



# SPONSORSHIP & ADVERTISING OPPORTUNITIES



*The Mission of the Brain Injury Association of Georgia is to provide Hope, Help and Support to the citizens of Georgia who have sustain or have been affected by a brain injury*



**WHO WE ARE:** BIAG is the state's only statewide non-profit organization dedicated to providing prevention, research, education, advocacy and support services to persons affected by brain injury, their families and the general public. We greatly appreciate the generous contributions from individuals and businesses that allow us to provide hope, help, and support to the thousands of people throughout Georgia who live with the life-long and devastating effects of a brain injury.

- ◆ BIAG is the designated **service provider for the State of Georgia**, Aging and Disability Resource Center. Because we are considered the experts for brain injuries, and have a dedicated database of resources, all contacts concerning brain injury or dual spinal cord injury are routed to our **Information and Resource Program Director who is a Certified Brain Injury Specialist (CBIS)** and an **Options Counselor**, doing assessments for Medicaid, waivers, food stamps and other state programs.
- ◆ BIAG maintains a toll-free **helpline** and **website**, to assure that all persons with brain injuries, their families and professionals are directed to the appropriate program, resource or service.
- ◆ BIAG has a stateside network of over 29 **Support Groups** which provide ongoing healing and peer support for their life-long journey. Our support groups, who are the backbone to BIAG, are led by trained health care providers or families impacted. We offer a **Leadership Summit** for our support group leaders where they receive leadership training, education and updates on brain injury research.
- ◆ BIAG offers **education** through our **Think BIG conferences**. We are developing a series of online **webinars** geared towards education for those unable to travel or leave their home or place of employment. As a state affiliate to the Brain Injury Association of America, our constituents have access to their educational webinars.
- ◆ Annual **Walk, Roll or Run for Awareness** is held in Atlanta, celebrating "*Survivors are Every Day Superheroes*", and in Augusta and Savannah. We host a **Betting Big on BIAG casino fundraiser**, raising awareness in our community. We recognize our sponsors, our lead organizations and leaders. We are organizing regional conferences where we will provide outreach to thousands statewide.
- ◆ **Camp BIAG** offers a unique recreational therapy camp in Georgia. It is the only camp in Georgia geared for adults 18+ with a brain injury. At the same time, we offer a **Caregiver Respite Camp** for their loved ones. The experiences at these camps build on life skills, socialization and supports their healing process. Volunteers are therapy students who receive hands on training working with brain injured individuals, a life changing experience for them! This impacts over 150+ individuals each year including a greater impact to the brain injury community as students carry over camp experience into their professional life
- ◆ BIAG was instrumental as an advocate for the **Safe Return to Play Act** protecting our youth participating sports from concussions
- ◆ BIAG partners with other organizations in creating a "**No Wrong Door**" person centered approach helping the disabled community statewide.

**WHO WE SERVE:** Brain Injury does not discriminate! BIAG provides help for the less fortunate who have limited or no income, no insurance, immigration and DACA children. We work with all disabilities (ABI/TBI), all ages from babies, children, youth, adults and our elderly population. More 5.3 million children and adults in America live with a disability related to a brain injury nationwide. In Georgia there are over 35,000 newly impacted traumatic brain injuries reported to the central registry each year. This number does not include acquired brain injuries, such as a stroke, tumor, aneurysm, opioid-related brain injury, nor does it include our veterans.

**WHY SPONSOR:** BIAG offers multiple platforms for brand exposure. BIAG excels at helping sponsors and advertisers reach their goals by providing marketing opportunities that are not available anywhere else. We are committed to crafting partnerships based on your marketing needs and philanthropic values. We offer customized resources, services and programs are provided to individuals, families and health care professionals. The benefit to your business, who shares our commitment, is being one of the **top resources referrals** to the individual at the point of care.

In addition, we have

- Social Media followers exceed 1400 a day. Fans from 28 countries connect to us through social media, in 12 different languages.
- Subscribers to our e-newsletter MINDmatters reaches 1,900 and growing. In turn, our newsletter is shared to over 4,500 through readers' network, community, and corporate organizations.
- Nearly 48 thousand connections are made through our website annually and that number is also steadily growing.
- Our IRP touches more than 10,000 individuals each year through outreach direct and indirect connections and through resource packets and resource referrals.
- Annual walks, conferences, and events draw thousands to our website and social media as well as in attendance. Current BIAG events include BIAG Camp for adults with brain injury (early fall), Run / Walk fundraiser (annually in March, during Brain Injury Awareness Month), Think BIG conference for professionals (annually), Betting BIG ON BIAG Casino Night and silent auction fundraiser (annually)
- 32 years of experience.

**GAIN** access to a valuable target audience of industry leaders, persons with brain injury, and their caregivers.

**BUILD** your multi-channel marketing strategy through event, print, and digital options.

**DEMONSTRATE** your values and leadership.

**EMPOWER** individuals with brain injury and their families.

## SPONSORSHIP FORM

ANNUAL SPONSORSHIP LEVELS		
<b>All Sponsors</b>		<ul style="list-style-type: none"> <li>➤ Name and Sponsorship level listed on BIAG website, E-Newsletter with hotlink to Sponsor’s website</li> <li>➤ Subscription to BIAG E-newsletter</li> </ul>
<input type="checkbox"/> <b>Diamond</b>	<b>\$50,000</b>	<ul style="list-style-type: none"> <li>➤ Diamond Sponsor Recognition Plaque</li> <li>➤ Logo placement on BIAG website banner for 2 years with recognition as Diamond Sponsor</li> <li>➤ Sponsorship signage on all BIAG events and BIAG marketing materials</li> <li>➤ Logo on front of all BIAG event T-shirts (e.g., Walk, Camp)</li> <li>➤ Lunch sponsor and guest speaker opportunity at <b>all</b> BIAG sponsored conference</li> <li>➤ Key sponsor recognition at all BIAG events</li> <li>➤ Opportunity to host/sponsor a webinar or educational program</li> <li>➤ Feature article in four edition of BIAG’s e-Newsletter</li> <li>➤ Materials spotlighted in BIAG Resource Centers</li> <li>➤ Monthly spotlight on BIAG social media platforms (Facebook, Twitter, Instagram, Tumblr)</li> <li>➤ 10 tickets/registrations to all BIAG events</li> </ul>
<input type="checkbox"/> <b>Platinum</b>	<b>\$25,000</b>	<ul style="list-style-type: none"> <li>➤ Platinum Sponsor Recognition Plaque</li> <li>➤ Logo placement on BIAG website banner for 1 year with recognition as Platinum Sponsor</li> <li>➤ Sponsorship signage on all BIAG events and BIAG marketing materials</li> <li>➤ Logo on front of all BIAG event T-shirts (e.g., Walk, Camp)</li> <li>➤ Lunch sponsor and guest speaker opportunity at one BIAG sponsored conference</li> <li>➤ Key sponsor recognition at all BIAG events</li> <li>➤ Opportunity to host/sponsor a webinar or educational program</li> <li>➤ Feature article in two edition of BIAG’s e-Newsletter</li> <li>➤ Materials in BIAG Resource Centers</li> <li>➤ Quarterly spotlight on BIAG Facebook, Twitter</li> <li>➤ 8 tickets/registrations to all BIAG events</li> </ul>
<input type="checkbox"/> <b>Gold</b>	<b>\$10,000</b>	<ul style="list-style-type: none"> <li>➤ Gold Sponsor Recognition Plaque</li> <li>➤ Logo placement on BIAG website banner for 6 months with recognition as Gold Sponsor</li> <li>➤ Sponsorship signage at all BIAG events, BIAG event t-shirts, and BIAG marketing materials</li> <li>➤ Afternoon break sponsor at one BIAG sponsored conference</li> <li>➤ Feature article in one edition of BIAG’s e-Newsletter</li> <li>➤ Materials in BIAG Resource Centers</li> <li>➤ Bi-annual spotlight on BIAG Facebook page</li> <li>➤ 4 tickets/registrations to all BIAG events</li> </ul>
<input type="checkbox"/> <b>Silver</b>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>➤ Silver Sponsor Recognition Plaque</li> <li>➤ Logo placement on BIAG website banner for 3 months with recognition as Silver Sponsor</li> <li>➤ Sponsorship signage at all BIAG events and BIAG event t-shirts</li> <li>➤ Drink table sponsor at one BIAG sponsored conference</li> <li>➤ Bi-Annual spotlight on BIAG Facebook page</li> <li>➤ 4 tickets/registrations to 2 BIAG events</li> </ul>
<input type="checkbox"/> <b>Bronze</b>	<b>\$2,500</b>	<ul style="list-style-type: none"> <li>➤ Bronze Sponsor Recognition Certificate</li> <li>➤ Sponsorship signage at one BIAG event</li> <li>➤ Snack table sponsor at one BIAG sponsored conference</li> <li>➤ Annual spotlight on BIAG Facebook page</li> <li>➤ 4 tickets/registrations to one BIAG event</li> </ul>
<input type="checkbox"/> <b>Crystal</b>	<b>\$1,500</b>	<ul style="list-style-type: none"> <li>➤ Crystal Sponsor Recognition Certificate</li> <li>➤ Annual spotlight on BIAG Facebook page</li> <li>➤ 2 tickets/registrations to one BIAG event</li> </ul>

*Brain Injury Association of Georgia is a 501c3 non-profit organization; all donations are tax deductible.*