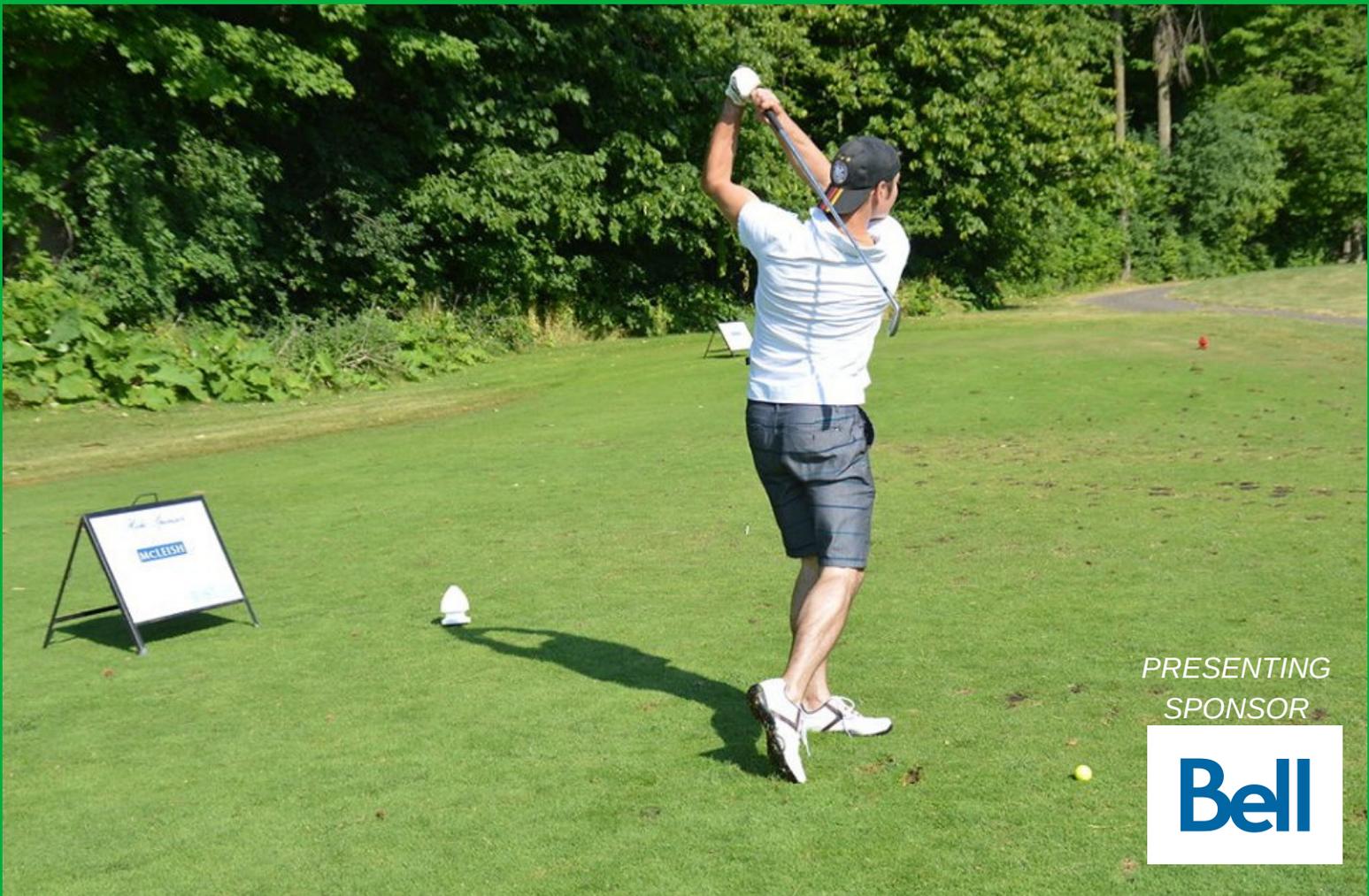




Friday, June 21st, 2019
Lionhead Golf and Country Club
Masters Course



PRESENTING
SPONSOR



About The Brain Injury Society of Toronto

Who we are:

A non-profit organization that began in 2004 and is funded by donations, sponsorships and monies raised at our signature events. **2019 marks the 15th year that BIST has been raising ABI awareness and providing support, education and advocacy to survivors and their caregivers!**

What we offer:

Free Programs and Services for ABI Survivor Members including:

- Support Groups for Adults, Caregivers, Women and Young Adults
- Concussion Education Series
- ABI information series
- Drop in and Community Programs
- Peer Support Programs
- Workshops and educational series
- Advocacy and Resource Support

Why we need the support:

- There are half a million people in Ontario living with a brain injury, this is not inclusive of the 155,000 concussions that occur each year.
- Brain Injury does not discriminate, it can happen at any age to anyone of any gender or background
- Publicly funded resources for ABI survivors are extremely limited
- ABI survivors often face a myriad of impairments that can leave them feeling depressed, isolated and misunderstood
- The Brain Injury Society of Toronto (BIST) provides a safe space for ABI survivors to socialize with one another, access resources, learn techniques to cope with their challenges, and enjoy community activities.

Benefits of being a sponsor:

- Recognition on BIST's Twitter, Facebook, Linked In and Instagram feeds - 5,000 combined followers with a reach of **70,000 individuals**
- Exposure to a myriad of professionals in the rehabilitation field including: Therapists, Medical Practitioners, Home Modifiers, Insurance Companies and Lawyers.
- Exposure to BIST community members who represent all walks of life including, Athletes, Writers, and EMS personnel.
- It's a fun day out, to make new connections and enjoy great team building opportunity!

About Our Fifth Annual Golf Tournament

The Brain Injury Society of Toronto is excited to present our fifth annual Birdies For Brain Injury Golf Tournament, taking place on Friday, June 21st, 2019 at the exclusive Lionhead Golf Club & Conference Centre - Masters Course - in Mississauga.

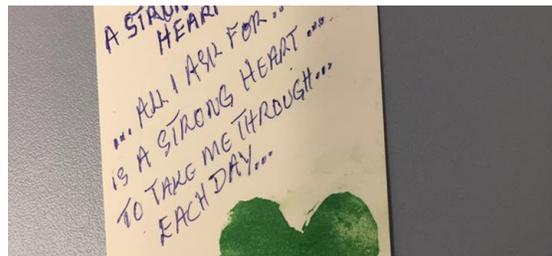
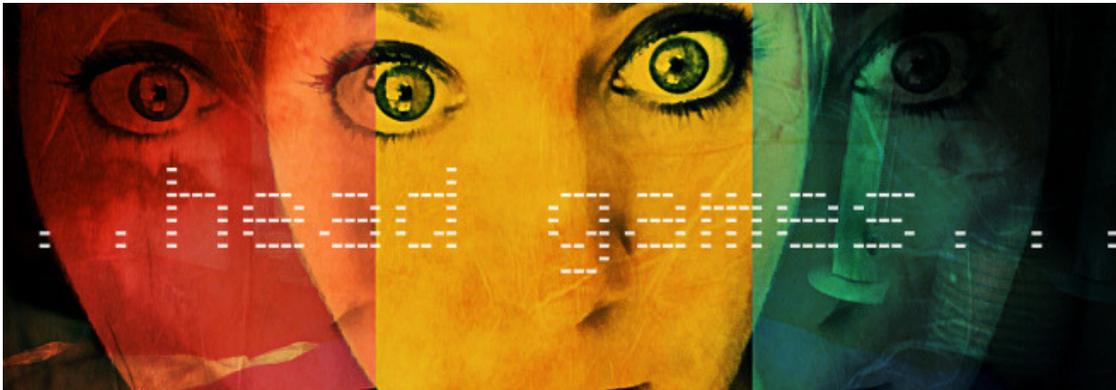
This year's event promises to be a great morning of golf, followed by a savoury lunch and our fabulous silent auction.

Event Schedule:

Registration: 6:30 a.m.
Breakfast: 7:00 a.m.
Shotgun Tee Off: 8:00 a.m.
BBQ Lunch: 1:30 p.m.

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



BIST PROGRAM SPACE

Is used for support groups, workshops and as a space where members can reflect, learn and create

Our Premium Sponsorship Packages

Presenting Sponsor | **SOLD!**

- Naming rights for the tournament - Birdies for Brain Injury Presented by: YOUR NAME HERE
- Advertisements on Z103.5 mentioning your company **on air** "Birdies for Brain Injury Golf Tournament Presented by" - A **\$15,000** value
- The Program Space at BIST will be renamed after your company for one year with a banner in the space recognizing your company "BIST program space sponsored by the Birdies for Brain Injury tournament and ..."
- * The BIST program space is utilized by ABI survivors, family members, professionals, and community partners*
- Your company's brochures and promotional material will be on display at the BIST office for one year
- Opportunity to help revitalize the program space, with an opportunity for photo ops and social media coverage.
- 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 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 - full page
- Opportunity to introduce speaker during golf event
- Opportunity to present winning foursome and provide the prize
- Special mention 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



B I S T P R O G R A M M I N G

Supports ABI survivors to connect and participate in drop-in, social and community programs

Our Premium Sponsorship Packages Continued

Gold Sponsorship | \$4,000 (Limited to 2)

- 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 2020 tournament

Silver Sponsorship | \$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



BIST COMMUNITY WORK

Working with community partners to provide education, advocacy and awareness

Breakfast, Lunch and Signature Hole Sponsorship | \$5,000 (Limited to one Sponsor - first come, first serve)

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

Snack Sponsor | \$1, 250 (Limited to one sponsor - first come, first serve)

- 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 branded promotional item in our swag bag
- Recognition in BIST's Annual Report which lives on the BIST website

Hole Sponsorship | \$1,000 - 4 Holes Sold!

- 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
- Recognition in BIST's Annual Report which lives on the BIST website



BIST EDUCATION

Providing workshops and educational series' on topics relating to concussions and brain injury including coping strategies, mood, behaviour, cognitive compensation strategies and so much more.

BIST Member Foursome Sponsorship | \$1,600

- Recognition on BIST social media channels
- Foursome will receive visors with BIST and sponsor logo

BIST Member Lunch Sponsorship | \$50.00

- Recognition on BIST social media channels



- Foursome \$1,500 - Early Bird Special \$1,000 (expires February 28, 2019)
- Individual \$ 290 - Early Bird Special \$ 250 (expires February 28, 2019)
- Lunch \$ 50

BIST would also be grateful for any of the following:

- **Silent Auction donations** - your company name and business cards would be placed with the donated item
- **Gifts for the swag bag** (must be a minimum value of \$15 per item). Your business card would be placed with the gift item. Note: BIST would require 144 items for the bags



How To Register

If you are interested in becoming a sponsor or signing up to golf, please visit www.bist.ca/birdies or contact:

Melissa Vigar
Executive Director
The Brain Injury Society of Toronto

647-748-0847 | mvigar@bist.ca | www.bist.ca

