

Raising Awareness Statewide

The Brain Injury Association of Massachusetts (BIA-MA) is proud to announce that the 2022 Cere-Bratation: Walk & Roll will be in person and offered in three locations across the state.

The Cere-Bratation: Walk & Roll is a celebration that offers a chance for individuals and teams to support those affected by brain injury while raising local awareness on the diverse needs of the brain injury community.

By attending the Cere-Bratation: Walk & Roll, you are fighting for a better quality of life for those affected by brain injury. Please join us!



GET INVOLVED!



- REGISTER AS AN INDIVIDUAL!
- ORGANIZE A TEAM!
- FUNDRAISE
- BECOME A SPONSOR OR EXHIBITOR!
- CAN'T ATTEND? MAKE A DONATION

STILL HAVE QUESTIONS?

Contact BIA-MA by calling (800) 242-0030, email events@biama.org, or visit www.biama.org/cerebration



30 Lyman St., Suite 10
Westborough, MA 01581

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Worcester, MA

Brain Injury Association of Massachusetts

www.biama.org/cerebration



Saturday, September 10, 2022

Buzzards Bay Recreation Area
Cape Cod Canal
110 Main Street
Bourne, MA 02532

Saturday, September 24, 2022

Ashuwillticook Rail Trail
Farnams Road Causeway
Cheshire, MA 01225

Sunday, October 2, 2022

Nara Park
25 Ledge Rock Way
Acton, MA 01720

www.biama.org/cerebration 800-242-0030

General Information Rain or Shine!

SCHEDULE

9:30 am	REGISTRATION
11:00 am	WELCOME
11:15 am	WALK & ROLL
12:00 pm	FESTIVITIES

INFORMATION

- All locations are paved and suitable to walk or roll.
- All events will take place rain or shine.
- All locations are wheelchair accessible.
- Registration fee includes a t-shirt.
- Parking is available at all venues.
- Feel free to bring chairs and blankets.
- Layered clothing, windbreakers, sunglasses, and sunscreen are recommended.
- Register by September 1st to make sure you get your T-shirt.

HOW TO REGISTER

1. **Go to www.biama.org/cerebration** for registration information and access to easy online tools.
2. **Select the url of the Cere-Bration location of your choice.** There is a unique url for each of the three Cere-Bration: Walk & Roll locations.
3. **Click Register** and follow the prompts.
4. **Select a payment type**
 - Cere-Bration: Walk & Roll – Survivor (\$10)
 - Cere-Bration: Walk & Roll – Individual (\$25)
5. **Go to the Cere-Bration Guide for additional directions.** www.biama.org/cerebration

QUESTIONS

Visit www.biama.org/cerebration or email events@biama.org

Become a Sponsor or Exhibitor

HOW DOES IT HELP?

BIA-MA's Cere-Bration: Walk & Roll brings together hundreds of people to celebrate brain injury survivors, remembers those lost to brain injury, and provides a place of comradery and healing for all those affected by brain injury.

Funds raised at the Cere-Bration: Walk & Roll help to provide programs to survivors, caregivers and professionals across the state in prevention, education, advocacy, support and resources.

WHAT'S IN IT FOR YOU?

If you want to:

- Show your company's investment and pride in your community
- Align your company with BIA-MA and help us address brain injury awareness at a state, county, city, and community level!
- As a sponsor or exhibitor not only do you receive marketing exposure for your company or agency, but also provide the financial support to allow BIA-MA to provide support for all those affected by brain injury.

Learn more or to register as a sponsor or exhibitor, visit www.biama.org/cerebration



Sponsor & Exhibitor Levels

STATE SPONSOR | \$5,000

PREMIER BENEFITS INCLUDE:

- REGISTER 20 PEOPLE TO THE EVENT(S) OF YOUR CHOICE
- EXHIBITOR/TEAM TABLE IN THE TEAM CITY AREA
- OFFICIAL T-SHIRT SPONSOR! YOUR COMPANY LOGO ON EVENT T-SHIRTS DISTRIBUTED TO ALL PARTICIPANTS
- EVENT "WELCOME" BANNER AT ALL THREE LOCATIONS
- STEP & REPEAT BANNER FOR TEAM PHOTOS

YOUR COMPANY LOGO:

- PLACEMENT IN ALL EVENT EMAIL COMMUNICATIONS
- TOP BILLING ON SPONSORSHIP SIGNAGE
- WEBSITE AND EVENT PAGES AS PREMIER SPONSOR

MEDIA:

- CUSTOMIZED SOCIAL MEDIA POSTS (4,000+ FOLLOWERS)
- FULL PAGE AD IN FALL 2022 HEADS UP HEADLINES
- MENTIONED IN ALL PRESS RELEASES

COUNTY SPONSOR | \$2,500

BENEFITS INCLUDE:

- REGISTER UP TO 10 PEOPLE IN ONE LOCATION
- EXHIBITOR/TEAM TABLE IN THE TEAM CITY AREA FOR OPTIMAL TRAFFIC
- EVENT T-SHIRT EXCLUSIVE LOGO PLACEMENT
- 2 COURSE SIGNS
- LOGO ON THE EVENT WEBSITE AND SIGNAGE
- CUSTOMIZED SOCIAL MEDIA POSTS (4,000+ FOLLOWERS)
- ¼ PAGE AD IN THE FALL 2022 HEADS UP HEADLINES

CITY SPONSOR | \$1,000

BENEFITS INCLUDE:

- REGISTER UP TO 5 PEOPLE IN ONE LOCATION
- Exhibitor/Team table in the Team City area
- EVENT T-SHIRT LOGO PLACEMENT
- LOGO ON THE EVENT WEBSITE & SIGNAGE
- 1 COURSE SIGN
- CUSTOMIZED SOCIAL MEDIA POSTS (4,000+ FOLLOWERS)

COMMUNITY SPONSOR | \$500

BENEFITS INCLUDE:

- Exhibitor/Team table in the Team City area
- EVENT T-SHIRT LOGO PLACEMENT
- LOGO ON THE EVENT WEBSITE

EXHIBITOR | \$250

BENEFITS INCLUDE:

- Entrance for 1 person in vendor area
- LOGO ON THE EVENT WEBSITE