



# 2022 Corporate Partner Program

## About the Brain Injury Association of New York State

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, professional development programs, and a video and publications library. BIANYS plays a central role in the development of public policy on the federal, state and local level.

## About the 2022 Corporate Partner Program

BIANYS' Corporate Partner Program increases visibility and provides unique brand awareness opportunities for partner organizations and businesses. Through the Program, you are given exclusive benefits and recognition commensurate with your annual level of participation. All contributions from Corporate Partners are used to enhance existing programs and projects benefitting thousands of people effected by brain injury throughout New York State.

## All 2022 Corporate Partner Packages Include:

- All benefits of BIANYS membership, including the ability to vote for District Representatives on the BIANYS Board of Directors and member discounts for events, professional development courses and other activities
- Subscription to the Journal of Head Trauma Rehabilitation
- Subscription to the BIANYS quarterly newsletter, *Brain Power*
- Communications and updates from the Brain Injury Association of America
- Discounts and special offers for BIANYS' Annual Conference and Professional Symposium

*At this time, the Brain Injury Association of New York State is planning to host 2022 events in person, when possible. If guidelines change, contingency plans are in place, allowing a pivot for sponsorships to reflect the change to virtual.*



# 2022 Corporate Partner Packages at a Glance

	Platinum Partner \$25,000	Gold Partner \$10,000	Silver Partner \$5,000	Bronze Partner \$2,500	Copper Partner \$1,500
<b>Basic Member Benefits</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Professional Development</b>	<b>X</b> Presenting Series & Speaker's Bureau	<b>X</b> Speaker's Bureau	<b>X</b> 15 Registrations	<b>X</b> 10 Registrations	
<b>Annual Conference &amp; Professional Symposium</b>	<b>X</b> Presenting Sponsor	<b>X</b> Supporting Sponsor	<b>X</b> Contributing Sponsor	<b>X</b> Exhibitor	<b>X</b> Exhibitor
<b>March On for Brain Injury Walks</b>	<b>X</b> Presenting Sponsor	<b>X</b> Gold Sponsor	<b>X</b> Silver Sponsor	<b>X</b> Bronze Sponsor	
<b>Journey of Hope Gala</b>	<b>X</b> Presenting Sponsor	<b>X</b> Silver Sponsor	<b>X</b> Bronze Sponsor		
<b>Individual Memberships</b>	<b>X</b> 50	<b>X</b> 35	<b>X</b> 20	<b>X</b> 10	
<b>Website Advertising</b>	<b>X</b>	<b>X</b>	<b>X</b>	Option to Add On	Option to Add On

*All Corporate Partners will be asked to provide their logos and other advertisements before each event and must provide such in the format requested in a timely manner.*

## Platinum

**\$25,000**

### As a 2022 Platinum Corporate Partner, you will receive:

- Professional Development Series Presenting Sponsor (*Category Exclusive*)
- Opportunity to be part of BIANYS' Speaker's Bureau for a Professional Development event
- Presenting Sponsorship for the Annual Conference and Medical Symposium
- Presenting Sponsorship for the March On for Brain Injury Walks
- Presenting Sponsorship for the Journey of Hope Gala
- Fifty (50) individual memberships
- Advertising banner on BIANYS website homepage and listing on our Corporate Partner web page with link to your website

*\*Please note that the Corporate Partnership Platinum level is an industry exclusive opportunity. If you would like to be considered, please complete the Corporate Partnership Form (clickable pdf form) and return it no later than November 1 to [info@bianys.org](mailto:info@bianys.org). This Partnership level will be filled on a first come, first serve basis. Please contact us with any questions.*

## Gold

**\$10,000**

### As a 2022 Gold Corporate Partner, you will receive:

- Potential to be part of BIANYS' Speaker's Bureau for a Professional Development event
- Supporting Sponsorship for the Annual Conference and Medical Symposium
- Gold Sponsorship for the March On for Brain Injury Walks
- Silver Sponsorship for the Journey of Hope Gala
- Thirty-five (35) individual memberships
- Advertising banner on BIANYS website homepage and listing on our Corporate Partner web page with link to your website

## Silver

**\$5,000**

### As a 2021 Silver Corporate Partner, you will receive:

- Fifteen (15) registrations for our Professional Development Webinar Series
- Sponsorship for the Annual Conference and Medical Symposium
- Silver Sponsorship for the March On for Brain Injury Walks
- Bronze Sponsorship for the Journey of Hope Gala
- Twenty (20) individual memberships
- Advertising banner on BIANYS website homepage and listing on our Corporate Partner web page with link to your website



## Bronze

**\$2,500**

### As a 2021 Bronze Corporate Partner, you will receive:

- Ten (10) registrations for our Professional Development Webinar Series
- Annual Conference and Medical Symposium Exhibitor space
- Bronze Sponsorship for the March On for Brain Injury Walks
- Ten (10) individual memberships
- Listing on our Corporate Partner web page
- Additional opportunities available

## Copper

**\$1,500**

### As a 2021 Copper Corporate Partner, you will receive:

- Annual Conference and Medical Symposium Exhibitor space
- Listing on our Corporate Partner web page
- Additional opportunities available

# Add Ons

## Exclusive Opportunities for our Corporate Partners

### Advertising

**\$2,500**

BIANYS' website attracts people from all over the world seeking medical information, legal information and resources for living with a brain injury. The advertising add-on includes:

- Advertising banner on BIANYS website homepage
- Listing on our Corporate Partner web page with link to your website

### Brain Trust Underwriter

**\$1,500**

Brain Trust, the BIANYS' members-only monthly digital newsletter is sent to current BIANYS members. This opportunity is limited to one Corporate Partner. Underwriting this communication includes:

- Underwriting credit listed on each digital issue, with link to business website
- Opportunity to have a business profile or industry related article in an issue of Brain Trust

*If you are interested in learning more about Corporate Partnerships or BIANYS, please contact Eileen Reardon at [ereardon@bianys.org](mailto:ereardon@bianys.org) or 518-459-7911.*

## Family Fund Benefactor

**\$15,000**

*The Family Fund Benefactor is a stand-alone opportunity, not part of the Corporate Partnership, Membership or event sponsorship opportunities.*

The Brain Injury Association of New York State's Family Fund is designed to provide a onetime financial commitment to a New Yorker with a brain injury or a family, possibly a caregiver, who provides care to the individual with a brain injury. Family Fund applications are reviewed on a case-by-case basis and must:

- Enhance quality of life for individuals with brain injury and their families;
- Promote natural supports by enhancing relationships with families and friends; and/or
- Enhance physical, spiritual and emotional supports for individuals with brain injury and their loved ones, particularly during crisis.

By becoming the Family Fund Benefactor, you receive:

- Acknowledgement on the Family Fund page of the BIANYS website, including: the company logo, brief profile and link back to company website
- Acknowledgement in all Family Fund award letters and communications
- Highlighted on all Family Fund collateral as a benefactor
- Profile in *Brain Power*, BIANYS's quarterly newsletter, with a reach of over 4,000 contacts
- Acknowledgement in *Brain Trust*, BIANYS's member-only digital newsletter
- Recognition on all Family Fund collateral
- Recognition slide with logo in BIANYS profile presentations
- Profile and recognition in BIANYS Annual Report

*If you are interested in learning more about becoming a Family Fund Benefactor, please contact Allison Barna at [abarna@bianys.org](mailto:abarna@bianys.org) or 518-459-7911.*

# Special Opportunity

## Annual Conference Keynote Presenter

**\$25,000**

*The Annual Conference Keynote Presenter is a stand-alone opportunity, not part of the Corporate Partnership, Membership or event sponsorship opportunities.*

The 2022 Annual Conference will be the first in-person event BIANYS will be hosting since November of 2019. In celebration of being back, BIANYS is looking to bring American singer and songwriter, Randy Travis to the Annual Conference as the keynote speaker.

In 2013, the Grammy Award winner suffered a massive stroke and placed in a medically induced coma to save his brain. Travis underwent brain surgery and then spent nearly six months in the hospital getting his strength back. The near-fatal stroke had damaged his system. After the procedure, he had to learn to walk again and still has difficulty speaking. With help from his wife and physical therapy, he was able to do so.

Through your support, BIANYS would like to bring Randy and his wife Mary, to share their story with New York's brain injury community.

Benefits for this opportunity include:

- Premier full page ad in online program for Annual Conference and Medical Symposium
- Prime logo placement on all digital marketing, including email blasts
- Acknowledgement as Keynote Sponsor on all marketing
- Sponsor recognition on Annual Conference and Medical Symposium virtual platforms and websites with prime logo placement
- Opportunity to introduce keynote speaker
- Registration for two representatives for Annual Conference and Medical Symposium
- Recognition in Brain Power, the BIANYS quarterly newsletter

# 2022 Events & Activities

*At this time, the Brain Injury Association of New York State is planning to host 2022 in person, when possible. If guidelines change, contingency plans are in place, allowing a pivot for sponsorships to reflect the change to virtual.*

## **Professional Development Webinar Series**

Quarterly - online

In 2017, BIANYS launched the Professional Development Webinar Series that has trained professionals working with people and families impacted by brain injuries across New York State. BIANYS is recognized by the New York State Education Department's Office of the Professions as a provider for continuing competencies in the following areas: Social Work, Physical Therapy/ PT Assistants, Speech-Language Pathologist & Audiologists, Continuing Teacher and Leader Education (CTLE) and Occupational Therapy/ OT assistants. We also provide CBIS continuing education credit and Certificates of Attendance.

## **Annual Conference and Medical Symposium**

June 8-10, 2022, Saratoga Springs

Each year BIANYS hosts an Annual Conference (June 8-9) and Medical Symposium (June 10). These events attract survivors, family members and caregivers to participate in workshops, keynote presentations and virtual exhibit halls. Interactive and educational, these events can't be beat.

## **March On for Brain Injury Walk**

September 10, 2022, Hudson Valley, Long Island, New York City, Rochester

Entering its seventh year, March On for Brain Injury Walk brings people together at four locations around the state for a Family Fun Walk to raise money and awareness for brain injury. As we honor exemplary members of the community, our most popular event brings hundreds together for a day of activity, celebration and hope.

## **Journey of Hope Gala**

November 17, 2022, New York City

Our gala is an elegant evening of celebration and recognition of those who have made significant advances in the field of brain injury. Cocktails, music and awards make this a night to remember.



Join us on our mission...

### Corporate Partner Form

Name \_\_\_\_\_

Company \_\_\_\_\_

(How you would like to be listed on print and digital materials.)

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

#### Please Select your Partnership Level

- Platinum (\$25,000+)\*  Copper (\$1,500)
- \*Please note that the Platinum level is an industry exclusive opportunity. This Partnership level will be filled on a first come, first serve basis.
- Gold (\$10,000)  Add On: Advertising (\$2,500)
- Silver (\$5,000)  Add On: Brain Trust (\$1,500)
- Bronze (\$2,500)
- I would also like to provide an additional contribution to support BIANYS in the amount of \$ \_\_\_\_\_
- Family Fund Benefactor (\$15,000)

#### Payment Information

- Credit Card: Please pay online at [bianys.org](http://bianys.org) or contact us at 518-459-7911.
- Enclosed is a check in the amount of \$ \_\_\_\_\_

Please email completed form to:

The Brain Injury Association of New York State - [info@bianys.org](mailto:info@bianys.org)

