WRAP (Wellness Recovery Action Plan) Groups, Women's Support Group, Caregiver and Brain Injury Support Group
- Trained MCIT staff at the Toronto Police College on Brain Injury within undeserved populations
- Had fun! Took our Members on FREE Community outings to a comedy show, Fringe Festival, the movies, museums, adaptive climbing and more!



A BIST Member stands in our 'Master Crane Operator' Installation at the Clark Centre

2024 IS OUR 13TH ANNUAL HEROES, RUN, WALK, ROLL OR BIKE

OUR EVENT IS:

- Fun for the **WHOLE FAMILY** - including doggie heroes!
- Swag Stacked: Everyone gets a BIST Race Day T-Shirt and Amazing Swag Bag
- Action Packed: After your Run, Walk or Roll, or Ride participate in a Heroes Scavenger Hunt, enjoy a BBQ and a Bouncy Castle for kids!
- Full of Prizes: Best Costume, Top Fundraiser & Fastest Runners



CHOOSE YOUR OWN ADVENTURE:

PICK ONE OF THE FOLLOWING:

- 1 KM Run, Walk OR Roll
- 5 KM Run, Walk, OR Roll
- Family Friendly 15 KM Bike Ride
- 35 KM Bike Route

**REGISTER AS AN INDIVIDUAL,
FAMILY OR TEAM!**

HEROES BIKE

7 AM Ride Kit Pick Up

8 AM - 15 KM and 35 KM Ride starts

HEROES RUN, WALK OR ROLL

8 AM - Participant registration starts

9:10 AM - Event Opening remarks

9:15 AM - Participant Group Warm Up

9:30 AM - 1 KM Run/ Walk/ Roll starts

10 AM - 5 KM Run / Walk / Roll starts

10 AM - The Amazing Brain Race - Scavenger Hunt and Bouncy Castle fun

11:00 AM - BBQ and Massage

11:30 AM - Award presentation and closing remarks



BIST Staff with Canadian multi-medalist in para-cycling Shelley Gautier

2024 SPONSORSHIP CHART

HEROES RUN, WALK, ROLL OR BIKE

	PRESENTING	FUNDRAISING	GOLD	SILVER	BRONZE	BAND	BBO	Volunteer T-SHIRT	WATER	BOUNCY CASTLE	COMMUNITY HERO	DJ	Massage	PET
Price	\$10,000	\$5000	\$3000	\$1500	\$550	\$2500	\$2000	\$1500	\$1250	\$1000	\$1000	\$1000	\$1000	\$1000
# Available	1	2	4	6	Unlimited	1	1	1	1	1	1	1	1	1
Banner	✓													
Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	🐾
Registrations	20	10	8	4	2									
Table at Event	✓	✓	✓						✓					
T-Shirt	Logo	Logo	Logo	Logo	Company Name	Logo (Band Shirt)	Logo	Logo (Volunteer Shirt)	Logo	Logo	Logo	Logo	Logo	Logo
Logo on Webpage	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	🐾
Social Media Posts	6	5	4	2		1	1	1	1	1	1	1	1	1
Swag Bag	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	🐾
Recognition During remarks	✓	✓	✓	✓										
Present Prizes	✓	✓	✓											🐾
Additional Info	Right to use the BIST LOGO on YOUR website	YOUR LOGO on branded fundraising prizes. YOUR LOGO on fundraising website				Band will wear T-Shirt with YOUR LOGO on 5 KM route		Event Volunteers (approx 50) to wear shirt with YOUR LOGO - different colour than participant shirt	Option to staff water table. Option to have company logo on water bottles (sponsor to pay)					

PRESENTING SPONSOR

PRIOR TO RACE DAY:

- 20 Registrations to the event
- Naming rights – BIST Heroes 5K Run, Walk, Roll OR Bike Presented by: YOUR COMPANY
- All Media Advertisements mentioning Your Company “... Presents BIST Heroes Run, Walk, Roll OR Bike”
- Recognition as Presenting Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website
- 6 Social Media Posts highlighting your company as a Presenting Sponsor on BIST Social Media Platforms (Facebook, Linked-In, Instagram & Twitter)



ON RACE DAY:

- Your logo on 4 x 4 Banner on Start / Finish Arch
- Signage recognition as Heroes Presenting Sponsor
- 6ft Table at event
- Recognition as Presenting Sponsor on T-Shirt given to all Hero participants including YOUR logo
- **New:** Separate colour T-Shirt as Presenting Sponsor given to all 20 Registrations included in package
- YOUR logo on reusable Swag Bag and optional product in Swag Bag
- Verbal recognition as Presenting Sponsor during opening remarks at event
- Opportunity to present prizes for the 5 KM: Fastest Chip Time (Female & Male)
- Opportunity to use the BIST logo on your website with recognition as BIST Heroes Presenting Sponsor



FUNDRAISING SPONSOR

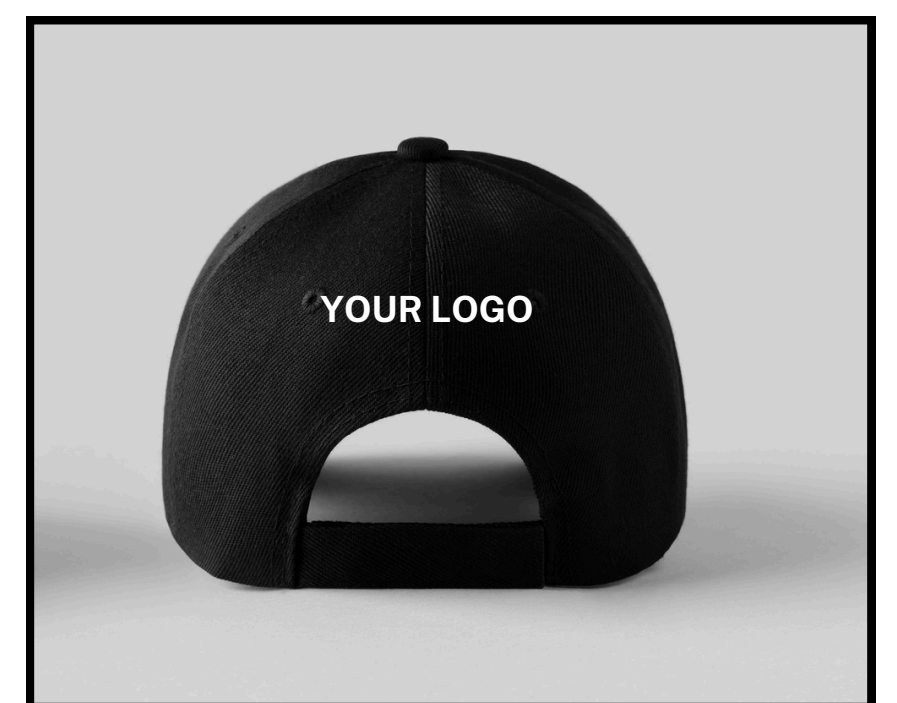
PRIOR TO RACE DAY:

- **10 Registrations to the event**
- Recognition as a Fundraising Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website
- Recognition on our Fundraising page as the sponsor of our prizes
- 5 Social Media Posts highlighting your company as a Fundraising Sponsor on all BIST Social Media Platforms (Facebook, Linked-In, Instagram and Twitter)



ON RACE DAY:

- Signage recognition with YOUR logo as Heroes Fundraising Sponsor
- 6ft Table at event
- Recognition as Fundraising Sponsor on T-Shirt given to all Hero participants including YOUR logo
- YOUR logo on reusable Swag Bag and optional product in Swag Bag
- Verbal recognition as Fundraising Sponsor during opening remarks at event



Example of Branded Prize

AFTER RACE DAY:

- Branded prizes to be given to each fundraiser who reaches our tiered fundraising goals, with YOUR Logo on a swag item (such as a hat or water bottle), to be delivered post-run
- Opportunity to create a social media post to present the names of the Top Fundraiser winners (Please note: only those winners who have given permission for their name to be used on social media)

GOLD SPONSOR

PRIOR TO RACE DAY:

- **8 Registrations to the event**
- Recognition as Gold Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website
- 4 Social Media Posts highlighting your company as a Gold Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)



LIMITED TO 4

ON RACE DAY:

- Signage recognition as Heroes Gold Sponsor
- 6ft Table at event
- Recognition as Gold Sponsor on T-shirt given to all Hero participants including YOUR logo
- YOUR logo on reusable Swag Bag and optional product in Swag Bag
- Verbal recognition as Gold Sponsor during opening remarks at event
- Opportunity to present one of the participant winner prizes

SILVER SPONSOR

PRIOR TO RACE DAY:

- **4 Registrations to the event**
- Recognition as Silver Sponsor on BIST Heroes Webpage including a graphic image of YOUR logo and a link to YOUR website
- 2 Social Media Posts highlighting your company as a Silver Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)



LIMITED TO 6

ON RACE DAY:

- Recognition as Silver Sponsor on T-shirt given to all Hero participants including YOUR logo
- Opportunity to have product in Swag Bag
- Verbal recognition as Silver Sponsor during opening remarks at the event

BRONZE SPONSOR

PRIOR TO RACE DAY:

- 2 Registrations to the event
- Recognition as Bronze Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website



ON RACE DAY:

- Recognition as Bronze Sponsor on T-shirt given to all Hero participants with your company name
- Option to have company product in Swag Bag

UNLIMITED!



DISTINCT SPONSORSHIPS

BAND SPONSOR



PRIOR TO RACE DAY:

- Recognition as BAND Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website

ON RACE DAY:

- Band will walk 5 KM course playing instruments
- Band members will wear sponsor T-shirts with YOUR logo
- Recognition as Band Sponsor on T-shirt given to all Hero Participants including YOUR logo
- Option to have company product in Swag Bag
- 1 Social Media post of Band wearing your T-shirt on all BIST Social Media Platforms (Facebook, Linked-In, Instagram and Twitter)



LIMITED TO 1

BBQ SPONSOR



PRIOR TO RACE DAY:

- Recognition as BBQ Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website

ON RACE DAY:

- Signage recognition as BBQ Sponsor
- Recognition as BBQ Sponsor on T-shirt given to all Hero participants including YOUR logo
- Option to have company product in Swag Bag
- 1 Social Media Post highlighting your company as BBQ Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)



LIMITED TO 1

VOLUNTEER T-SHIRT SPONSOR

PRIOR TO RACE DAY:

- Recognition as T-shirt Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website

ON RACE DAY:

- Recognition as the VOLUNTEER T-shirt Sponsor on a different coloured t-shirt, given to all volunteers and course marshals worn on race day, with YOUR logo
- Option to have company product in Swag Bag



LIMITED TO 1

WATER SPONSOR

PRIOR TO RACE DAY:

- Recognition as official Water Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website

ON RACE DAY:

- Signage recognition as Water Sponsor
- 6ft table at event
- Option to have company product in Swag Bag
- Choice of YOUR logo at water table - staffed by Sponsor or BIST Volunteer
- Option to provide own water bottles with company logo (sponsor to cover the cost), or provide business card/logo to be attached to store purchased water



LIMITED TO 1

BOUNCY CASTLE SPONSOR

PRIOR TO RACE DAY:

- Recognition as Bouncy Castle Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website
- 1 Social Media Posts highlighting your company as a Bouncy Castle Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)



LIMITED TO 1

ON RACE DAY:

- Signage recognition as Bouncy Castle Sponsor
- Recognition as Bouncy Castle Sponsor on T-shirt given to all Hero participants including YOUR logo
- Option to have product in Swag Bag

COMMUNITY HERO SPONSOR

PRIOR TO RACE DAY:

- Recognition as Community Hero Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website
- 1 Social Media Posts highlighting your company as a Community Hero on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)

ON RACE DAY:

- Community Heroes will cheer 1 KM and 5 KM Hero participants when they cross the finish line, distribute Hero Participant Ribbons
- Signage recognition as Community Hero
- Recognition as Community Hero Sponsor on T-shirt given to all Hero participants including YOUR logo



LIMITED TO 1

DJ SPONSOR

PRIOR TO RACE DAY:

- Recognition as DJ Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website
- 1 Social Media Posts highlighting your company as a DJ Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)

ON RACE DAY:

- Signage recognition as DJ Sponsor on site with logo
- Recognition as DJ Sponsor on T-shirt given to all Hero Participants including YOUR logo
- Option to have company product in Swag Bag



LIMITED TO 1

PET SPONSOR

PRIOR TO RACE DAY:

- Recognition as Pet Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website

ON RACE DAY:

- Signage recognition as Pet Sponsor on site with logo
- 1 Social Media Posts highlighting your company as a Pet Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter) - with some of the cutest heroes at the event!
- Opportunity to present a gift (purchased by sponsor) to winner of Best Pet Costume
- Option to have company product in Swag Bag



LIMITED TO 1



Who wore the Spider-Man Suit better?

MESSAGE SPONSOR

PRIOR TO RACE DAY:

- Recognition as Message Sponsor on BIST Heroes webpage, including a graphic image of YOUR logo and a link to YOUR website
- 1 Social Media Posts highlighting your company as a Message Sponsor on all BIST Social Media Platforms (Facebook, Linked In, Instagram & Twitter)



LIMITED TO 1

ON RACE DAY:

- Signage recognition as Message Sponsor on site with logo
- Recognition as Message Sponsor on T-shirt given to all Hero Participants including YOUR logo
- Option to have company product in Swag Bag



WHAT YOUR SPONSORSHIP SUPPORTS ...

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 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.

SUPPORT GROUPS

BIST runs support groups for adults living with the effects of brain injury: mixed-gender and for female-identified individuals. Groups run twice a month, once online and once in person. In addition, we run a series of weekly mental health Wellness Recovery Action Plan Groups (WRAP) throughout the year.

SOCIAL DROP-INS AND COMMUNITY OUTINGS

BIST runs Social Drop-Ins for: male-identified individuals who live with brain injury (twice a month - once online and once in-person), weekly online 'Not So Blue Mondays' programs (in conjunction with CHIRS) and weekly in-person 'Freaky Fridays' programs. Once a month, BIST Members go on a free community outing to Toronto attractions such as the Museum, Art Gallery etc.

ARTS-BASED PROGRAMS

In 2023, BIST began running more Arts Based programs during Freaky Friday Sessions. Programs include: Art Therapy, Crocheting, Sculpture (Fall 2023) and Story Telling (Fall 2023.)

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 artists who live with the effects of brain injury, allowing the opportunity to showcase their writing, sculpture, painting, photography or crafts. **In April 2024 we featured over 40 artists who live with brain injury at the Clark Centre.**

FUNCTIONAL SUPPORT

BIST has supervised student placements who provide case coordination services for people living with the effects of brain injury and other cognitive impairments. Case coordination is for people who need assistance in securing housing, financial, medical and/or community support.

... AND MUCH MORE!



FOR MORE INFORMATION CONTACT

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CHIEF EXECUTIVE OFFICER

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