



BRAIN INJURY ASSOCIATION OF NEW YORK STATE

Sponsorship Opportunities

2023

Brain Injury Symposium
March 25, 2023
New York City

Annual Conference
June 7-9, 2023
Saratoga Springs, NY

March On for Brain Injury
September 9, 2023
Hudson Valley, Long Island, Rochester
and Virtual

Journey of Hope Gala
November 8, 2023
New York City

THE VOICE OF BRAIN INJURY

BRAIN INJURY ASSOCIATION OF NEW YORK STATE
5 PINE WEST PLAZA, SUITE 506
ALBANY, NY 12205
518-459-7911 info@bianys.org

BRAIN INJURY SYMPOSIUM

MARCH 25, 2023

Presented by the Brain Injury Association of New York
State and Rusk Rehabilitation at NYU Langone Health

In partnership with Rusk Rehabilitation at NYU Langone Health, the Brain Injury Association of New York State (BIANYS) is excited to present the 2023 Brain Injury Symposium. A new format and new approach for the new year, the Symposium will be presented in person at NYU Langone Health, Science Building, 435 E 30th Street, NY, NY 10016, Room SB 1 03 or live-streamed on Saturday, March 25 from 8 am – 4 pm.

**If you are interested in sponsoring or exhibiting at both the Brain Injury Symposium and The Annual Conference (June 7th-9th, 2023), please reach out to us for a discounted rate.*

Sponsorship Information

PRESENTING SPONSOR - \$2,000

**Category Exclusive*

- Prime exhibitor space at Brain Injury Symposium
- Prime logo placement on all printed materials and digital marketing including email blasts and event signage
- Banner displayed at Brain Injury Symposium (banner to be provided by Sponsor)
- Sponsor recognition on the Brain Injury Symposium website with logo
- Sponsor spotlight during the Brain Injury Symposium
- Opportunity to provide welcoming remarks at the Brain Injury Symposium
- Recognition on social media
- Registration for five representatives for the Brain Injury Symposium

SUPPORTING SPONSOR - \$1,000

- Exhibitor space at Brain Injury Symposium
- Logo placement on all printed materials and digital marketing including email blasts and event signage
- Sponsor recognition on the Brain Injury Symposium website with logo
- Sponsor spotlight during the Brain Injury Symposium
- Recognition on social media
- Registration for two representatives for the Brain Injury Symposium

CONTRIBUTING SPONSOR - \$700

- Exhibitor space at Brain Injury Symposium
- Recognition on printed materials and digital marketing including email blasts and

event signage

- Sponsor recognition on the Brain Injury Symposium website
- Recognition on social media
- Registration for two representatives for the Brain Injury Symposium

EXHIBITOR SPONSOR - \$500

- Exhibitor space at Brain Injury Symposium
- Sponsor recognition on the Brain Injury Symposium website
- Recognition on social media
- Registration for two representatives for Brain Injury Symposium

Important Dates for Exhibitors and Sponsors

Date	Action	Other information
3/3/2023	Contract and Payment due	Sent to BIANYS Office
3/6/2023	Logo due for marketing	Email to abarna@bianys.org
3/8/2023	Completed informational survey due	Link will be sent to you

Please reach out to Eileen Reardon at ereardon@bianys.org or 518-459-7911 for and questions or concerns.

Thank you for your support.

The Brain Injury Symposium is presented through the partnership of:





Annual Conference

June 7-9th, 2023 Holiday Inn Saratoga Springs

Back in lovely Saratoga Springs, New York, the Brain Injury Association of New York State's Annual Conference is a must-attend event for survivors, family members and caregivers. Attendees participate in workshops, keynote presentations and virtual exhibit halls. Professional continuing education credits will be offered whenever possible.

Sponsorships for the Annual Conference

PRESENTING SPONSOR - \$5,000

**Category Exclusive*

- Prime exhibitor space at Annual Conference
- Premier full-page ad in Annual Conference program
- Prime logo placement on all printed materials and digital marketing including email blasts and Annual Conference signage
- Banner displayed at Annual Conference (banner to be provided by Sponsor)
- Sponsor recognition and exhibitor listing in Annual Conference program
- Sponsor recognition on Annual Conference website with logo
- Sponsor spotlight during the Annual Conference
- Logo on front cover of program and event web pages
- Opportunity to provide welcoming remarks at both the Annual Conference
- Registration for two representatives for the Annual Conference
- Placement of promotional item at conference (promotional items to be provided by Sponsor)
- Recognition in social media and in Brain Power, the BIANYS newsletter

SUPPORTING SPONSOR - \$3,000

- Exhibitor space at Annual Conference
- Full page ad in Annual Conference program
- Logo placement on all printed materials and digital marketing including email blasts
- Sponsor recognition and exhibitor listing in Annual Conference program
- Sponsor recognition on Annual Conference
- Sponsor spotlight during the Annual Conference



(SUPPORTING SPONSOR CONTINUED)

- Registration for two representatives for the Annual Conference
- Placement of promotional item at conference (promotional items to be provided by Sponsor)
- Recognition in social media and in Brain Power, the BIANYS newsletter

CONTRIBUTING SPONSOR - \$2,000

- Exhibitor space at Annual Conference
- Half page ad in Annual Conference program
- Sponsor recognition and exhibitor listing in Annual Conference program
- Sponsor recognition on Annual Conference and Medical Symposium websites
- Sponsor spotlight during the Annual Conference
- Placement of promotional item at conference (promotional items to be provided by Sponsor)
- Registration for two representatives for Annual Conference and Medical Symposium
- Recognition in social media and in Brain Power, the BIANYS newsletter

EXHIBITOR SPONSOR - \$1,500

**Does not include an ad*

- Exhibitor space at Annual Conference
- Exhibitor listing in the Annual Conference program
- Registration for two representatives for Annual Conference
- Recognition in social media and in Brain Power, the BIANYS 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.*

- Receive recognition as a Scholarship Supporter on the Annual Conference web page and in the Annual Conference program.
- Registration for one representative for the Annual Conference



KEYNOTE SPONSOR - \$500

**An exclusive opportunity for the Annual Conference. Package may be added to other sponsorship levels. Keynote sponsors will allow us to buy Gretchen Evan's book for all scholarship recipients and donate money to her organization.*

- Receive recognition as a Keynote Supporter on the Annual Conference web page and in the Annual Conference program.
- Registration for one representative for the Annual Conference

Due Dates for Exhibitors and Sponsors		
Date	Action	Other information
5/1/2023	Contract and Payment due	Sent to BIANYS Office
5/8/2023	Completed informational survey due	Link will be sent to you in April
5/10/2023	Logo and Ad due for marketing/program are due	Email to abarna@bianys.org



March On for Brain Injury

September 9, 2023 Hudson Valley, Long Island, Rochester and Virtual

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

**Industry 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 March On webpage, linking back to sponsor's website
- Opportunity for promotional video for March On
- Opportunity to speak at day of event
- Prime logo placement on informational March On flier
- Prime logo placement on signage at event
- Shout out during event day at other sites
- On-site booth space
- Opportunity to provide promotional giveaway to attendees (Sponsor to provide giveaway items)
- 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 March On webpage, with link back to sponsor's website
- Opportunity for promotional video for March On
- Opportunity to record introduction of Honoree
- Logo on informational March On flier, sent to all walkers
- Logo on signage at event
- Shout out during event day presentation
- Opportunity to provide promotional giveaway to attendees (Sponsor to provide giveaway items)
- On-site booth space
- 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, sent to all walkers
- Listing on signage at event
- Shout out during event day presentation
- Opportunity to provide promotional giveaway to attendees (Sponsor to provide giveaway items)
- On-site booth space
- 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, sent to all walkers
- On-site booth space
- Opportunity to provide promotional giveaway to attendees (Sponsor to provide giveaway items)
- Shout out during events

THE VOICE OF BRAIN INJURY



Journey of Hope Gala

November 8, 2023, New York City

The Journey of Hope Gala honors those who have made significant advances in the field of brain injury. An elegant evening, the Gala provides the opportunity for networking, celebrating and being together as a community.

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 program
- Opportunity to address Gala audience
- Full page recognition in event program
- Logo placement on all event signage
- Logo placement on event invitation
- Logo placement and link on Gala web page
- Logo displayed during awards ceremony
- Eight Complimentary Tickets

GOLD SPONSOR - \$5,000

- Logo placement on emails and social media
- Half-page recognition in event program
- Logo placement on all event signage
- Logo placement on event invitation
- Logo placement and link on Gala web page
- Logo displayed during awards ceremony
- Six Complimentary Tickets

SILVER SPONSOR - \$2,500

- Logo placement on emails and social media
- Quarter page ad in event program
- Logo placement on all event signage
- Logo placement on event invitation
- Logo placement and link on Gala web page
- Four Complimentary Tickets

BRONZE SPONSOR - \$1,000

- Logo placement on all event signage
- Logo placement and link on Gala web page
- Logo placement on emails and social media
- Logo placement on event invitation
- Invitation to VIP reception
- Two (2) Complimentary Tickets
- Opportunity to provide a gift for the Empire State of Mind Drawing

THE VOICE OF BRAIN INJURY



Sponsorship Commitment Form

Thank you for agreeing to sponsor one of our events! Let's start by getting your contact information:

Company _____

Name _____

Address _____

City, State, Zip _____

Email _____

Phone _____

How would you like your name to appear on printed materials?

Please send a high resolution logo to Eileen Reardon at ereardon@bianys.org in either .jpg or .png format.

Payment Information:

____ I'm paying by check. Enclosed is a check in the amount of \$ _____

____ I will pay by credit card over the phone (518-459-7911) or online at bianys.org.

Return this form to Eileen Reardon, Executive Director, at ereardon@bianys.org.

Please select the event(s) you would like to sponsor and your sponsorship level(s) on the following page.

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



BIANYS 2023 Sponsorship Opportunities

___ **Brain Injury Symposium** (March 25, 2023)

What level of Sponsorship would you like to commit to?

Presenting Sponsor (\$2,000) ☐ Supporting Sponsor (\$1,000) ☐
Contributing Sponsor (\$700) ☐ Exhibitor Sponsor (\$500) ☐

___ **Annual Conference** (June 7-9, 2023)

What level of Sponsorship would you like to commit to?

Presenting Sponsor (\$5,000) ☐ Supporting Sponsor (\$3,000) ☐
Contributing Sponsor (\$2,000) ☐ Exhibitor Sponsor (\$1,500) ☐

Scholarship (\$500) ☐
Keynote (\$500) ☐

___ **March On for Brain Injury** (September 9, 2023)

What level of Sponsorship would you like to commit to?

Presenting Sponsor (\$5,000) ☐ Gold Sponsor (\$2,500) ☐
Sliver Sponsor (\$1,000) ☐ Bronze Sponsor (\$500) ☐

In-kind Sponsorship _____

Please list the names & email addresses of those you would like to register for March On:

Name _____	Email _____
Name _____	Email _____
Name _____	Email _____
Name _____	Email _____



____ **Journey of Hope Gala** (November 17, 2022)

What level of Sponsorship would you like to commit to?

Presenting Sponsor (\$10,000) ☐

Gold Sponsor (\$5,000) ☐

Sliver Sponsor (\$2,500) ☐

Bronze Sponsor (\$1,000) ☐

Return this form to Eileen Reardon, Executive Director, at ereardon@bianys.org.

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