Brain Injury
Alliance of Colorado
Underwriting Opportunities
There are over 500,000 individuals in Colorado living with the effects of an injury to the brain. Partnering with the Brain Injury Alliance of Colorado as a sponsor or advertiser leverages your organization’s visibility and promotes its value in local and statewide communities.

The Brain Injury Alliance of Colorado Underwriting Opportunities guide outlines the many advertising and sponsorship options. I urge you to take some time to look through this document and the multiple levels of support we offer. We often customize packages for sponsors so you can pick and choose what is important exposure to you at an affordable price.

Gavin Attwood
Chief Executive Officer

What We Do

The Brain Injury Alliance of Colorado (BIAC) is a statewide nonprofit dedicated to helping all persons with an injury to the brain thrive in their community.

We provide the following services:

✔ Case management for all ages – this is free, with no income or insurance eligibility criteria
✔ Brain injury conferences, trainings, & workshops
✔ Educational materials for survivors, family, & professionals
✔ Statewide brain injury professional networking groups
✔ Adaptive recreation programs
✔ Classes in art, music, cooking, yoga and more
✔ Emergency utility assistance through Energy Outreach Colorado
✔ Online resource directory specific to brain injury providers
✔ Brain injury public policy initiatives
✔ Statewide support groups that bring survivors and caregivers together
✔ Community Outreach & Education: Presentations, exhibits, and seminars to increase public awareness and understanding of brain injury
✔ Printed and emailed newsletters delivered to over 10,000 individuals in the Colorado BI community
HeadSTRONG
Quarterly Newsletter

Our quarterly newsletter is mailed to approximately 1,400 survivors who are in services with BIAC as well as professionals in the BI field. It is also emailed to approximately 10,000 members of the Colorado and US brain injury community and shared on our website and social media.

Ad Sizes and Pricing

<table>
<thead>
<tr>
<th>AD</th>
<th>AD SIZE</th>
<th>4 ISSUES</th>
<th>1 ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page*</td>
<td>8.75” w x 11.25” h</td>
<td>$6,800</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>Inside front, Inside back or Outside back cover</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>7.75” w x 4.875” h</td>
<td>$3,400</td>
<td>$1,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.75” w x 4.875” h</td>
<td>$2,540</td>
<td>$750</td>
</tr>
<tr>
<td>Business Card</td>
<td>3.75” w x 2.375” h</td>
<td>$1,700</td>
<td>$500</td>
</tr>
</tbody>
</table>

*As an added benefit we will include your company profile in one of the quarterly newsletters.

Emailed to more than
10,000
members of the Colorado and U.S. brain injury and stroke communities

Posted on BIAColorado.org that has nearly
156,000
page views annually

Seen by over
7,000
followers on social media platforms.
Quarterly Newsletter

Named after Cathleen Schmidt who suffered a brain injury in 2012, the Brain Injury Alliance of Colorado’s **Cathleen’s Cause Golf Tournament** will take place on May 30, 2019 at Arrowhead Golf Club. The event attracts over 100 professionals from a variety of areas including commercial real estate, banking, workers comp carriers, and attorneys.

**Sponsorship Opportunities:**

<table>
<thead>
<tr>
<th>Double Eagle Sponsor</th>
<th>Birdie Package</th>
<th>Hole Sponsor</th>
<th>Individual Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Limited Availability</strong></td>
<td><strong>Four Exclusive Opportunities</strong></td>
<td></td>
<td><strong>$250</strong></td>
</tr>
<tr>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,500</td>
<td></td>
</tr>
</tbody>
</table>

**Top level Sponsorship. Sponsorship includes:**
- 4 complimentary golfers
- Hole sponsor
- Recognition at awards
- Signage at awards
- Logo on BIAC website and in event brochure
- Opportunity to add BIAC logo to your website
- Live link to your website from the BIAC homepage for 12 months
- Prominent signage at registration
- Opportunity to include your marketing materials in event swag bags

**Sponsor one of the following opportunities:**
1. Hole-in-One Challenge
2. Closest to the Hole
3. Longest Drive Contest
4. Beverage Cart Sponsor

**Sponsorship includes:**
- 1 complimentary golfer
- Signage at designated hole
- Logo on BIAC website and in event brochure
- Opportunity to add BIAC logo to your website
- Opportunity to include your marketing materials in event swag bags

**Registration includes:**
- Breakfast
- 2 drink tickets
- Award ceremony lunch
- Tournament towel
- Tournament shirt
- Green fees
- Golf cart
- Range balls
The Brain Injury Alliance of Colorado’s flagship fundraising event is the Pikes Peak Challenge. On average, half of the participants are new to the event. Participants have the opportunity to support BIAC by doing one of four challenges:

- **The Summit Hike**: Hike to the magnificent 14,110 ft summit of Pikes Peak
- **Barr Trail Hike**: 13-mile round trip hike to beautiful Barr Camp
- **Family-Friendly Walk**: A 3-mile walk around the quaint and picturesque town of Manitou Springs
- **Virtual Challenge**: A Virtual Challenge for those unable to attend the event

### Summit Level
- Exclusive Title Sponsor
- $15,000
- Company name or logo on home page
- Recognition at least 4 times in the three months prior to the event
- 5 complimentary registrations
- Half page ad
- Display your banner & exhibit
- Company name or logo prominently displayed
- Full-page ad

### A-Frame Level
- Exclusive Park Sponsor
- $10,000
- Company name or logo on home page
- Recognition at least 3 times in the three months prior to the event
- 3 complimentary registrations
- Recognition of your support
- Display your banner & exhibit
- Company name or logo displayed
- Half-page ad

### Barr Camp Level
- Exclusive Walk Sponsor
- $7,500
- Company name or logo on sponsor page
- Recognition at least 2 times in the two months prior to the event
- 2 complimentary registrations
- Recognition of your support
- Display your banner & exhibit
- Company name or logo displayed

### No-Name Creek Level
- Exclusive Walk Sponsor
- $3,500
- Company name or logo on sponsor page
- Recognition at least 2 times in the two months prior to the event
- 1 complimentary registration
- Recognition of your support
- Display your banner & exhibit
- Company name or logo displayed

### Trailhead Level
- $1,500
- Company name or logo on sponsor page
- Recognition at least 1 time in the two months prior to the event
- Company name or logo displayed

### PIKES PEAK CHALLENGE WEBSITE
- Company name or logo on home page
- Company name or logo on sponsor page

### SOCIAL MEDIA
- PPC
- BIAC
- Total 7,000 followers

### REGISTRATIONS
- 5 complimentary registrations
- 3 complimentary registrations
- 2 complimentary registrations
- 1 complimentary registration

### MANITOU WALK
- 6 yard signs with your logo on the walk route
- 4 yard signs with your logo on the walk route
- 2 yard signs with your logo on the walk route

### HIkers MANUAL
- Sent to 500 participants
- Half page ad
- Recognition of your support

### FIELDS PARK
- Post-event celebration
- Display your banner & exhibit
- Recognition by park DJ at least 5 times

### T-SHIRTS
- 700+ t-shirts for participants & volunteers
- Company name or logo prominently displayed

### BIAC NEWSLETTER
- Distributed to 10,000 people
- Full-page ad
- Half-page ad
Recreation Programs and Social Activities

Due to the nature of the injury, one of the greatest challenges facing a survivor of a brain injury is social isolation or loneliness. Our multi-day and one-day recreation programs as well as the social events we organize are a perfect way for survivors to meet new people, make new friends, and gain confidence in themselves. During the programs participants experience the best of Colorado with caring, professional, and highly experienced staff. The activities include hiking, climbing, a ropes course, cycling, and rafting. Winter activities include skiing, snowboarding, tubing, and ice fishing.

The cost of attending one of these programs can be prohibitive. This is an opportunity for you to support one or more participants and allow them to experience the great Colorado outdoors.

$500 will help one person attend a recreation program.

You will have the opportunity to attend part of the program, meet the participant(s) you helped as well as receive a thank-you note.

<table>
<thead>
<tr>
<th>Top Supporter</th>
<th>Triple Supporter</th>
<th>Single Supporter</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>$1,500</td>
<td>$500</td>
</tr>
<tr>
<td>✔ Helps 5 people attend a recreation program</td>
<td>✔ Helps 3 people attend a recreation program</td>
<td>✔ Helps 1 person attend a recreation program</td>
</tr>
<tr>
<td>✔ Recognition in one quarterly newsletter</td>
<td>✔ Recognition on website recreation page</td>
<td>✔ Logo in Recreation Programs brochure</td>
</tr>
<tr>
<td>✔ Recognition on website recreation page</td>
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<td></td>
</tr>
</tbody>
</table>

$500 will help one person attend a recreation program.

You will have the opportunity to attend part of the program, meet the participant(s) you helped as well as receive a thank-you note.
BIAColorado.org

The Brain Injury Alliance of Colorado is the go-to resource for help and services for survivors of an injury to the brain, their families, and providers. For this reason, visits to the BIAC website drives nearly 156,000 page views in a year. Additionally, there are nearly 52,000 unique visitors that browse the BIAC website annually.

The home page logo loop is the highest level of online advertising offered. This is an unparalleled opportunity to gain maximum exposure.

Resource Directory

Joining the online Resource Directory is free of charge, however it is easy to get buried in a long list of similar resources. There is, however a way to make your Resource Directory entry stand out as well as strengthening the relationship between your company and BIAC.

This partnership would provide you with the following opportunities:

✔ Presentation about your business to BIAC staff. Get in front of our staff and case managers who are working directly with survivors of brain injury on a daily basis.

✔ Professional development for your staff. BIAC will deliver an on-site training to your staff about brain injury, strategies, and valuable resources.

✔ Have the “BIAC Partner” logo on your website, designating the additional steps your company has gone through for this partnership.

The Resource Directory Professional Partner option is a cost-effective way to make a resource more noticeable to the reader.
In 2019 BIAC will be hosting an event specifically for survivors and caregivers. We expect over 200 people to attend and hear presentations from other survivors, caregivers, and professionals about life skills, strategies, and treatments to help improve their lives.

<table>
<thead>
<tr>
<th>Sponsors will be featured prominently on all conference marketing materials.</th>
<th>Presenting Sponsor</th>
<th>Partner Sponsor</th>
<th>Supporting Sponsor</th>
<th>Lunch Sponsor</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Lunch Sponsor</td>
<td>$12,500</td>
<td>Exclusive Program Sponsor</td>
<td>$7,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EXHIBITOR</td>
<td>Premier reserved table</td>
<td>Premier reserved table</td>
<td>Reserved table</td>
<td>Reserved table</td>
<td>Reserved table</td>
</tr>
<tr>
<td>WEBSITE CONFERENCE REGISTRATION PAGE</td>
<td>Company name or logo on BIAColorado.org home page</td>
<td>Company name or logo on BIAColorado.org home page</td>
<td>Company name or logo on BIAColorado.org home page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFFILIATION</td>
<td>Use of BIAC logo on your company website</td>
<td>Use of BIAC logo on your company website</td>
<td>Use of BIAC logo on your company website</td>
<td>Use of BIAC logo on your company website</td>
<td></td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>Recognition at least 4 times in the three months prior to the event</td>
<td>Recognition at least 3 times in the three months prior to the event</td>
<td>Recognition at least 2 times in the three months prior to the event</td>
<td>Recognition at least once in the three months prior to the event</td>
<td></td>
</tr>
<tr>
<td>RECOGNITION</td>
<td>One ½ ad in the BIAC quarterly newsletter From the Podium</td>
<td>One ¼ ad in the BIAC quarterly newsletter From the Podium</td>
<td></td>
<td>Exclusive recognition from the podium during lunch</td>
<td></td>
</tr>
<tr>
<td>ATTENDEE PACKETS</td>
<td>Your marketing materials included in packets</td>
<td>Your marketing materials included in packets</td>
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</tr>
</tbody>
</table>
Support Group Sponsor

There are over 70 brain injury support groups throughout the state of Colorado. Each group is run by local people for local survivors and caregivers. The groups are part of the community and often participate in local activities.

Support Groups have overhead costs such as postage, flyers, and snacks at meetings. This is a perfect opportunity to show your support to a specific group in your area and underwrite their annual costs.

You will be recognized as a Patron on the Support Group page on BIAColorado.org as well as recognition from the group itself.

Classroom and Conference Room Sponsor

The Classroom and Conference rooms in the BIAC offices are used by professionals and survivors every day. In 2018 we held over 500 meetings, classes, presentations between the two rooms. This represents over 5,000 professionals, survivors, caregivers and providers who will see your display.

This is a very limited opportunity open to just 8 of our most committed supporters to be recognized in either room for three years from the date that your display is mounted on the wall.

Hundreds of members of the Colorado brain injury community are in one of these two rooms during the course of the year.

Support a Specific Group in Your Area

Support Group Sponsor ........................................ $500*
*Per group of your choice

Classroom or Conference Room Signage for 3 Years

Small display ............ $2,500/yr
6” x 6” or 36 sq.in. max (5 available)

Medium display ...... $5,000/yr
9” x 9” or 81 sq.in. max (3 available)

Large display .......... $10,000/yr
12” x 12” or 144 sq.in. max (1 available)

Displays will be under a tile saying ‘Helping BIAC Thrive.’
For sponsorship inquiries contact
Gavin Attwood, Chief Executive Officer
at Gavin@BIAColorado.org or 303-562-3199