

# 2021 Sponsorship Opportunities



**THE VOICE OF BRAIN INJURY**



## Annual Conference and Medical Symposium

Spring and Winter

*At this time, the Brain Injury Association of New York State is planning to host 2021 events virtually. If guidelines change to allow for large events to safely occur in person, we have contingency plans in place, allowing us to pivot sponsorships to reflect the change.*

The Brain Injury Association of New York State is proud to present our Virtual Annual Conference and Virtual Medical Symposium. With the Annual Conference in spring and the Medical Symposium in late winter, sponsorship is bundled, allowing for maximum exposure and educational opportunities.

### **PRESENTING SPONSOR - \$5,000**

*\*Category exclusive*

- Booth in virtual exhibit hall for Annual Conference and Medical Symposium
- Premier full page ad in online program for Annual Conference and Medical Symposium
- Logo on front cover of virtual program and event pages
- Prime Logo placement on all digital marketing, including email blasts
- Exhibitor listing in online program for Annual Conference and Medical Symposium
- Sponsor recognition on Annual Conference and Medical Symposium virtual platforms and websites with prime logo placement
- Opportunity to provide pre-recorded welcome message to both events
- Sponsor spotlight during Annual Conference
- Involvement in the introduction of sessions during the Annual Conference
- Registration for two representatives for Annual Conference and Medical Symposium
- Recognition in Brain Power, the BIANYS quarterly newsletter

### **SUPPORTING SPONSOR - \$2,500**

- Booth in virtual exhibit hall for Annual Conference and Medical Symposium
- Full page ad in online program for Annual Conference and Medical Symposium
- Logo placement on all digital marketing, including email blasts
- Exhibitor listing in online program for Annual Conference and Medical Symposium
- Sponsor recognition on Annual Conference and Medical Symposium virtual platforms and websites with logo
- Sponsor spotlight during Annual Conference
- Involvement in the introduction of sessions during the Annual Conference
- Registration for two representatives for Annual Conference and Medical Symposium
- Recognition in Brain Power, the BIANYS quarterly newsletter

### **CONTRIBUTING SPONSOR - \$1,500**

- Booth in virtual exhibit hall for Annual Conference and Medical Symposium
- Half page ad in online program for Annual Conference and Medical Symposium
- Exhibitor listing in online program for Annual Conference and Medical Symposium
- Sponsor recognition on Annual Conference and Medical Symposium virtual platforms and websites
- Sponsor spotlight during Annual Conference
- Registration for two representatives for Annual Conference and Medical Symposium
- Recognition in Brain Power, the BIANYS quarterly newsletter

### **EXHIBITOR SPONSOR - \$1,000**

- Booth in virtual exhibit hall for Annual Conference and Medical Symposium
- Exhibitor listing in online program for Annual Conference and Medical Symposium
- Listing on Annual Conference and Medical Symposium virtual platforms and websites
- Registration for two representatives for Annual Conference and Medical Symposium
- Recognition in Brain Power, the BIANYS quarterly newsletter

### **SCHOLARSHIP SPONSOR - \$500**

*\*An exclusive opportunity for the Annual Conference. Package may be added to other sponsorship levels.*

Provide a scholarship to an individual with a brain injury or their family member to attend the Annual Conference.

- Recognition on Annual Conference webpage
- Recognition in Annual Conference online program
- Registration for one representative for the Annual Conference

## March On for Brain Injury

September

*At this time, the Brain Injury Association of New York State is planning to host 2021 events virtually. If guidelines change to allow for large events to safely occur in person, we have contingency plans in place, allowing us to pivot sponsorships to reflect the change.*

Marking its eighth year, March On for Brain Injury raises awareness for brain injury and vital funds to support BIANYS. Whether virtual or in person, March On is always a celebration!

### **PRESENTING SPONSOR - \$5,000**

*\*Category exclusive*

- Prime logo placement included in all promotions across BIANYS channels (e-marketing, social media, website, etc.)
- Prime logo placement on March On registration page and bianys.org landing page
- Prime logo placement on official March On for Brain Injury materials
- Prime logo placement on stand alone March On webpage, linking back to sponsor's website
- Opportunity for promotional video on March On stand alone webpage
- Opportunity to record introduction of Honoree
- Prime logo placement on informational March On flier, mailed to all walkers
- Prime logo placement on recognition slides during event day presentation
- Shout out during event day presentation
- Recognition in Brain Power, the BIANYS quarterly newsletter and Brain Trust, the BIANYS member only newsletter
- Four complimentary registrations

### **GOLD SPONSOR - \$2,500**

- Logo placement included in all promotions across BIANYS channels (e-marketing, social media, website, etc.)
- Logo placement on March On registration page and bianys.org landing page
- Logo placement on official March On for Brain Injury materials
- Logo on stand alone March On webpage, with link back to sponsor's website
- Opportunity for promotional video on March On stand alone webpage
- Opportunity to record introduction of Honoree
- Logo on informational March On flier, mailed to all walkers
- Logo on recognition slides during event day presentation
- Shout out during event day presentation
- Recognition in Brain Power, the BIANYS quarterly newsletter
- Four complimentary registrations

### **SILVER SPONSOR - \$1,000**

- Company name included in all promotions across BIANYS channels (e-marketing, social media, website, etc.)
- Company name included on March On registration page and bianys.org landing page
- Company name on official March On for Brain Injury materials
- Listing on stand alone March On webpage, with link back to sponsor's website
- Listing on informational March On flier, mailed to all walkers
- Listing on recognition slides during event day presentation
- Shout out during event day presentation
- Recognition in Brain Power, the BIANYS quarterly newsletter
- Two complimentary registrations

### **BRONZE SPONSOR - \$500**

- Listing on stand alone March On webpage, with link back to sponsor's website
- Company name on March On registration page and bianys.org landing page
- Listing on informational March On flier, mailed to all walkers
- Listing on recognition slides during event day presentation
- Shout out during event day presentation

# Journey of Hope Gala

November

*At this time, the Brain Injury Association of New York State is planning to host 2021 events virtually. If guidelines change to allow for large events to safely occur in person, we have contingency plans in place, allowing us to pivot sponsorships to reflect the change.*

The Journey of Hope Gala celebrates and recognizes those who have made significant advances in the field of brain injury. Save your formal wear for another occasion. This celebration takes place right from the comfort of your own home!

## **PRESENTING SPONSOR - \$10,000**

*\*Category exclusive*

- Prominent recognition on all event marketing and promotional materials (social media, emails and press releases)
- Opportunity to have a message included in Gala digital program
- Opportunity to address Gala audience via pre-recorded message
- Prime logo placement on Gala virtual platform  
Prime logo placement and link on Gala webpage
- Prime logo placement on digital Gala invitation
- Full-page recognition in Gala digital program
- Prime logo placement on slides during Gala presentation
- Invitation to VIP pre-event
- Eight complimentary Gala tickets
- Recognition in Brain Power, the BIANYS quarterly newsletter
- Opportunity to provide item for virtual auction

## **GOLD SPONSOR - \$5,000**

- Logo placement on Gala virtual platform
- Logo placement and link on Gala webpage
- Logo recognition on Gala marketing (social media and email)
- Logo placement on digital Gala invitation
- Half-page recognition in Gala digital program
- Logo placement on slides during Gala presentation
- Invitation to VIP pre-event
- Six complimentary Gala tickets
- Recognition in Brain Power, the BIANYS quarterly newsletter
- Opportunity to provide item for virtual auction

### **SILVER SPONSOR - \$2,500**

- Logo placement on Gala virtual platform
- Logo placement and link on Gala webpage
- Logo recognition on Gala marketing (social media and email)
- Logo placement on digital Gala invitation
- Half-page recognition in Gala digital program
- Invitation to VIP pre-event
- Four complimentary Gala tickets
- Recognition in Brain Power, the BIANYS quarterly newsletter
- Opportunity to provide item for virtual auction

### **BRONZE SPONSOR - \$1,000**

- Logo placement on Gala virtual platform
- Logo placement and link on Gala webpage
- Logo recognition on Gala marketing (social media and email)
- Logo placement on digital Gala invitation
- Invitation to VIP pre-event
- Two complimentary Gala tickets
- Recognition in Brain Power, the BIANYS quarterly newsletter
- Opportunity to provide item for virtual auction

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