



**Brain Injury
Association**
of Windsor & Essex County

SPONSORSHIP PACKAGE 2022

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Visit Us



ABOUT US

The Brain Injury Association of Windsor and Essex County's (BIAWE) mission is to enhance the lives of those affected by an acquired brain injury through education, support and awareness. BIAWE is a registered charity. BIAWE offers facilitated programs providing support to help relieve stress, isolation and stigma. Its in-school STAR (Stop, Tell, get Assessed and Rest) educational presentations and its Helmets for Kids program continue to educate children on brain injury prevention.

BIAWE now offers all of its support programs on-line. Because people with a brain injury are vulnerable to anxiety and depression, exacerbated by the current social isolation, it has introduced weekly Coffee Chat socials to support those feeling isolated or lonely.

BIAWE is a leader in supporting those affected by a brain injury, brain injury prevention and providing current brain injury information. We recognize that those affected by an acquired brain injury need as many resources as possible to help them reclaim their lives and see hope in an uncertain future.

We are proud to have introduced several new programs in 2020/2021, including the Brain Connect program. We provide technology and training to encourage clients to access our on-line services and enhance their lives.

The Brain React Program assists clients with all manner of assistance related to accessing income, housing and employment.

KEY BRAIN INJURY DEFINITIONS

Acquired Brain Injury (ABI) :

Damage to the brain that occurs after birth from a traumatic or non-traumatic event. ABI is not related to a congenital disorder or degenerative disease, such as Alzheimer's Disease, Multiple Sclerosis or Parkinson's Disease.

Traumatic Brain Injury (TBI) :

Damage to the brain caused by a traumatic event such as a blow to the head, a fall, a motor vehicle or sports related injury.



Non-traumatic Brain Injury :

Damage to the brain caused by illness such as meningitis or encephalitis, oxygen deprivation (anoxia) or stroke.

Concussion :

A concussion is a brain injury which can be caused by a sudden acceleration of the head and neck resulting from a blow or contact to the body. You do not need to lose consciousness to have sustained a concussion. Concussions can occur from many different activities including falls, assault, motor vehicle collisions, sports or being struck by an object. Symptoms can appear immediately or, in some cases, days following the initial injury.

SUPPORT

SUPPORT GROUPS (CHILDREN AND PARENTS):

This group is a new addition to BIAWE. The Support Group for Parents of children under the age of 18 recognizes that their needs are unique and this helps them to better understand their children and aid them in recovery. They learn about resources and coping mechanisms from each other in a facilitated setting. The Support Group for Children under 18 years of age will allow emotional support from other children who understand their situation. This helps in their recovery and prevents more serious mental health issues.

YOUNG ADULT SUPPORT GROUP:

For ages 18 to 30. This facilitated support group is in recognition of the fact that issues related to an acquired brain injury are unique for these ages. It is complicated by school, work, dating and other young adult experiences. The setting is less formal – usually at a coffee shop, where they feel more comfortable.

GOALS:

A six week program that brings people together in an environment that fosters motivation, relationship building and trust. It is guided by a facilitator to learn various goal setting techniques to benefit a person with an ABI in every area of their life. Participants focus on providing support, sharing ideas, and problem solving.



FAMILY AND FRIENDS SUPPORT GROUP:

Provides an opportunity to talk openly and honestly about feelings in a non-judgemental environment that helps one gain a sense of empowerment and control, improve coping skills and sense of adjustment, and reduces stress, depression or anxiety.

YOU ARE NOT ALONE SUPPORT GROUP:

A monthly drop-in for survivors and their caregivers. The group is facilitated by an experienced social worker and is a place where participants feel safe and emotionally supported. The group is free to explore issues relevant to them relating to their acquired brain injury. Guest speakers are invited to provide new information.

SURVIVOR SOCIAL:

Is an opportunity for survivors of an acquired brain injury to meet, socialize and engage in activities. For some participants, this is the only social outing they attend all month, as social isolation is a factor for many people with an ABI. Staying active and being with similar minded people is a factor in decreasing and limiting depression.

PEER SUPPORT PROGRAM:

Connects people with a lived experience (the Mentor) with an individual who is living with the effects of an acquired brain injury and who requires support (the Partner). This program is available to survivors, family members and unpaid caregivers. The matches are time specific and are made based on similar experiences, needs and personal interests. Support is provided via the telephone or internet and allows the participants to participate in the comfort and privacy of their home.



EDUCATION

ANNUAL ABI CONFERENCE:

The conference brings health care providers, legal professionals and ABI survivors together to learn the latest in ABI research and treatment. The theme and topics vary each year and the committee is composed of health care professionals in the community. This is a social enterprise event for BIAWE. Each year approximately 70 to 100 health professionals attend this conference.



HELMETS FOR KIDS:

In this program we fit and provide helmets to children who otherwise could not afford one. New in 2020 is an injury prevention presentation by trained volunteers. In 2019 over 200 helmets were provided through our community partners.



STAR:

(Stop, Tell, get Assessed and Rest) is an hour long program approved by the Greater Essex County District School Board and the Windsor-Essex Catholic District School Board for grades 7 to 12. It teaches basic brain biology, how an injury affects the brain and senses, concussion prevention and what to do after you have hit your head. The important theme is to tell a responsible adult if you have hit your head.

"Since Windsor (BIAWE) joined the Peer Support Program, we have had successful and amicable matches between our associations. I especially treasure the relationships between all the Peer Support Coordinators. We support each other and assist where possible."

Sue Brushey, The Brain Injury Association of Peel & Halton



Brain injuries are 15 times more common than spinal injuries, 30 times more common than breast cancer and 400 times more common than HIV/AIDs.

AWARENESS

THE BUTTERFLY MONUMENT:

The Butterfly Monument was added to the riverfront in 2014 and is the first memorial sculpture in Canada dedicated to those affected by an acquired brain injury. The life of a butterfly symbolizes the life of an individual with a brain injury. Much like a butterfly that develops from a caterpillar during the chrysalis process, the journey of a person with a brain injury can be transforming. Often, an individual with a brain injury is not the person that they once were.

The goal of the sculpture and the ceremony surrounding the unveiling of new names is to raise awareness of the prevalence of brain injuries, which includes concussions, and to remind us that there are those in our community who have a brain injury and those who have died as a result of a brain injury.



DIRECTORY SERVICES:

Professionals with ABI expertise are invited to be listed in the directory - a go-to for those seeking specific services.



BUTTERFLY LANE - MURAL PROJECT:

Local artists painted murals with butterflies on fences and doors to symbolize the transformation of a person with a brain injury toward hope and new beginnings. (Alley is between the 1100 block of Devonshire and Argyle Roads).



YEARLY EVENTS

DUELLING PIANO FUNDRAISER:

Dueling Pianos provided an opportunity to get together and have fun while raising awareness about acquired brain injury. It was held for the first time in 2019 and it was a big success in 2020. We displayed the Unmasking Brain Injury project, bringing awareness of the effects of a brain injury to those in attendance.



ANNUAL GOLF TOURNAMENT:

The Annual Golf Tournament is our biggest fundraiser of the year and is held at the Kingsville Golf and Country Club. This shot-gun style golf tournament features a fabulous meal and an opportunity to win an assortment of prizes donated by community-minded businesses.



SPORTS AND SPARKLES GALA:

This event is eagerly anticipated by members of the Brain Injury Association, its partners, donors and the general public.

Participants dress in either their favourite sports team's uniform or dress up in sparkly, formal wear. There's a fabulous dinner, silent auction prizes, interesting speakers and dancing.

PERSONAL STORIES

"I have lived in several places in Ontario since my acquired brain injury. I have had access to several agencies that serve people with acquired and my opinion is that the BIAWE is one of the best."

-L

"The Goals group means I have something to look forward to, to be with people who have the same struggles as me, to learn to stay focused on my goals, socialize."

-B

"The BIAWE has been a godsend to me since a family member suffered a catastrophic brain injury 5 years ago. It is good to realize there are people who are going through what we are experiencing and that we are not alone in this difficult journey."

-C



AT BIAWE

WE OFFER

Assistance navigating the health care and legal systems

Information about local services

Facilitated support group meetings, peer mentoring and socials

Introduction between you and others who have experienced an ABI for support and understanding

Volunteer opportunities for our fundraisers and outreach programs

Up-to-date information on the latest in ABI research and treatment



OUR MEMBERSHIP BENEFITS

For one annual membership fee, individuals and families can become members of both the Ontario Brain Injury Association (OBIA) and the Brain Injury Association of Windsor and Essex County (BIAWE)

Vote at annual meetings for OBIA and BIAWE

Receive the "OBIA Review" publication and BIAWE's "Step Ahead" newsletter.

Participate in the Peer Mentoring Program

Free access to OBIA's Resource Library

Eligible for discounts on most of OBIA's training programs

Your voice will be heard locally and provincially.

Annual Fee:

Individual \$ 30

Family \$ 50

Subsidized \$ 5

www.obia.ca/dual-membership/



Fundraising Events 2022

DUELLING PIANOS FEB 5, 2022

Title Sponsor \$3,000	<input type="checkbox"/>	<ul style="list-style-type: none"> • 10 complimentary tickets, • Opportunity to address audience, • 4 1/2 page ads in newsletter, 	<ul style="list-style-type: none"> • Inclusion in business directory, • Website and social media promotion
Survivors Table Sponsor \$2,000	<input type="checkbox"/>	<ul style="list-style-type: none"> • Sponsors a table of 8 survivors, • 2 1/2 page ad in newsletter, 	<ul style="list-style-type: none"> • Inclusion in business directory, • Website promotion
Food and Beverage Sponsor \$1,500	<input type="checkbox"/>	<ul style="list-style-type: none"> • Sponsors two bottles of wine on each table with card, • 6 complimentary tickets, 	<ul style="list-style-type: none"> • 1 1/2 page ads in newsletter, • Inclusion in business directory

GOLF TOURNAMENT SEPT 22, 2022 (PART 1)

Grand Slam \$3,000	<input type="checkbox"/>	<ul style="list-style-type: none"> • 2 foursomes • 2 hole signs, • Inclusion in business directory 	<ul style="list-style-type: none"> • Dual membership s, • 4 1/2 page ads in newsletter, • Website and social media promotion
Masters \$2,500	<input type="checkbox"/>	<ul style="list-style-type: none"> • 1 foursome • 2 hole signs • Inclusion in business directory 	<ul style="list-style-type: none"> • 3 1/2 page ads in newsletter • Website and social media promotion
Champion \$2,000	<input type="checkbox"/>	<ul style="list-style-type: none"> • 1 foursome • 2 hole signs • Inclusion in business directory 	<ul style="list-style-type: none"> • 1/2 page ads in newsletter • Website promotion
Titleist \$1,500	<input type="checkbox"/>	<ul style="list-style-type: none"> • 1 foursome • 2 hole signs • Inclusion in business directory 	<ul style="list-style-type: none"> • 1/2 page ad in newsletter • Website promotion
Golf Cart Sponsor \$1,000	<input type="checkbox"/>	<ul style="list-style-type: none"> • Sponsor name on all golf carts 	
ABI Survivor Foursome Sponsor \$850	<input type="checkbox"/>	<ul style="list-style-type: none"> • Sponsors a foursome of survivors • 2 hole signs 	
Corporate Team \$800	<input type="checkbox"/>	<ul style="list-style-type: none"> • 1 foursome plus hole sign 	
Longest Drive Sponsor \$500	<input type="checkbox"/>	<ul style="list-style-type: none"> • Signs at hole 	
Hole in One Sponsor \$500	<input type="checkbox"/>	<ul style="list-style-type: none"> • Signs at hole 	
Closest to the Pin Sponsor \$300	<input type="checkbox"/>	<ul style="list-style-type: none"> • Signs at hole 	
Putting Contest Sponsor \$350	<input type="checkbox"/>	<ul style="list-style-type: none"> • Sign at hole 	

GOLF TOURNAMENT SEPT 22, 2022 (PART2)

Hole Sign Sponsor
\$250

- Sign at hole

SPORTS AND SPARKLES GALA TBD

To be held in the
spring of 2022

**Please request sponsorship opportunities*

BUTTERFLY MONUMENT JUNE 3, 2022

Title Sponsor
\$500

- Sponsor would be able to say address the audience and receive recognition in social media and on the website

Support Programs

SUPPORT STREAM

You are Not Alone
Support Group
\$2,000

- Sponsorship of twelve monthly support group meetings- recognition in newsletter,
- Inclusion in business directory,
- Dual membership

Young Adult Support
Group (18-30)
\$2,000

- Sponsorship of twelve monthly support group meetings- recognition in newsletter,
- Inclusion in business directory,
- Dual membership

Pediatric Caregiver
Support Group
\$2,000

- Sponsorship of twelve monthly support group meetings- recognition in newsletter,
- Inclusion in business directory,
- Dual membership

Family and Friends
(Caregiver Support
Group)
\$2,000

- Sponsorship of twelve monthly support group meetings- recognition in newsletter,
- Inclusion in business directory,
- Dual membership

Survivor Social
Nights
\$5,000

- Sponsorship of twelve monthly support group meetings- recognition in newsletter, on website and social media
- Inclusion in business directory,
- Dual membership

Education Programs

HELMETS FOR KIDS

Title Sponsor
\$2,500

- Sponsor 60 helmets,
- 2 1/2 ad in a newsletter,
- Inclusion in business directory,
- Recognition on website and social media

Gold Level
\$1,000

- Sponsors 30 helmets,
- 2 1/4 ad in newsletter,
- Recognition on website and social media
- Inclusion in business directory,
- Recognition on website and social media

Silver
\$500

- Sponsors 15 helmets
- Inclusion in business directory
- Recognition on website

Bronze
\$250

- Sponsors 8 helmets
- Inclusion in business directory
- Recognition on website

S.T.A.R. PROGRAM

S.T.A.R. \$3,000	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Yearly sponsorship of the S.T.A.R program • 4 1/2 page ads in newsletter • Inclusion in business directory 	<ul style="list-style-type: none"> • Recognition on website • Promotional materials to schools and social media
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ABI SPEAKER SERIES

Presenting Sponsor \$10,000	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Promotion at each series event with introduction, • Company name/logo on website 	<ul style="list-style-type: none"> • Named in media release, social media • Opportunity to provide promotionally branded items
Speaker Sponsor \$5,000	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Promotion at one series event with introduction • Company name/logo on website 	<ul style="list-style-type: none"> • Named in media release, social media • Opportunity to provide promotionally branded items
Support \$500	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Company name and logo on website • Listing at series events 	

BUTTERFLY LANE MURAL PROJECT

Butterfly \$2,000	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Logo on a Mural, • Sign with your Logo 	<ul style="list-style-type: none"> • Recognition on social media releases, newsletter and website • Sponsor a mural artist
Chrysalis \$1,000	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Logo on sign next to mural • Recognition in all social medial releases, newsletter and website 	<ul style="list-style-type: none"> • Sponsor a mural artist
Caterpillar \$500	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Recognition in all social media release • Listing on sign 	<ul style="list-style-type: none"> • Recognition in newsletter
Eggs \$250	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Listing on sign, • Recognition in newsletter 	<ul style="list-style-type: none"> • Listing on website
Milkweed \$100	<input type="checkbox"/>	▶	<ul style="list-style-type: none"> • Listing on sign • Recognition in newsletter 	



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