



# BRAIN INJURY ASSOCIATION OF NEW YORK STATE

## Sponsorship Opportunities

### **BRAIN INJURY SYMPOSIUM**

March 9, 2024  
New York City

### **ANNUAL CONFERENCE**

June 12-14, 2024  
Saratoga Springs, NY

### **MARCH ON FOR BRAIN INJURY**

September 14, 2024  
Hudson Valley, Long Island and Virtual

### **JOURNEY OF HOPE GALA**

November 2024  
New York City

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## **THE VOICE OF BRAIN INJURY**

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



## Brain Injury Symposium

March 9, 2024 - New York, New York

In partnership with Rusk Rehabilitation at NYU Langone Health, the Brain Injury Association of New York State (BIANYS) is excited to present the 2024 Brain Injury Symposium. The Symposium will be presented in person at NYU Langone Health and feature brain injury experts from across the state.

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### Sponsorship Information

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

*\*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 - \$800**

- 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 - \$600**

- 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 - \$450**

- 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

Please reach out to Eileen Reardon at [ereardon@bianys.org](mailto:ereardon@bianys.org) or 518-459-7911 with questions or to become a sponsor.

*The Brain Injury Symposium is presented through the partnership of:*





## Annual Conference

June 12-14, 2024 - 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

Please reach out to Eileen Reardon at [ereardon@bianys.org](mailto:ereardon@bianys.org) or 518-459-7911 with questions or to become a sponsor.



## **March On for Brain Injury**

September 14, 2024 - 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**

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## **Journey of Hope Gala**

November 2024 - 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

Please reach out to Eileen Reardon at [ereardon@bianys.org](mailto:ereardon@bianys.org) or 518-459-7911 with questions or to become a sponsor.

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## 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)

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 pages.**

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, 3<sup>rd</sup> Floor, New York, NY 10271.



## BIANYS 2024 Sponsorship Opportunities

\_\_\_ Brain Injury Symposium (March 9, 2024)

What level of Sponsorship would you like to commit to?

Presenting Sponsor (\$1,500)       Supporting Sponsor (\$800)   
Contributing Sponsor (\$600)       Exhibitor Sponsor (\$450)

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\_\_\_ Annual Conference (June 12-14, 2024)

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)

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\_\_\_ March On for Brain Injury (September 14, 2024)

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 \_\_\_\_\_  
\_\_\_\_\_

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\_\_\_\_ Journey of Hope Gala (November 2024)

**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)

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