

SPONSOR & EXHIBITOR OPPORTUNITIES

9th Annual

# WALK for BRAIN INJURY

LOS ANGELES

September 10, 2016

Santa Anita Park  
in Arcadia



## Our Mission:

Our mission is to be the voice of brain injury by advocating for awareness, research, treatment, education and resources that improve the quality of life for all Californians living with brain injury.

(661) 872-4903  
[www.biacal.org](http://www.biacal.org)

# 9TH ANNUAL LOS ANGELES WALK FOR BRAIN INJURY



## INVESTING IN HELP, HOPE & HEALING

### Becoming A Walk For Brain Injury Sponsor

#### Sponsorship Benefits

##### Greater Employee Pride

Your organization's commitment to the health & wellbeing of others will inspire a sense of pride among your employees and encourage an improved internal image.

##### Enhanced Corporate Exposure

Your organization will enjoy the positive exposure as participants and/or volunteers promote **Walk For Brain Injury** to their family, friends, and colleagues. Your organization's name and logo can appear on a variety of promotional and media materials, depending on your level of sponsorship.

##### Extended Consumer Awareness

The eight **Walk For Brain Injury** events combined are the largest awareness campaign in the state and its impact will be felt throughout the year as these events are scheduled from March – October, 2016. The following pages will outline the benefits your company will earn as a corporate sponsor.

##### Join Forces With A Trusted Name

Founded in 2005, the Brain Injury Association of California (BIACAL) is a chartered state affiliate of the Brain Injury Association of America (BIAA), the country's oldest and largest nationwide brain injury advocacy organization.

##### About Walk For Brain Injury

The Brain Injury Association's signature event is the annual Walk for Brain Injury, which brings people together to recognize individuals living with brain injury, and remember those who were lost. The Walks are scheduled in cities across the state which adds to your exposure as a corporate sponsor.

#### The Time Is Now

Chances are that you have a family member, friend, or business colleague who has sustained a brain injury, whether it was a traumatic injury from a sports concussion, fall, or motor vehicle accident, or an acquired injury from a stroke, brain tumor, aneurysm, anorexia, etc.

There are over 350,000 Californians living with brain injury, which is the leading cause of death and disability in the United States that affects persons of all ages, races/ethnicities, and incomes.

Any injury to the brain – regardless of type, cause, or severity – can change the way a person moves, talks, thinks, feels, and acts. In addition, brain injury is the most misdiagnosed, misunderstood, and underfunded type of injury/disease and is deserving of your financial support to bring about awareness, prevention, education, and legislative advocacy.

Advances in neurosurgery and research have saved thousands of lives; however, without the appropriate level of specialized rehabilitation, many individuals will not achieve their maximum outcome.

Non-treatment results in unnecessary levels of tremendous disability, job loss, medical insurance loss, medical indigence, homelessness, and family system destruction.

#### How Can I Get Involved?

To sponsor or register as a participant, simply complete the enclosed forms or go to our secure registration website by visiting BIACAL's home page at [www.biacal.org](http://www.biacal.org) and clicking on the **Walk For Brain Injury** graphic.

**Your sponsorship will aid BIACAL in helping those affected by brain injury.**

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## BIACAL IS MAKING A DIFFERENCE

### Education

BIACAL currently hosts two annual conferences. The medical / legal conference is held in the fall and attracts state of the art faculty to provide quality education to professionals serving persons with brain injury.

The ATBI conference is held in the spring and the conference curriculum addresses the needs of persons with brain injury, their family members/caregivers, and educators, as well as the professionals who serve them. BIACAL has set goals for 2016/2017 to increase education by offering Concussion Training and Academy of Certified Brain Injury Specialists (ACBIS) certification programs.



### Advocacy

BIACAL continues to advocate for persons with brain injury through the state legislature. In addition, BIACAL will launch a new service in 2016 that will assist family members with insurance denials and submitting requests for an Independent Medical Review for the patient, with the goal of extending the level of care and treatment for a person recovering from a brain injury.

### Prevention

Prevention is the only cure for brain injury and BIACAL has participated in a number of events across the state to minimize injuries to children, athletes, and industry workers by:

- Providing all-sport helmets to children in conjunction with bike rodeos and other events.
- Facilitating concussion training of coaches, athletic directors, high school officials, parents, and student athletes.
- Presenting information about brain injury to industry workers at their corporate safety meetings.

### Information & Resources

BIACAL staff responds to an average of 250 inquiries from phone calls and emails on a monthly basis. In addition, our website, which averages 2,500 – 3,000 hits per month, provides information and resources to thousands of individuals across the country. BIACAL's website is accessed by individuals throughout the US and numerous countries around the world.



# 9TH ANNUAL LOS ANGELES WALK FOR BRAIN INJURY



## SPONSORSHIP OPPORTUNITIES

Providing Support To those Affected by Brain Injury

### Venue Sponsor ..... \$15,000

- Hospitality tent to host your registered guests near the stage, which will include water and refreshments.
- Your logo will appear on signage located throughout the venue.
- Your logo will appear on the BIACAL main website with a link to your organization's website for a period of one year, commencing when payment is received.
- Your logo will appear on the event registration page with a link to your organization's website.
- You will receive an Exhibit Table at the Walk with registration included for one exhibitor.
- Your logo will appear on the event poster and other signs, banners and media advertisements.\*

### T-Shirt Sponsor ..... **SOLD**

- Your logo will be the **ONLY** sponsor logo to appear on the back of the participant t-shirts.\* **Only one organization will be awarded the t-shirt sponsorship** and it will go to the first organization who submits the attached form and payment.
- Your logo will appear on the BIACAL main website with a link to your organization's website for a period of one year, commencing when payment is received.
- Your logo will appear on the event registration page with a link to your organization's website.
- You will receive an Exhibit Table at the Walk with registration included for one exhibitor.
- Your logo will appear on the event poster and other signs, banners and media advertisements.\*

### Stage, Podium & Tent Sponsor ..... \$7,500

- Your logo will appear on signage located at the stage, podium and tent.
- Your logo will appear on the BIACAL main website with a link to your organization's website for a period of six months, commencing when payment is received.
- Your logo will appear on the event registration page with a link to your organization's website.
- You will receive an Exhibit Table at the Walk with registration included for one exhibitor.
- Your logo will appear on the event poster and other signs, banners and media advertisements.\*

### Pony Ride & Carnival Game Sponsor ..... \$5,000

- Your logo will appear on signage located by the pony ride and carnival games.
- Your logo will appear on the BIACAL main website with a link to your organization's website for a period of three months, commencing when payment is received.
- Your logo will appear on the event registration page with a link to your organization's website.
- You will receive an Exhibit Table at the Walk with registration included for one exhibitor.
- Your logo will appear on the event poster and other signs, banners and media advertisements.\*

\*All sponsor and exhibitor logos must be submitted to the BIACAL office 2 weeks prior to the walk date in order to be included on signage, banners and media advertising. Please email the logo in both eps and jpeg file formats to Paula Daoutis at [pdaoutis@biacal.org](mailto:pdaoutis@biacal.org).

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## **Platinum Sponsor ..... \$3,000**

- Your logo will appear on the event registration page with a link to your organization's website.
- You will receive an Exhibit Table at the Walk with registration included for one exhibitor.
- Your logo will appear on the event poster and other signs, banners and media advertisements.\*

## **Gold Sponsor ..... \$2,000**

- Your logo will appear on the event registration page.
- You will receive an Exhibit Table at the Walk with registration included for one exhibitor.
- Your logo will appear on the event poster and other signs, banners and media advertisements.\*

## **Silver Sponsor ..... \$1,000**

- Your name will appear on the event registration page.
- You will receive an Exhibit Table at the Walk with registration included for one exhibitor.
- Your logo will appear on the event poster and other signs, banners and media advertisements.\*

## **Bronze Sponsor ..... \$750**

- You will receive an Exhibit Table at the Walk with registration included for one exhibitor.
- Your logo will appear on the event poster and other signs, banners and media advertisements.\*

## **Exhibitor - For Profit ..... \$500**

- Exhibit table at the walk (includes registration for one exhibitor).

## **Exhibitor - Nonprofit ..... \$150**

- Exhibit table at the walk (includes registration for one exhibitor).

## **Media Sponsor (In-Kind Media Promotion) .....**

- Sponsor will receive equal benefits to cash sponsors based on dollar value of the in-kind media sponsorship.

## **In-Kind Sponsor .....**

- Sponsor will receive equal benefits to cash sponsors based on dollar value of the in-kind sponsorship.

\*All sponsor and exhibitor logos must be submitted to the BIACAL office 2 weeks prior to the walk date in order to be included on signage, banners and media advertising. Please email the logo in both eps and jpeg file formats to Paula Daoutis at [pdaoutis@biacal.org](mailto:pdaoutis@biacal.org).

# 9TH ANNUAL LOS ANGELES WALK FOR BRAIN INJURY



## SPONSORSHIP/ EXHIBITOR OPTIONS

- ☐ Venue Sponsor \$15,000  
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- ☐ T-Shirt Sponsor **SOLD**  
.....
- ☐ Stage, Podium & Tent Sponsor \$7,500  
.....
- ☐ Pony Ride & Carnival Game Sponsor \$5,000  
.....
- ☐ Platinum Sponsor \$3,000  
.....
- ☐ Gold Sponsor \$2,000  
.....
- ☐ Silver Sponsor \$1,000  
.....
- ☐ Bronze Sponsor \$750  
.....
- ☐ Exhibitor (For Profit) \$500  
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- ☐ Exhibitor (Non Profit) \$150  
.....
- ☐ Media Sponsor \$ \_\_\_\_\_  
.....
- ☐ In-Kind Sponsor \$ \_\_\_\_\_  
.....

## COMPANY INFORMATION

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT OPTIONS

### BY MAIL: CHECKS PAYABLE TO BIACAL

BIACAL

3501 Mall View Road, Suite 115, Box 397  
Bakersfield, CA 93306

**BY FAX:** 661-873-2508

**BY EMAIL:** [pdaoutis@biacal.org](mailto:pdaoutis@biacal.org)

### CREDIT CARD: GO TO... [WWW.BIACAL.ORG](http://WWW.BIACAL.ORG)

Click on the [Walk For Brain Injury](#) graphic.  
Select the walk site you wish to sponsor. Enter  
credit card information under the appropriate  
sponsorship level, or complete the information  
below and mail completed forms to the BIACAL  
office (address above).

### PAYMENT BY CREDIT CARD:

Name On Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Authorized Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_



**TAX ID  
NUMBER:  
06-1763632**

# 9TH ANNUAL WALK FOR BRAIN INJURY



**Saturday – September 10, 2016**  
**Walk For Brain Injury**  
**Los Angeles (Arcadia)**

Santa Anita Park  
285 W. Huntington Dr.  
Arcadia, CA



(661) 872-4903  
[www.biacal.org](http://www.biacal.org)

# 9TH ANNUAL LOS ANGELES WALK FOR BRAIN INJURY REGISTRATION FORM



Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Walk City: Los Angeles

Registration Also Available Online At [www.biacal.org](http://www.biacal.org)

## REGISTRATION FEES (Please check the appropriate box & complete the information below. Each registrant must complete a separate form)

	EARLY REGISTRATION	LATE REGISTRATION (2 weeks before the walk)
<input type="checkbox"/> Adult	\$30	\$35
<input type="checkbox"/> Person's with Brain Injury	\$20	\$25
<input type="checkbox"/> Student's K-12	\$20	\$25
<input type="checkbox"/> Infants to 4 Years	\$0	\$0

## ALL PARTICIPANTS WILL RECEIVE A T-SHIRT

All registrants are encouraged to raise additional funds.

T-SHIRT SIZE (Please circle one)

Adult Sizes: SM M L XL XXL XXXL

Child Sizes: S M L

## TEAM REGISTRANTS (Please complete the information below)

Team Name: \_\_\_\_\_ Are You The Team Captain: Yes: \_\_\_\_\_ No: \_\_\_\_\_

## I AM WALKING (Please complete the information below)

\_\_\_\_ In Honor Of: \_\_\_\_\_

\_\_\_\_ In Memory Of: \_\_\_\_\_

\_\_\_\_ I Am Unable To Walk, Please Accept My Tax Deductible Donation Of: \_\_\_\_\_

## CREDIT CARD PAYMENT INFORMATION (Please complete the information below)

Name On Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorized Amount: \$ \_\_\_\_\_ Signature: \_\_\_\_\_

## PLEASE MAKE CHECKS PAYABLE TO BIACAL AND MAIL TO

3501 Mall View Road, Suite 115-Box 397, Bakersfield, CA 93306 | For questions, call (661) 872-4903

## WAIVER

I hereby waive all claims against the Brain Injury Association of California, Personnel Host Organization, Volunteers and Exhibitors for any injury that I may suffer from my participation in the event. I grant full permission for Brain Injury Association of California to use photographs, video tapes, recordings, or any other record of the event in which I may appear for any legitimate reason.

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

(Must be signed by parent or guardian for individuals under 18)

