

# Why Should I Become a Sponsor?

*For more than 25 years, the Brain Injury Association of Massachusetts has been improving the quality of life for survivors of brain injury and their families. BIA-MA was founded by families who lived with the consequences of brain injury and understand its effects first-hand. With your support, BIA-MA can continue to provide outstanding services to survivors and family members, and offer prevention and education programs to an ever-widening audience. Thank you for considering this new and unique way of giving. We believe that this approach can be beneficial to both of our organizations. Highlights of your benefits include:*

## Radio Taglines

BIA-MA airs public service announcements (PSAs) on a variety of radio stations across the state. These spots are produced in both English and Spanish. Topics for the PSAs include prevention efforts, such as seat belt and helmet campaigns, and outreach to veterans. These PSAs, aimed at raising awareness of brain injury, are heard by thousands of listeners.

## Links on BIA-MA's Website

BIA-MA's website, [www.biama.org](http://www.biama.org), has more than 14,000 unique visitors each year. Popular search engines such as Google and Yahoo regularly direct users to our website.

## On-Site Professional Visits

BIA-MA's health care coordinators will come to your facility to provide support to brain injury survivors and their families. Our professionals can provide information and resources on a wide range of topics, including state benefits, medical facilities, housing, legal services and more.

## ACBIS Training

The Academy of Certified Brain Injury Specialists (ACBIS) training aims to improve the quality of care given to individuals with brain injury through the education and training of those who work in brain injury services. ACBIS is a national certification program that established best practices for the training of individuals working with brain injury.

## Educational Conferences and Events

BIA-MA's Annual Conference provides professionals, family members, survivors, caregivers, and others an in-depth look at the most recent and relevant issues, research and treatment in brain injury. This event, which attracts nearly 500 participants, is the only comprehensive brain injury conference in Massachusetts. Additionally, BIA-MA holds conferences, workshops and events throughout the year on topics such as sports concussion, pediatric brain injury, and executive function therapy.



***“On a scale of one to 10, it was a 10. The best part was the interaction with the different vendors who represented the different services I needed,”***

**- Tracy Tavers, a survivor from New Bedford who attended the 2009 conference**



# \$20,000 Platinum Sponsor

## ***Media and Internet Benefits***

- Twelve radio taglines on BIA-MA public service announcements
- Corporate logo and link to website on [www.biama.org](http://www.biama.org) sponsorship and event pages
- Corporate name included in press releases, calendar listings and other media alerts sent out about BIA-MA events

## ***Conference and Event Benefits***

- One exhibit table and two exhibitors, including conference registrations, at all BIA-MA conferences throughout the year
- Four additional conference registrations at BIA-MA conferences and workshops
- One full-page advertisement in event binder for all BIA-MA conferences
- Corporate logo on front of event binder for all BIA-MA conferences
- Corporate logo printed on BIA-MA Annual Conference bags
- Corporate name included in all conference publicity, including e-mail blasts, brochures, newsletter stories, event signage and save the date flyers; distributed to over 12,000 individuals per conference
- Corporate name and logo on program of the day for all BIA-MA conferences
- Corporate name and logo on projector screens at all conferences
- Eight tee or hole signs at BIA-MA Annual Golf Classic

## ***Additional Benefits***

- Full-page, color advertisement in BIA-MA quarterly newsletter to run for one year (Four ads total)
- Twice monthly, on-site visit by a BIA-MA Information and Resources Health Care Coordinator to provide family and survivor support and information
- Complimentary ACBIS trainings for two individuals
- Four golf teams at BIA-MA Annual Golf Classic
- Corporate Membership to BIA-MA; includes two representatives for membership benefits
- A plaque recognizing support of BIA-MA

# \$15,000 Gold Sponsor

## ***Media and Internet Benefits***

- Six radio taglines on BIA-MA public service announcements
- Corporate logo and link to website on [www.biama.org](http://www.biama.org) sponsorship and event pages
- Corporate name included in press releases, calendar listings and other media alerts sent out about BIA-MA events

## ***Conference and Event Benefits***

- One exhibit table and two exhibitors, including conference registrations, at all BIA-MA conferences throughout the year
- Three additional conference registrations at BIA-MA conferences and workshops
- One full-page advertisement in event binder for all BIA-MA conferences
- Corporate logo on front of event binder for all BIA-MA conferences
- Corporate name included in all conference publicity, including e-mail blasts, brochures, newsletter stories, event signage and save the date flyers; distributed to over 12,000 individuals per conference
- Corporate name and logo on program of the day for all BIA-MA conferences
- Corporate name and logo on projector screens at all conferences
- Six tee or hole signs at BIA-MA Annual Golf Classic

## ***Additional Benefits***

- Half-page, color advertisement in BIA-MA quarterly newsletter to run for one year (Four ads total)
- Once monthly, on-site visit by a BIA-MA Information and Resources Health Care Coordinator to provide family and survivor support and information
- Complimentary ACBIS training for one individual
- Three golf teams at BIA-MA Annual Golf Classic
- Corporate Membership to BIA-MA; includes two representatives for membership benefits
- A plaque recognizing support of BIA-MA

# \$10,000 Silver Sponsor

## ***Media and Internet Benefits***

- Corporate name and link to website on [www.biama.org](http://www.biama.org) sponsorship and event pages
- Corporate name included in press releases, calendar listings and other media alerts sent out about BIA-MA events

## ***Conference and Event Benefits***

- One exhibit table and two exhibitors, including conference registrations at all BIA-MA conferences throughout the year
- Two additional conference registrations at BIA-MA conferences and workshops
- Half-page advertisement in event binder for all BIA-MA conferences
- Corporate logo on back of event binder for all BIA-MA conferences
- Corporate name included in all conference publicity, including e-mail blasts, brochures, newsletter stories, event signage and save the date flyers; distributed to over 12,000 individuals per conference
- Corporate name and logo on program of the day for all BIA-MA conferences
- Corporate name and logo on projector screens at all conference
- Four tee or hole signs at BIA-MA Annual Golf Classic

## ***Additional Benefits***

- Quarter-page, color advertisement in BIA-MA quarterly newsletter to run for one year (Four ads total)
- Complimentary ACBIS training for one individual
- Two golf teams at BIA-MA Annual Golf Classic
- Corporate Membership to BIA-MA; includes two representatives for membership benefits
- A plaque recognizing support of BIA-MA



# \$5,000 Bronze Sponsor

## ***Media and Internet Benefits***

- Corporate name on [www.biama.org](http://www.biama.org) sponsorship and event pages

## ***Conference and Event Benefits***

- One exhibit table and two exhibitors, including conference registrations at all BIA-MA conferences throughout the year
- Two additional conference registrations at BIA-MA conferences
- Quarter-page advertisement in event binder for all BIA-MA conferences
- Corporate logo on back of event binder for all BIA-MA conferences

## ***Additional Benefits***

- Business card size, color advertisement in BIA-MA quarterly newsletter to run for one year (4 ads total)
- Complimentary ACBIS training for one individual
- One golf team at BIA-MA Annual Golf Classic
- Corporate Membership to BIA-MA; includes two representatives for membership benefits
- A plaque recognizing support of BIA-MA

# Our Mission

*The Brain Injury Association of Massachusetts provides support services to survivors and their families, offers programs to prevent brain injuries, educates the public on the risks and impact of brain injury, and advocates for legislation and improved community services*

## Support

The professionals at BIA-MA can provide resources and information on a variety of topics, including state benefits, medical facilities, housing and legal services. In addition, BIA-MA holds support group meetings throughout the state that provide survivors and their loved ones a forum for sharing information about brain injury and an opportunity to meet others who are compassionate and understanding. Looking to the future, BIA-MA is developing a clubhouse for survivors that will provide a supportive and encouraging environment where these individuals can work on rebuilding their lives.



## Prevention

Prevention is the only cure for brain injury and BIA-MA's programs lead the way in teaching and encouraging safe, responsible behavior. It is the mission of BIA-MA to educate every man, woman and child in our state about the risks of acquiring a brain injury and the devastating consequences of this tragedy. Over the next year, BIA-MA will be implementing a Falls Prevention Program for seniors to address the number one cause of brain injury in that population.

## Education

BIA-MA is committed to educating the public about brain injury and empowering survivors and their families to live the fullest lives possible, as well as providing the latest information and resources to professionals, medical providers, caregivers, survivors and families through workshops and conferences.



## Advocacy

BIA-MA advocates for improved services for survivors and proactively supports legislation to prevent brain injury, including seat belt and helmet laws. The organization works closely with health care providers, legislators and government agencies to ensure that appropriate services are available to brain injury survivors and their families. BIA-MA will be advocating for legislation to require insurance companies to cover cognitive rehabilitation.

***BIA-MA has been honored with numerous honors and awards, including an Outstanding Advocacy Award from the Brain Injury Association of America, a National Lifesavers Award from the National Highway Traffic Safety Administration, a Gold Award from the New England Society for Healthcare Communicators, and a Leadership Award from Riverside Community Care, Inc.***