



# Brain Injury Association

of Windsor & Essex County

## SPONSORSHIP CATALOGUE

2016



Serving Windsor and Essex County



## Our Mission

The Brain Injury Association of Windsor & Essex County is committed to enhancing the lives of residents of Windsor & Essex County affected by acquired brain injury through education, awareness and support.

**Education** is provided through the following events:

- Annual BIAWE Conference
- Helmets on Kids Program
- "Use Your Head!" Concussion Workshop

**Awareness** through our many campaigns including:

- Bone Head Campaign
- Drive Only Never Text (D.O.N.T)
- Outreach
- Brain Injury Butterfly Memorial

**Support** is provided to those persons whose lives have been affected by brain injury.

Support services include:

- Monthly support group meetings for survivors and caregivers
- A six week goal-setting peer support group
- Quarterly survivor social outings
- Monthly survivor social activities
- Peer support mentoring

## Our Vision

The Brain Injury Association of Windsor & Essex strives to be recognized as a leader for acquired brain injury services in Windsor & Essex County.

## Our Values

~ Respect ~ Knowledge ~ Ethical ~

To learn more about our programs and services visit: [www.biawe.com](http://www.biawe.com)

## Support

A brain injury (ABI) can be devastating. Beyond the individual's impairments, there can be confusion, misunderstandings and doubts. For those who deal first-hand with ABI it can become a lifetime of frustration, hardship and isolation. BIAWE is committed to providing on-going support to those persons whose lives have been affected. We help support those with ABI by:

- Monthly support group meetings for survivors and caregivers (2nd Tuesday of every month)
- Quarterly survivor outings (eg: movies, plays, sporting events, apple picking, picnics)
- Monthly social activities
- Six week goal-setting support group
- Peer Mentoring Support Program (Province wide program matching partners with mentors)

The [Peer Support Mentoring Program](#) provides an alternative, and much needed form of support during both the early and later phases of adjustment in the community. Survivors, family members and non-paid caregivers are partnered with a fellow survivor, family member or caregiver who is empathetic and understands their frustrations because they have experienced similar situations. Mentoring takes place over a series of telephone contacts and/or emails between a caring volunteer who has first-hand experience living with a particular issue. The partnership focuses on the discussion and, where possible, resolution of specific problems or issues.

Mentors offer a listening ear, share experiences in coping with real issues and situations, offering resources and strategies. Peer Support Mentoring is open to teens (16 years or older) and adults who have sustained a brain injury, a family member, friend, or a non-paid caregiver.

[Support Groups](#) are offered to survivors, their families and friends in Windsor & Essex County. The monthly support group is comprised of individuals who truly understand the issues and challenges that individuals with a sustained brain injury face on a daily basis. The group meets in an informal and safe environment that is organized by a professional facilitator and/or survivor facilitator.

Survivor and caregiver support groups meet the second Tuesday of the month. No referral is necessary and there is no cost for attending. Meetings are from 6:00 to 7:30 pm. Light refreshments are served! Each month starts with an organized topic and is followed by a round table discussion.

**BIAWE does not receive any public funding. The events listed below are initiatives hosted by BIAWE to raise the funds that support our programs. All funds raised stay local.**

We are now offering package sponsorship deals for those who wish to generously support more than one event. These sponsorship opportunities are designed for you to make one commitment to sponsor The Brain Injury Association of Windsor & Essex County ("BIAWE") for the entire year. We are also offering single event sponsorship. Sponsorships run from January 1st, 2016 until December 31st, 2016.

**Gala: Sports & Sparkle: The Main Event** will be held on April 9, 2016 at the Caboto Club.

**5th annual Golf Tournament:** September 23, 2016 at Kingsville Golf and Country Club.

**Conference:** The annual conference will be held in the fall of 2016. Each year our conference draws over 130 attendees for quality education. Topics are geared toward clinicians including occupational therapists, speech & language pathologists, psychologists, nurses, rehab therapists, social workers, case managers and educators.

**"Use Your Head" Concussion Workshop:** This program won the 2013 award from the Ontario Brain Injury Association for providing exceptional education. Held annually, this event has over 100 attendees.

**King of Guac:** This Guacamole Competition helps fund the Helmets on Kids program. This event will be held in May and promises to be one of the largest Cinco de Mayo events in the city.

**Brain Injury Butterfly Memorial Celebration:** Held in the Windsor Sculpture Garden in June for Brain Injury Awareness month. Names of individuals with acquired brain injuries can be added at any time throughout the year. We are immensely proud of this sculpture that honours individuals with acquired brain injuries.

Company / Organization: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City / Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**I wish to support the Association through my commitment to sponsor a single event:****Annual Sports and Sparkle Gala**

- ☐ Stanley Cup Champion - \$10,000
- ☐ World Cup Champion - \$7,500
- ☐ Heavy Weight Champion - \$5,000
- ☐ World Series Champion - \$2,500
- ☐ Table Host - \$1,200
- ☐ Corporate Banner - \$1,000
- ☐ Wine Sponsor - \$1,000 (1 only)
- ☐ Dessert Sponsor - \$500 (1 only)
- ☐ Survivor Sponsor - \$500
- ☐ Celebrity Sponsor (customized package negotiable)
- ☐ Volunteer Sponsor (1 only)

**Annual Conference**

- ☐ Platinum Sponsor - \$2,500
- ☐ Gold Sponsor - \$1,500
- ☐ Silver Sponsor - \$750
- ☐ Exhibitor - \$350
- ☐ Non-Profit Exhibitor - \$150

**King of Guac**

- ☐ Platinum Sponsor - \$500
- ☐ Gold Sponsor - \$250

**Annual Golf Tournament**

- ☐ Platinum Sponsor - \$2,500
- ☐ Gold Sponsor - \$2,000
- ☐ Silver Sponsor - \$1,500
- ☐ Corporate Sponsor - \$600
- ☐ Golf Cart Sponsor - \$500
- ☐ Volunteers Lunch Sponsor - \$300
- ☐ Hole in One Sponsor - \$300
- ☐ Closest to Pin Sponsor - \$300
- ☐ Longest Drive Sponsor - \$300
- ☐ Hole Sign - \$200

**Use Your Head Concussion Workshop**

- ☐ Platinum Sponsor - \$500
- ☐ Gold Sponsor - \$250
- ☐ Exhibitor - \$50
- ☐ Prize Donation
- ☐ Cash Donation

**Brain Injury Butterfly Memorial**

- ☐ Engrave a Name - \$250
- ☐ Platinum Sponsor at Butterfly Release Celebration - \$500
- ☐ Gold Sponsor at Butterfly Release Celebration - \$250

**I wish to support the association through my commitment to a sponsorship package:**

- ☐ Titanium Package - \$13,000
- ☐ Platinum Package - \$5,000
- ☐ Diamond Package - \$10,000
- ☐ Gold Package - \$3,000

**Payment Options:**

- ☐ Please invoice my company/organization \_\_\_ Annually \_\_\_ Quarterly
- ☐ Please find enclosed a cheque payable to **The Brain Injury Association of Windsor & Essex County**
- ☐ For other payment options, please call us at 519-981-1329





Maximize your sponsorship opportunities by bundling the events and publications you wish to directly support for the entire year.

## Sponsorship Package Deals:

	<b>Titanium</b>	<b>Diamond</b>	<b>Platinum</b>	<b>Gold</b>
Gala	Stanley Cup \$10,000	World Cup \$7,500	Heavy Weight \$5,000	World Series \$2,500
Golf	Platinum \$2,500	Gold \$2,000	Silver \$1500	Silver \$1,500
Conference	Platinum \$2,500	Gold \$1,500	Silver \$750	N/A
Workshop	Platinum \$500	Gold \$250	N/A	N/A
King of Guac	Platinum \$500	Gold \$250	N/A	N/A
Memorial	Platinum \$500	Gold \$250	N/A	N/A
Total Value	\$16,500	\$11,750	\$7,250	\$4,000
<b>Package Deal</b>	<b>\$13,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$3,000</b>

### Titanium Package - \$13,000

- Special recognition as Lead Sponsor at all events
- Corporate logo on our website with links to your website
- Print & social media advertising
- Signage at all events
- Annual Gala – Table for 10 people
- Golf Tournament – 4 players and 2 hole signs
- Conference – Exhibit table & 6 registrations
- Event program booklets – full page colour Ad
- Full page ad in Quarterly Newsletter

### Platinum Package - \$5,000

- Corporate logo on our website with links to website
- Print & social media advertising
- Signage at all events
- Annual Gala – Reserved Tickets for 6 people
- Golf Tournament – 4 players and 1 sign
- Conference – Exhibit Table & 2 Registrations
- Event program booklets – ¼ page colour Ad
- Quarter-page ad in Quarterly Newsletter

### Diamond Package - \$10,000

- Corporate logo on our website with links to your website
- Print & social media advertising
- Signage at all events
- Annual Gala – Reserved tickets for 10 people
- Golf Tournament – 4 players and 2 hole signs
- Conference – 1 Registration & Exhibit table
- Event program booklets – ½ page colour Ad
- Half-page ad in Quarterly Newsletter

### Gold Package - \$3,000

- Corporate logo on our website with links to your website
- Signage at all events
- Annual Gala – reserved tickets for 4
- Workshop – 2 registrations; OR Golf Tournament – 4 players and 1 sign
- Event program booklets – business card size Ad
- Business card size ad in Quarterly Newsletter



## Did You Know...?

- Brain Injuries are more prevalent than breast cancer, spinal cord injury and HIV/AIDS combined.
- Helmets reduce brain injuries by 88%.
- Each year, 50,000 Canadians suffer an Acquired Brain Injury (ABI). In Ontario, 44 people sustain a brain injury EVERY DAY.
- Close to half a million people in Ontario live with an acquired brain injury.
- Children with brain injury go unrecognized in the school system and are mislabeled. It is estimated that there are 27,000 children with ABI in Ontario's schools.

**“May we always remember, that the human brain is as fragile as a butterfly's wings...”**

Canada's first memorial dedicated to those afflicted with a brain injury was presented to the City of Windsor on June 6th, 2014 during a Celebration. This one-of-a-kind memorial, created by local sculptor Jack Byng, depicts the release of two butterflies from outstretched bronzed hands. The life of a butterfly symbolizes the life of an individual with a brain injury. Much like a butterfly that develops from a caterpillar during the chrysalis process, the journey of a person with a brain injury can be transforming. The care that families provide is critical to the journey made by an individual with a brain injury. The support that caregivers give is represented by two extended hands that are releasing the butterflies.

Individuals who wish to donate or to engrave the name of a loved one on the memorial can call 519.981.1329, or email [info@biawe.com](mailto:info@biawe.com) for more information.

