

ANNUAL WALK & ROLL FOR BRAIN INJURY

MASSACHUSETTS ASSOCIATION OF BRAIN INJURED INDIVIDUALS

WALK & ROLL
FOR BRAIN
INJURY

SPONSOR &
EXHIBITOR
GUIDE



Saturday, September 9, 2017
Ashuwillticook Rail Trail
Farnam's Road Causeway
Cheshire, MA 01225



Saturday, September 16, 2017
Buzzard's Bay Recreation Area
Cape Cod Canal
110 Main Street
Bourne, MA 02532



Sunday, September 24, 2017
Track @Maple Street Field
Framingham State University
220 Maple Street
Framingham, MA 01702

WWW.BIAMA.ORG/WALKSPONSOR

BECOMING A WALK & ROLL SPONSOR



If you want to:

- Show your company's investment and pride in your community
- Align your company with an organization that is addressing a national epidemic, state wide legislation, safety concerns, wellness and much more
- Connect with passionate, engaged consumers who invest in companies that share their values

Then...

Be part of Massachusetts's only community building event surrounding brain injury! We offer a wide range of sponsorship levels that provide marketing benefits to your organization while fulfilling a sense of community and social responsibility that your employees can take pride in.

Join Forces with a Trusted Name

For more than 35 years, BIA-MA has been improving the quality of life for survivors of brain injury and their families in the Commonwealth.

BIA-MA is a chartered affiliate of the Brain Injury Association of America and collaborates with the Executive Office of Health and Human Services, the Massachusetts Rehabilitation Commission, the Department of Public Health, the Executive Office of Elder Affairs, Registry of Motor Vehicles, and other groups to prevent brain injuries and serve survivors. With three locations across the state – BIA-MA aims to support the entire state of Massachusetts through brain injury prevention, education, advocacy and support.

About the Walk & Roll

In 2015, BIA-MA hosted our first Walk & Roll in Framingham, MA and far surpassed our initial expectations! In 2016 BIA-MA hosted 3 Walks, to include our friends in the West and Southeast parts of the state. These events have grown our network and impacted the community in a positive way, so in keeping this new tradition, the 2017 Walk & Roll events will be held at the Ashuwillticook Rail Trail in Cheshire, MA – the Cape Cod Canal in Bourne, MA – and Framingham State University in Framingham, MA.

The Walk & Roll is a celebration that offers a chance for individuals and teams to support those affected by brain injury while raising local awareness on the diverse needs of the brain injury community. By sponsoring the Walk & Roll, you are helping to provide a better quality of life for everyone affected by brain injury.

The Time Is Now

Brain Injury is the most misdiagnosed and misunderstood type of injury and can cause tremendous disabilities, job loss, medical insurance loss, medical indigence and homelessness.

Often called the "invisible" injury – brain injury needs to be brought to the forefront! There is no cure for brain injury, only prevention! Your sponsorship of this event ensures BIA-MA continues to provide top notch awareness and prevention programs, delivers important education opportunities, advocates for survivors and their families, and provides resources for an ever growing population.

ABOUT US

Brain injury does not discriminate. It affects everyone.

The Brain Injury Association of Massachusetts provides support services to survivors and their families, offers programs to prevent brain injuries, educates the public on the risks and impact of brain injury, and advocates for legislation and improved community services.



Prevention

Prevention is the **ONLY** cure for brain injury and BIA-MA's programs lead the way in teaching and encouraging safe and responsible behavior. It is our goal to educate every man, woman, and child in our state about the risks of acquiring a brain injury and the devastating consequences.

***Think A-Head, a school based program designed for student's grades 1-12, provided 7,817 children with brain injury awareness in 2016.**



Education

BIA-MA is committed to educating the public about brain injury and empowering survivors and their families to live the fullest lives possible. Professionals, medical providers, caregivers, survivors, and families can learn more about brain injury through workshops, conferences, and in-service training opportunities.

***A fourth year of ABI Clinical Series is already being developed for 2018!**



Advocacy

BIA-MA advocates for improved services for survivors and proactively supports legislation to prevent brain injury, including seat belt and helmet laws. The organization works closely with health care providers, legislators, and government agencies to ensure that appropriate services are available to brain injury survivors and their families.

***Next steps: BIA-MA will continue to advocate for legislation to require insurance companies to cover cognitive rehabilitation.**



Support

Professionals at BIA-MA provide resources and information on a variety of topics including: state benefits, medical facilities, housing and legal services. BIA-MA sponsors over 50 support group meetings throughout the state that provides survivors and their loved ones a forum for sharing information and an opportunity to meet others with shared experiences.

***BIA-MA holds regular recreational activities for survivors so they can meet, socialize, and take advantage of recreational resources in the community.**

SPONSORSHIP OPPORTUNITIES



Be part of our largest community building event to date! As a sponsor you provide the vital support needed to make the Annual Walk & Roll for Brain Injury successful and with your help the Brain Injury Association of Massachusetts can continue providing support for brain injury survivors and their families.

With three Walk & Roll locations your company has an opportunity for widespread recognition across the state of Massachusetts through our Presenting Sponsorships, or can opt to focus more on a particular region with Regional Sponsorships.

All sponsors receive recognition of their support based on level including unique opportunities for employees to get involved with philanthropy and community service. View details in the following charts.

STATEWIDE SPONSORSHIP PREMIER SPONSOR FOR ALL 3 EVENTS! \$10,000 "Olympic" Sponsor

Exclusive Benefits:

- Official t-shirt sponsor! Your company logo will appear on the event t-shirts distributed to all participants with prominent placement on the sleeve
- Event "Welcome" banner at all THREE locations
- Step & Repeat banner for team photos
- Opportunity to send a team of up to 30 people to each event

Your Company Logo:

- Placement in all Walk & Roll email communications
- Top billing on all sponsorship signage
- Walk & Roll websites and event pages with top billing as premier sponsor

Media:

- Mention in all press releases
- Customized social media posts with logo where applicable
- BIA-MA Heads Up Headlines – full page ad in the Fall 2017 issue

Other

Exhibitor/Team table in the Team City area for optimal traffic

Questions? Please contact Chesa Conrad at (508) 475-0032 x29 or email walknroll@biama.org

REGIONAL SPONSORSHIPS

SHOWCASE SPONSOR FOR YOUR CHOSEN EVENT

\$5,000 “Flagship” Sponsor

Your Company:

- Send 5-10 staff volunteers
- Team of up to 20 people
- Exhibitor/Team table in the Team City area for optimal traffic

Your Company Logo prominently placed:

- Event t-shirts
- Walk & Roll email communications
- Event website & signage
- 5 course signs

Media:

- Notice in press coverage and social media where applicable
- BIA-MA Heads Up Headlines – 1/2 page ad in the Fall 2017 issue

\$2,500 “Mid Distance” Sponsor

Your Company:

- Team of up to 10 people
- Exhibitor/Team table in the Team City area for optimal traffic

Your Company Logo:

- Event t-shirts
- Event website & signage
- 2 course signs

Media:

- Notice in press coverage and social media where applicable
- BIA-MA Heads Up Headlines – 1/4 page ad in the Fall 2017 issue

\$1,000 “Sprint” Sponsor

\$500 “Community” Sponsor

Your Company:

- Team of up to 5 people
- Exhibitor/Team table in the Team City area for optimal traffic

Your Company Logo:

- Event t-shirts
- Event website & signage
- 1 course sign

Your Company Logo:

- Event t-shirts
- Event website & signage

PLUS – exhibitor table in vendor area

\$250 Exhibitor Table

In Kind Donations Appreciated!

Exhibitor table and entrance for 1 person in vendor area

- Breakfast, lunch, snack, and water opportunities available
- Value of donation will dictate benefits

Questions? Please contact Chesa Conrad at (508) 475-0032 x29 or email walknroll@biama.org

2017 WALK & ROLL FOR BRAIN INJURY SPONSOR AND EXHIBITOR REGISTRATION FORM

SPONSOR INFORMATION (Please print your name EXACTLY how it should read on printed materials).

If you are sending a team, please download the team form at www.biama.org/walksponsor

Individual Name (Sponsorship is not associated with a Company/Organization) : _____

Organization/Company Name: _____

Primary Contact for Organization/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

If your company is sponsoring at the request of a team or individual participating, please specify:

Team Name: _____ Participant Name: _____

SPONSORSHIPS LEVELS (Please check the package level at which you would like to participate).

\$10,000 Olympic Premier \$5,000 Flagship Sponsorship \$2,500 Mid-Distance Sponsorship

\$1,000 Sprint Sponsorship \$500 Community Sponsor \$250 Exhibitor Table

Underwriting Opportunity/In-Kind Sponsorship (specify goods/services) _____ Approx. Value: \$ _____

We are unable to participate in any of the above, but wish to contribute \$ _____

PAYMENT TYPE (How would you like to fulfill your 2017 Walk & Roll sponsorship commitment)?

Please send this form and payment to BIA-MA, Attn: Walk & Roll, 30 Lyman St., Suite 10, Westborough, MA 01581

Check enclosed, made payable to "BIA-MA"

I wish to receive an invoice for our pledge.

Please charge my credit card. Circle one: Visa / MasterCard / Discover

Card # _____ Exp. Date _____ / _____ CVC # _____

Please print name as it appears on card

Signature of cardholder

AUTHORIZATION & SIGNATURE

I authorize Brain Injury Association of Massachusetts to use: (a) my name and/or (b) any photographs or logos which I have provided to promote or advertise the 2017 BIA-MA Annual Walk & Roll. Such promotion or advertising may include, but is not limited to, the publication, display and exhibition of my organization name and/or my logos and/or photos. I understand that the Annual BIA-MA Walk & Roll is an event sponsored by BIA-MA where participants walk to raise money for brain injury prevention and support and confirm that such a charitable purpose is sufficient compensation for me. I declare my consent to be irrevocable and release BIA-MA from any and all claims in connection with the use of my organization name and/or logos and/or photographs as previously described. As a SPONSOR, I will provide a logo to be used on event materials. All logos must be 300 dpi in JPG or EPS format please.

Authorized Signature

Print Name

Date