

# March On for Brain Injury

## Rochester | Hudson Valley

CONTRIBUTE TO THE ADVANCEMENT  
▶ Of the brain injury community



August 26, 2017

## Who are we?



The mission of the Brain Injury Association of New York State is to promote awareness, understanding and prevention of brain injury through education, advocacy, and community support services that lead toward reduced incidence and improved outcomes for children and adults with brain injuries and their families.

The Brain Injury Association of New York State (BIANYS) is a statewide non-profit membership organization that advocates on behalf of individuals with brain injuries and their families. Established in 1982, BIANYS provides education, advocacy, and community support services that lead to improved outcomes for children and adults with brain injuries and their families. The Association also offers a toll-free family help line, chapters and support groups throughout the state, prevention programs, and publications library. BIANYS plays a central role in the development of public policy on the federal, state and local level.

## What is March On for Brain Injury?

Now in its fourth year, March On for Brain Injury is a one day walk event that raises awareness for brain injury and funds for BIANYS. Occurring in multiple locations throughout New York State, this event attracts hundreds of survivors, family members, and caregivers for a day of family fun and celebration.

New in 2017, the event will feature an inaugural 5k race encouraging more people to join us to learn about our mission and enjoy a day of physical fitness and community support. Attendees will also enjoy activities for the whole family, local vendors, music, giveaways, prizes and more!

## How does my support help?

All proceeds from this event go 100% to the Brain Injury Association of New York State, a certified 501(c)(3) organization.

Your financial contribution will enable the BIANYS to continue to provide services for thousands of individuals and their families affected by brain injury in New York State.

## Brain Injury Facts

- An estimated 13.5 million Americans are affected by stroke and TBI which makes brain injury the second most prevalent injury and disability in the United States
- Every 11.26 seconds, one person in the United State sustains a traumatic brain injury
- 2.8 million Americans sustain traumatic brain injuries each year
- More than 56,000 people die every year as a result of traumatic brain injury
- According to a study by Finkelstein and colleagues, the annual costs of brain injury- both medical costs and lost productivity for people with TBI - are an estimated \$76.5





Become a sponsor and contribute to the advancement of brain injury advocacy, education, and services, while enhancing your visibility within the brain injury community

### **Presenting Sponsor | \$5,000 (Category Exclusive)**

As a presenting sponsor, your business will receive the following:

- Remarks during event program
- Logo placement and mentions in all media (print, radio and digital)
- Logo on March On for Brain Injury t-shirt (front)
- Social Media mentions on Facebook and Twitter
- Logo placement on official March On for Brain Injury rack card (deadline 5/31)
- Logo placement on personalized fundraising website and on March On for Brain Injury landing page on bianys.org
- Banner displayed at the event (banner to be provided by the sponsor)
- On-site booth space
- Opportunity to provide promotional giveaway to attendees (sponsor to provide giveaway items)
- Four (4) complimentary registrations
- Recognition in Brain Power, BIANYS newsletter

### **Gold Sponsor | \$2,500**

As a gold sponsor, your business will receive the following:

- Logo placement and mentions in all media (print, radio and digital)
- Logo on March On for Brain Injury t-shirt
- Social Media mentions on Facebook and Twitter
- Logo placement on official March On for Brain Injury rack card (deadline 5/31)
- Logo placement on personalized fundraising website and on March On for Brain Injury landing page on bianys.org
- On-site booth space
- Opportunity to provide promotional giveaway to attendees (sponsor to provide giveaway items)
- Four (4) complimentary registrations
- Recognition in Brain Power, BIANYS newsletter

### **Silver Sponsor | \$1,000**

As a silver sponsor, your business will receive the following:

- Logo on March On for Brain Injury t-shirt
- Social Media mentions on Facebook and Twitter
- Logo placement on official March On for Brain Injury rack card (deadline 5/31)
- Logo placement on personalized fundraising website and March On for Brain Injury landing page on bianys.org
- On-site booth space
- Opportunity to provide promotional giveaway to attendees (sponsor to provide giveaway items)
- Two (2) complimentary registrations
- Recognition in Brain Power, BIANYS newsletter

### **Bronze Sponsor | \$500**

- One site booth space
- Opportunity to provide promotional giveaway to attendees (sponsor to provide giveaway items)

### **In-kind Sponsor**

- Recognition is based on value of in-kind donation

# Commitment

## Yes! We will support March On for Brain Injury!

Hudson Valley Walk

Rochester Walk

I would like to support both walks!

### Please select a sponsorship Level:

Presenting Sponsor \$5,000

Gold Sponsor \$2,500

Silver Sponsor \$1,000

Bronze Sponsor \$500

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City, State and Zip: \_\_\_\_\_

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

My logo is attached

**IMPORTANT:** Deadline for inclusion in rack cards May 31, 2017.

Attendees: (Please fill out if included in your registration)

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Payment Information (Choose one):

\_\_\_\_\_ Enclosed is a check in the amount of \$ \_\_\_\_\_

\_\_\_\_\_ Credit Card

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Please return commitment form to Erica Rossin • Email: [erossin@bianys.org](mailto:erossin@bianys.org) • Fax: 518-482-5485

A copy of our latest Annual Report and Financial Statements may be obtained, upon request, from the Brain Injury Association of NYS or the New York State Attorney General's Charities Bureau. Charities Bureau – 120 Broadway, 3rd Floor, New York, NY 10271

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