



*Brain Injury*  
**Association**  
of Waterloo - Wellington

## Sponsorship Opportunities

450 Westheights Drive, Unit 18  
Kitchener, ON N2N 2B9  
Tel: 519.579.5300  
patti@biaww.com  
www.biaww.com  
www.facebook.com/biaww

## ***Mission***

Provide support, hope and answers to survivors of acquired brain injury (ABI).

## ***Vision***

Be recognized as pioneers in meeting the needs of survivors and their caregivers and setting the standard for innovative program delivery, education and prevention of ABI.

## ***Values***

- \* Dignity
- \* Acceptance
- \* Respect
- \* Empowerment

## ***Who We Are***

The Brain Injury Association of Waterloo-Wellington (BIAWW) is a registered not-for-profit charity that provides support, advocacy and programs to survivors of acquired brain injury, and educational programs to the children and youth in our community.

- \* We provide information on how to access community resources such as legal, rehabilitation, health care, work re-entry, school re-entry and community services. We make information on concussion and acquired brain injury available to survivors and their caregivers.
- \* We offer a day program called the "Opportunity Centre", in partnership with Traverse Independence, where members can come 8:30 to 3:30 p.m. Monday to Friday to participate in various social and leisure programs.
- \* We offer a community prevention and education program called 'Lidz on Kidz' which allows us to visit area schools and minor sport leagues to promote wearing the gear and playing safe with the proper helmet.
- \* We provide a caregivers support group called "Care to Share" where caregivers can speak with their peers to gain support and develop friendships.

## **Goals and Objectives:**

- \* Improve current programs and develop new initiatives for survivors of Acquired Brain Injuries.
- \* Develop customized support programs and information tools for caregivers.
- \* Raise awareness and reduce incidence of ABI.

## **Some of the programming offered at the Opportunity Centre**

- \* Arts & Crafts
- \* Knitting Circle
- \* Glass Fusing
- \* Sewing
- \* Movie Afternoons
- \* Massage
- \* Hairstyles
- \* Music
- \* Wii with Kelly
- \* Book Club
- \* Gardening
- \* Community Outings
- \* Math Club
- \* Tai Chi

## The Challenge

Since we are the only program in our area for acquired brain injury survivors we are reluctant to turn anyone away.

We have run out of space to adequately provide programs that support our members. Many of the individuals looking for service have higher needs now than they did in the past. People are being let out of hospital earlier, with less support, and look to our day program as a means of caregiver relief and a way to get out of a less than optimal living environment.

Currently, the Brain Injury Association of Waterloo-Wellington provides a day program called "The Opportunity Centre" in partnership with Traverse

Independence for adult survivors of acquired brain injury. The Opportunity Centre has been in operation since 2004. Since survivors of acquired brain injury do not have 100% recovery, our membership continues to increase annually, with more individuals requiring service and very few moving on. We average 5 to 7 new individuals each month and are reaching the point where space is becoming a limiting factor to offering new and innovative programs.

Our program not only serves adults with varying degrees of acquired brain injuries, but also provides caregiver relief.

Caregivers are able to return to work, knowing their loved one is safe and

comfortable in a place that accepts them for who they are now.

We operate a glass fusing program that has become very successful, and one of our biggest sources of both awareness and revenue. There is an increasing demand for the items we make. We could no longer produce enough to meet the demand in the small space we had. We were fortunate enough to get the contents of a glass studio donated to us in 2012.

A new space was also donated which we outfitted as a separate glass studio. Members now have the space and materials to continue to meet the increasing demand for our products.

It is our hope that working together with our community partners we can educate the public on prevention of acquired brain injuries and to continue to build on the resources and programs for those who sustain ABI, and for their caregivers.

This package will describe to you our various signature events and their sponsorship levels including the opportunity to become a major supporter of the Brain Injury Association of Waterloo-Wellington.

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It is difficult for our old friends to "handle" the injury. We use this program to make new friends who understands.

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## National Statistics

Brain injury occurs suddenly, without warning. In an instant life is changed forever. Every day we participate in activities that produce endless risks for sustaining a brain injury; events include a car accident, a fall from a bike or a blow to the head.

\* More than 14,000 persons are admitted to hospitals every year with brain injury in Ontario.

\* About 3,000 of these will be left with physical cognitive/and or behavioural consequences severe enough to prevent them from returning to pre-injury lifestyles.

\* Acquired brain injury is the number one killer and disabler of Canadians under the age of 45 years of age.

\* Each day in Ontario, 35 persons are admitted to hospital with a brain injury

\* 85% of all cyclists' deaths involve brain injury.

### Causes of Brain Injury

- \* Car Accidents (30%)
- \* Medical (10%)
- \* Sports (20%)
- \* Biking (15%)
- \* Violence (10%)
- \* Industrial (10%)
- \* Diving (5.3%)

## Summary of BIAWW Statistics

January 1, 2012 – December 31, 2012

### Direct Contact with Public

(Telephone, email, website visits, social media contacts, walk-in's) 21, 273

### Special Event Contacts

(participated in Golf Tournaments, visits to Glass Booths, Open House guests and Blues Festival BBQ) 7, 425

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**Total of Contacts** **28,698**

### Program Participation

Opportunity Centre (average per week) 543

### Education - Lidz on Kidz

(Classroom, helmet distribution, booth participation) 9,563

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**Total Participants** **10,106**

## What our members have to say ...

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"Go into the program to rehabilitate yourself so you can live on your own, work on your memory and keep yourself busy."

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The Program gives her a sense of normalcy and community, friendship, a purpose in life and a non-judgmental atmosphere.

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**In 2000** Maureen had a brain aneurysm. She was working as a data entry clerk, a job she has not been able to return to due to her injury. Since hearing about the day program at the Brain Injury Association of Waterloo-Wellington, Maureen has been helping with lunch, participating in making glass products, and attending what she calls the 'math club' (poker games). Maureen feels the program gives her a sense of normalcy, community, friendship, and a purpose in life in a non-judgmental atmosphere. If the program didn't exist Maureen believes her life would be depressing and solitary. When asked what she would recommend to new survivors of a brain injury Maureen said "Find something to do and enjoy it; get joy out of it and give into it."

**Graham was** in a car accident on December 22, 1989 the first day of the Christmas break from school when he was 16 years old. He was the only passenger to survive the car accident. Having just received his driver's license the week before the accident, he was never able to return to driving. While Graham was living in Oakville and attending a different Brain Injury Association, his mother suggested he return to Kitchener and attend the BIAWW, which offered more of a "slow paced environment". Graham has been attending programs at the BIAWW since 2000. The program gives Graham a chance to mingle with peers who have gone through similar traumas as well as participate in worthwhile activities such as tai chi and the fitness programs.

If the program didn't exist Graham would be doing volunteer work. "Adjust to your condition and don't rush new experiences."

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To Lidz on Kidz Program

On behalf of the Kingscourt Group (Waterloo MB Church, Waterloo Regional Housing & Shamrock co-op) I would like to thank you very much for the helmets you provided to the children in this community. They were very excited to receive them and now will be safer on their bikes.

Sincerely  
Stefanie MacGregor  
Waterloo MB Church

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## BIAWW Major Sponsorship Levels

The Brain Injury Association of Waterloo-Wellington (BIAWW) invites you to be a Sponsor and be a supporter of people with acquired brain injuries. Your sponsorship will ensure that the support and education will continue to be provided throughout the community.

### **Platinum**

**\$15,000**

- ✓ BIAWW will acknowledge your company/organization in all promotional and marketing materials as a Platinum Sponsor
- ✓ The Platinum sponsors will be included on the Grand River Transit bus advertising which is part of the 'Lidz on Kidz' Program
- ✓ Platinum sponsorship shall be promoted as the only Major Sponsor of BIAWW events (Hawaiian Mix & Mingle, Blues Festival, Golf Without Limits Indoor Golf Classic and the 'Lidz on Kidz' program), as well as on any printed materials, subject to the following
  - i. To the extent that there is government funding or grants to the BIAWW that entitles them to be represented as a sponsor or source of funds, as applicable
  - ii. Pillar's shall also be shown as a major sponsor of the Kitchener Blues Festival
  - iii. BIAWW shall be entitled to find hole sponsors and corporate sponsorship for the Golf Without Limits Indoor Golf Classic. The hole sponsors would appear on computer screens, but would not be recognized in print or other materials
- ✓ Platinum sponsors will control the advertising in the BIAWW resource guide: "Brain Injury: A Resource to Guide" Advertising will be available at the beginning of each section, tables throughout the resource guide and your logo will appear as a Platinum Sponsor on the cover. You will be provided with the choice to provide your own artwork or we can provide a volunteer designer for you
- ✓ Platinum sponsors will receive ¼ page ad in each edition of our newsletter per year. Circulated to approximately 1,000 individuals and companies bi-monthly
- ✓ A bottom banner web advertising placed at the discretion of the BIAWW in the dimension of .93 "h x 7.58" w
- ✓ Your company/organization will be provided with appropriate recognition in all inaugural and recurring fundraising events in the manner which is appropriate to the nature of the event
- ✓ BIAWW will provide at its own expense, banners/and or a booth which predominately displays the current logo of each Platinum sponsor. The format and location of the logo will be approved by the Platinum sponsor
- ✓ A display table will be available at all events where appropriate for company to display promotional materials
- ✓ Community Spots on radio and television when available
- ✓ Introduction and acknowledgement as a Platinum Sponsor at all events hosted by the BIAWW
- ✓ Opportunity to speak at all BIAWW events
- ✓ 1 foursome at the Indoor Golf Classic with 1<sup>st</sup> choice of Tee times to suit your schedule
- ✓ 2 tickets to the Hawaiian Mix & Mingle

- ✓ At BIAWW's discretion you may consider hosting a yearly conference and be considered a Presenting Sponsor of the event
- ✓ A charitable income tax receipt will be issued
- ✓ Platinum sponsorship is based on an annual agreement and BIAWW will not solicit any further funds during the calendar year

## **Gold**

**\$10,000**

- ✓ BIAWW will acknowledge your company/organization in all promotional and marketing materials as a Gold Sponsor
- ✓ Gold sponsorship shall be promoted as a Gold Sponsor of BIAWW events (Hawaiian Mix & Mingle, Blues Festival, Golf Without Limits Golf Scramble and the 'Lidz on Kidz' program), as well as on any printed materials
- ✓ Gold sponsors will be featured in the BIAWW resource guide: "Brain Injury: A Resource to Guide" at the discretion of BIAWW
- ✓ Gold sponsors will receive 1/8 page ad in each edition of our newsletter per year. Circulated to approximately 1,000 individuals and companies bi-monthly
- ✓ Your company/organization will be provided with appropriate recognition in all inaugural and recurring fund raising events in the manner which is appropriate to the nature of the event
- ✓ BIAWW will provide at its own expense, banners/and or a booth which predominately displays the current logo of each Gold sponsor. The format and location of the logo will be approved by the Gold sponsor
- ✓ A display table will be available at all events where appropriate for company to display promotional materials
- ✓ Logo will be displayed on all 'Lidz on Kidz' printed material
- ✓ Gold Sponsors will be recognized with your company Logo as "Gold Sponsors" in BIAWW's newsletters, Annual Report, website, Facebook Page
- ✓ 1 foursome at the Indoor Golf Classic
- ✓ 1 ticket to the Hawaiian Mix & Mingle
- ✓ A charitable income tax receipt will be issued
- ✓ Gold sponsorship is based on an annual agreement and BIAWW will not solicit any further funds during the calendar year

## **Silver**

**\$5,000**

- ✓ Silver sponsorship shall be promoted as a Silver sponsor of BIAWW events (Hawaiian Mix & Mingle, Golf Without Limits Indoor Golf Class and the 'Lidz on Kidz' Programs, as well as on any printed materials
- ✓ Your company/organization will be provided with appropriate recognition in all inaugural and recurring fund raising events in the manner which is appropriate to the nature of the event
- ✓ Logo will be displayed on all 'Lidz on Kidz' printed material
- ✓ Silver Sponsors will be recognized without your company logo as "Silver Sponsors" in BIAWW's newsletters, Annual Report, website, Facebook Page
- ✓ A charitable income tax receipt will be issued

**Bronze**  
**\$2,500**

- ✓ Bronze Sponsors will be recognized without your company logo as "Bronze Sponsor" in BIAWW's newsletters, Annual Report, website and Facebook Page
- ✓ 1 tee sign displayed on monitor at Golf Without Limits tournament
- ✓ Logo will be displayed on all 'Lidz on Kidz' printed material
- ✓ Charitable Income Tax Receipt will be issued

**For further information**  
**please contact:**  
**The Brain Injury Association of Waterloo-Wellington**  
519.579.5300  
patti@biaww.com

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**"Courage is what it takes to keep going after a  
brain injury."**

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## Indoor Golf Classic

Don't let the snow and cold weather affect your golf game. Join the Brain Injury Association of Waterloo-Wellington at our Annual Indoor Golf Classic at Golf Without Limits Indoor Golf Club & Academy. This is an 18-hole simulated golf in a scramble format. This is a great opportunity to get together with friends, family and colleagues to rid yourself of the winter blues while aligning your company with an innovative fundraising initiative and being an active participant in your community. All proceeds from this event will be used towards the education and prevention of Acquired Brain Injury and the support of clients and their families and caregivers.

### **Presenting Sponsor** **\$3,000**

- ✓ Name and logo advertised with all tournament media coverage and promotions as Presenting Sponsor
- ✓ Signage as Presenting Sponsor at Golf Club and Awards Dinner, logo displayed as Presenting Sponsor on monitors at Golf Without Limits
- ✓ 1 page advertising in event program
- ✓ 1 foursome
- ✓ Opportunity to address the event at the Awards Dinner
- ✓ Opportunity for display table for set-up of promotional material at the banquet hall
- ✓ Recognized as Presenting Sponsor of Indoor Golf Classic on BIAWW's website, newsletter and annual report
- ✓ A Charitable Income Tax Receipt will be issued

### **Banquet Sponsor** **\$2,000**

- ✓ Logo displayed on all tables, banquet serving table and at bar area
- ✓ 1/2 page advertising in event program
- ✓ 2 golfers
- ✓ Introduction and acknowledgement at dinner
- ✓ An opportunity to have a display table for set-up of promotional material at the banquet hall
- ✓ Recognized as the Banquet Sponsor of event on BIAWW's website, newsletter and annual report
- ✓ A Charitable Income Tax Receipt will be issued

### **Entertainment Sponsor** **\$2,000**

- ✓ Logo displayed on stage and scrolling on screen during the entertainment
- ✓ 1/2 page advertising in event program
- ✓ 1 golfer
- ✓ Introduction and acknowledgement during entertainment
- ✓ An opportunity to have a display table for set-up of promotional material at the banquet hall
- ✓ Recognized as the Entertainment sponsor of event on BIAWW's website, newsletter and annual report
- ✓ A Charitable Income Tax Receipt will be issued

### **Flag Sponsor** **\$250**

- ✓ 1 tee sign displayed on monitor
- ✓ Recognized as an Indoor Classic supporter on BIAWW's, newsletter and annual report
- ✓ A Charitable Income Tax Receipt will be issued



- Auction/Raffle/Prize Item**
- ✓ Recognition during the event with signage on raffle table at the Awards dinner with approximately 200 in attendance
  - ✓ Recognized as a supporter in BIAWW's newsletter and annual report
  - ✓ Business Receipt will be issued for the value of donated item which can be used towards your business expenses

- Foursome**
- \$400**
- ✓ Fee includes 18 holes of golfing on March 21, 22 or 23<sup>rd</sup> in a scramble format, full dinner and entertainment on Saturday, March 23<sup>rd</sup>
  - ✓ Charitable Income Tax Receipt will be issued for the tax deductible portion of fee

## Hawaiian Mix & Mingle

The Hawaiian Mix & Mingle is an annual fundraising event. It is made possible through our continued volunteer efforts and it is envisioned to be a time of fun and learning. It is the aim of the Brain Injury Association of Waterloo-Wellington to create an atmosphere of celebration while increasing awareness of the impact of brain injuries. The Hawaiian Mix & Mingle is also a time for your company and the survivors and families to meet and network with medical and legal experts, community leaders, public figures, business professionals and the media. Enjoy delicious hors d'oeuvres, oysters, Hawaiian leis, music and hear the fascinating stories of brain injury survivors.

### **Presenting Sponsor \$5,000**

- ✓ Company name and logo in all marketing and promotional materials, all post-event materials, multiple rounds of marketing conducted with over 3,000 written and electronic invitations distributed
- ✓ Company name included as the Presenting Sponsor on all Media and Special Event web listings
- ✓ Company logo on event page of BIAWW's website
- ✓ 10 tickets to the Hawaiian Mix & Mingle which can be used by your company or donated to survivors of brain injury
- ✓ Company logo displayed on front cover to evening program along with a ½ page advertising provided by your company 3 weeks prior to event
- ✓ A prominently displayed larger sign listing your company as the Presenting Sponsor
- ✓ Opportunity to address guest at the event
- ✓ Company has privilege to setup booth and hand out business materials
- ✓ Recognition in BIAWW's newsletter, annual report and website
- ✓ A Charitable Income Tax Receipt will be issued

### **Bar Sponsor \$2,500**

- ✓ Signage with your company's logo and notice at the bar "Bar Courtesy of "Your company's name"
- ✓ 5 tickets to the Hawaiian Mix & Mingle which can be used by your company or donated to a survivor of brain injury
- ✓ Recognition in event program
- ✓ Recognition in BIAWW's newsletter, annual report and website
- ✓ Company name mentioned during announcements
- ✓ Company has privilege to set up booth and hand out business material
- ✓ Your logo on any visual displays at the event
- ✓ A Charitable Income Tax Receipt will be issued

**Hors d'oeuvres  
Sponsor  
\$2,000 (SOLD)**

- ✓ Signage with your company's logo and notice at serving tables "Food Courtesy of "Your company's name"
- ✓ 4 tickets to the Hawaiian Mix & Mingle which can be used by your company or donated to a survivor of brain injury
- ✓ Recognition in event program
- ✓ Recognition in BIAWW's newsletter, annual report and website
- ✓ Company name mentioned during announcements
- ✓ Company has privilege to set up booth and hand out business materials
- ✓ Your logo on any visual displays at the event
- ✓ A Charitable Income Tax Receipt will be issued

**Oyster Sponsor  
\$1,250**

- ✓ Signage with your company's logo and notice at serving tables "Oysters Courtesy of "Your company's name"
- ✓ 3 tickets to the Hawaiian Mix & Mingle which can be used by your company or donated to a survivor of brain injury
- ✓ Recognition in event program
- ✓ Recognition in BIAWW's newsletter, annual report and website
- ✓ Company name mentioned during announcements
- ✓ Company has privilege to set up booth and hand out business materials
- ✓ Your logo on any visual displays at the event
- ✓ A Charitable Income Tax Receipt will be issued

**Event Sponsor  
\$500**

- ✓ 2 tickets to the Hawaiian Mix & Mingle which can be used by your company or donated to a survivor of brain injuries
- ✓ Recognition in event program
- ✓ Recognition in BIAWW's newsletter, annual report
- ✓ Company name mentioned during announcements
- ✓ Company has privilege to set up booth and hand out business materials
- ✓ Your logo on any visual displays at the event
- ✓ A Charitable Income Tax Receipt will be issued

**Tickets  
\$99**

- ✓ Includes hors d'oeuvres, oysters, Hawaiian leis and Hosted Bar
- ✓ Charitable Income Tax Receipt will be issued for allowable portion

# Dana King Memorial Golf Tournament

Join us for a day of golf at Tralee Golf Club in support of the Brain Injury Association of Waterloo-Wellington. Register your foursome early! Price includes BBQ Lunch, cart rental, full use of facility and 9 holes of golf.

## **Ace Sponsor**

**\$500**

- ✓ Your company logo displayed in a prominent location at the golf club
- ✓ 1 foursome
- ✓ Recognition in BIAWW's newsletter, annual report and website
- ✓ Company name mentioned during announcements
- ✓ Your logo on any visual displays at the event
- ✓ A Charitable Income Tax Receipt will be issued

## **Hole Sponsorship**

**\$250/hole**

- ✓ Corporate logo on signage at tee
- ✓ Recognition in BIAWW's newsletter and annual report
- ✓ A Charitable Income Tax will be issued

## **Prize Sponsorship**

**\$25 - \$100**

- ✓ Recognition in BIAWW's newsletter and annual report
- ✓ A business receipt will be issued for your business expenses

## **Foursome**

**\$140**

- ✓ Charitable Income Tax Receipt will be issued for allowable portion of fee
- ✓ Fee includes 9 holes of golf, pull cart rental, BBQ lunch and a prize for each golfer

## Brilliance In Music

"A live concert to me is exciting, because of the electricity that is generated by the crowd and on stage." ~Elvis Presley

Brilliance in Music is a fundraising concert which showcases the talent of local musicians and our in-house band "The Opportunities". Clients with brain injuries need structure to their day and music provides some of that structure and also helps with expression and creativity. It also helps them to work on their breathing control and timing of speech. It gives them a chance for self-expression, and non-verbal clients to also express themselves by playing simple percussion instruments. It is an excellent way to provide clients with an expressive outlet for any feelings. This event is for our clients who participate in our Music Program to be the star for an evening and to show off their talents.

### **Treble Clef Sponsor** **\$1000**

- ✓ Will be promoted in all media releases as the Event Sponsor
- ✓ Logo on all printed promotional material
- ✓ Your company logo displayed in a prominent location within the hall
- ✓ 2 admission tickets for your employees
- ✓ Recognition in BIAWW's newsletter, annual report and on website
- ✓ Company name mentioned during announcements
- ✓ A Charitable Income Tax Receipt will be issued

### **Quarter Note Sponsor** **\$100 - \$500**

- ✓ Recognition in BIAWW's newsletter and annual report
- ✓ A Charitable Income Tax Receipt will be issued

# Lidz on Kidz

Every year too many children die or suffer serious head injuries from events that could have been avoided if they were wearing a properly fitted helmet for the sports they play.

The mandate of the 'Lidz on Kidz' program is to generate awareness on the key messages on brain injury and the prevention to the general public. This program takes education on prevention, proper helmet fitting and the function of the brain to local schools and minor sport leagues. We also provide helmet fitting clinics at bike rodeos, community groups and community events. During 2011 our 'Lidz on Kidz' program presented education to 9,529 children and youth in the community.

'Lidz on Kidz' is also a community effort dedicated to providing bicycle helmets to children whose families cannot afford helmets.

**Wear your helmet properly to reduce the risk of brain injury!**



Overall you want the helmet to touch the head at the front, top and all sides to achieve a fit that is snug, level and stable enough to resist even violent shakes and hard blows.



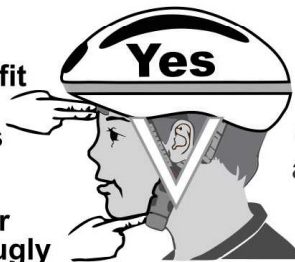
No stickers on helmet  
No Hats under helmet

Check your helmet for damage



**Helmet should be straight on your head**

2 fingers fit above eyebrows



2-V-1  
Chin strap in 'V' shape under and slightly in front of the ear

1 finger fits snugly under chin strap

Make sure your helmet can only be removed by undoing the chin strap

