



Building a Stronger Brain Injury Community
Sponsorship Levels

20
22

Brain Injury Canada Champion: \$10,000

Formerly Platinum Corporate Sponsorship

(Limited to two sponsors)

Demonstrate your commitment as a true Champion of the brain injury community, and provide the resources, tools, and hope that the community needs to thrive.

Benefits Include:

CHANNEL	TIMING / CALENDAR	INCLUSIONS
Brain Injury Canada Website Homepage www.braininjurycanada.ca	January – December 2022	Corporate logo and link on Brain Injury Canada’s homepage. Note this is exclusive to Champion Corporate Sponsors.
Brain Injury Canada Website Sponsor Page www.braininjurycanada.ca/en/sponsors	January – December 2022	Brief description, corporate logo, and link recognition as a Champion Corporate Sponsor on our sponsor web page.
Champion Corporate Sponsor Logo for Use on Your Website		Opportunity to use provided 2022 Champion Corporate Sponsor recognition logo on your website and in your marketing materials.
Brain Injury Canada Conference 2022 www.braininjurycanadainjuryconference.ca	Promotion will start in January 2022 and run through completion of the conference in June 2022.	Recognition as Champion Corporate Sponsor at the Brain Injury Canada National Virtual Conference in May 2022, including: <ul style="list-style-type: none">› Full page advertisement in the digital conference program.› Prime logo placement and website link on conference website homepage and virtual conference platform landing page.› Prime placement full page sponsor landing page on conference website with option to include brief description, contact info, short video, social media links and an embedded contact form to send leads directly to your email.› Page will remain on the website until Dec 31, 2022.› Full page sponsor landing page on virtual conference platform.› Prime 3D exhibit space in virtual exhibit hall.› Prime position in Exhibit Hall gamification.› Push notifications to your booth during the conference.› Opportunity to provide a short company video promo to be played during the conference. Video placement determined by Brain Injury Canada.› Opportunity to pre-record speaker introduction to be played during the conference. Video placement determined by Brain Injury Canada.› Dedicated company profile / special company mention through Brain Injury Canada social media channels prior to conference.› Recognition and logo placement in all conference promotional emails.› Acknowledgment in Daily Introduction on all three days of conference event.› Corporate logo on event video pre-roll and during video roll during breaks.› Prominent placement and opportunity to provide company promo/offer in virtual delegate bag.› Company sponsorship level recognized on website until Dec 31, 2022 and in 2022 Annual Report.› 5 free conference registrations.

Brain Injury Canada Champion Benefits Continued

CHANNEL	TIMING / CALENDAR	INCLUSIONS
<p>Brain Injury Canada Connect</p> <p>One free listing for the duration of the sponsorship period.</p>	January – December 2022	Listing includes direct contact form, embedded Google Map, customizable service categories, social media profiles, and descriptive fields.
<p>Brain Injury Awareness Month</p> <p>Opportunity to provide two (2) videos on an awareness topic to be distributed by Brain Injury Canada.</p>	June 2022	Videos will be posted on Brain Injury Canada’s YouTube Chanel and shared on Facebook, Twitter and LinkedIn. Content is subject to approval / appropriate editing by Brain Injury Canada.
<p>Webinars</p> <p>Opportunity to develop and deliver two (2) live or pre-recorded webinars in 2022 on a topic that is relevant to the community, to developed in partnership with Brain Injury Canada.</p>	Date TBD	Includes promotion, editing, posting on social media, newsletter and on www.braininjurycanada.ca
<p>Education Events</p> <p>Recognition as Champion Corporate Sponsors at Brain Injury Canada events (online in 2022).</p>	<p>Webinars taking place throughout the year. Specifics TBD.</p> <p>Speaker Symposiums</p> <ul style="list-style-type: none"> > February > June > September (*French) 	This includes prominent corporate logo and link recognition on event landing sites, in all related email communications and during event, opportunity to introduce speaker (time TBD); four (4) complimentary registrations.
<p>IMPACT: E-Newsletter, Brain Injury Canada’s electronic Newsletter</p>	Quarterly: March, June, September, December	Opportunity to provide one full-page advertisement in all issues (quarterly). Logo recognition as Champion Corporate Sponsor in all issues (quarterly). Provide two (2) articles in 2022 - content is subject to approval/appropriate editing by Brain Injury Canada.
<p>Brain Injury Canada Emails</p>	As needed. Approximately 10-12 per year.	Corporate logo and link will be featured on all communications to email list with acknowledgment of your company as a Champion Corporate Sponsor.
<p>Brain Injury Canada Social Media Promotion</p>	<p>Quarterly</p> <p>January – December 2022</p>	<p>Quarterly recognition as a Champion Corporate Sponsor on Brain Injury Canada’s Twitter, Facebook, Instagram, and LinkedIn Feeds.</p> <p>Facebook Promotion: Corporate logo on Facebook page with recognition as a Champion Corporate Sponsor; annual corporate profile promotion; priority interaction of company’s posted content (likes, shares, mentions).</p>
<p>Annual General Meeting (AGM)</p>	June 2022	Your organization will receive prominent acknowledgement as a Champion Corporate Sponsor at our AGM and logo placement in our Annual Report, which is distributed at the AGM, sent via email to our distribution list and hosted on our website.

Brain Injury Canada Leader Sponsorship: \$7,500

Formerly Gold Corporate Sponsorship

(Limited to five sponsors)

Benefits Include:

CHANNEL	TIMING / CALENDAR	INCLUSIONS
Brain Injury Canada Website Sponsor Page www.braininjurycanada.ca/en/sponsors	January – December 2022	Brief description, corporate logo, and link recognition as a Leader Corporate Sponsor on our sponsor web page.
Leader Sponsor Logo for Use on Your Website	January – December 2022	Opportunity to use provided 2022 Leader Corporate Sponsor recognition logo on your website and in your marketing materials.
Brain Injury Canada Conference 2022 www.braininjurycanadaconference.ca	Promotion will start in January 2022 and run through completion of the conference in June 2022.	Recognition as Leader Corporate Sponsor at the Brain Injury Canada National Virtual Conference in May 2022 including: <ul style="list-style-type: none"> › 3/4-page advertisement in the digital conference program. › Logo placement and website link on the conference website homepage and virtual conference platform landing page. › Premium placement full page sponsor landing page on conference website with option to include brief description, contact info, short video, social media links and an embedded contact form to send leads directly to your email. › Page will remain on the website until Dec 31, 2022. › Full page sponsor landing page on virtual conference platform. › Premium 3D exhibit space in virtual exhibit hall. › Premium position in Exhibit Hall gamification. › Push notifications to your booth during the conference. › Dedicated company profile / special company mention through Brain Injury Canada social media channels prior to conference. › Recognition and logo placement in all conference promotional emails. › Acknowledgment in Daily Introduction on all three days of conference event. › Corporate logo on event video pre-roll and during video roll during breaks. › Opportunity to provide company promo and offer in virtual delegate bag. › Company sponsorship level recognized on website until Dec 31, 2022, and in 2022 Annual Report. › 3 free conference registrations.
Brain Injury Canada Connect One free listing for the duration of the sponsorship period.	January – December 2022	Listing includes direct contact form, embedded Google Map, customizable service categories, social media profiles, and descriptive fields.

Brain Injury Canada Leader Benefits Continued

CHANNEL	TIMING / CALENDAR	INCLUSIONS
Webinars Opportunity to develop and deliver one (1) live or pre-recorded webinar in 2022 on a topic in agreement with Brain Injury Canada.	Date TBD	Includes promotion, editing, posting on social media, newsletter and on www.braininjurycanada.ca.
Educational Events Recognition as Leader Corporate Sponsor at Brain Injury Canada events (online in 2022).	Webinars taking place throughout the year. Specifics TBD. Speaker Symposiums > February > June > September (*French)	Recognition as Leader Corporate Sponsor at Brain Injury Canada online events including prominent corporate logo and link recognition on event landing sites, in all related email communications and during event, opportunity to introduce speaker (time TBD); two (2) complimentary registrations.
IMPACT: E-Newsletter, Brain Injury Canada's electronic Newsletter	Quarterly: March, June, September, December	Opportunity to provide one half-page advertisement in all issues of our quarterly email newsletter; logo recognition as Leader Corporate Sponsor in all issues of our quarterly email newsletter; opportunity to provide one (1) article in 2022 - content is subject to approval/appropriate editing by Brain Injury Canada.
Facebook Promotion: Corporate logo on Facebook page with recognition as a Leader Sponsor	Ongoing	Includes annual corporate profile promotion; priority interaction of company's posted content (likes, shares, mentions).
Brain Injury Awareness Month	June 2022	Opportunity to provide one (1) video on an awareness topic to be posted on Brain Injury Canada's YouTube Chanel and shared on Facebook, Twitter, and LinkedIn. Content is subject to approval / appropriate editing by Brain Injury Canada.
Brain Injury Canada Social Media Promotion	Bi-annual for each channel	Bi-annual recognition as a Leader Corporate Sponsor on Brain Injury Canada's Twitter, Facebook, Instagram, and LinkedIn Feeds.
Brain Injury Canada Emails	As needed. Approximately 10-12 per year.	Corporate logo and link will be featured on all communications to email list with acknowledgment of your company as a Leader Corporate Sponsor.
Annual General Meeting (AGM)	June 2022	Your organization will receive acknowledgement as a Leader Corporate Sponsor at our AGM and logo placement in our Annual Report, which is distributed at the AGM, sent via email to our distribution list and hosted on our website.

Brain Injury Canada Sustainer Sponsorship: \$4,000

Formerly Silver Corporate Sponsorship

(Unlimited)

Benefits Include:

CHANNEL	TIMING / CALENDAR	INCLUSIONS
Brain Injury Canada Website Sponsor Page www.braininjurycanada.ca/en/sponsors	January – December 2022	Corporate logo and link recognition as a Sustainer Corporate Sponsor on our sponsor web page.
Sustainer Corporate Sponsor Logo for Use on Your Website and Marketing Materials	January – December 2022	Opportunity to use provided 2022 Sustainer Corporate Sponsor recognition logo on your website and in your marketing materials.
Brain Injury Canada Conference 2022 www.braininjurycanadaconference.ca	Promotion will start in January 2022 and run through completion of the conference in June 2022.	Recognition as Sustainer Corporate Sponsor at the Brain Injury Canada National Virtual Conference in May 2022 including: <ul style="list-style-type: none"> › 1/2-page advertisement in the conference program. › Logo placement and website link on conference website homepage and virtual conference platform landing page. › Full page sponsor landing page on the conference website with the option to include a brief description, contact info, short video, social media links and an embedded contact form to send leads directly to your email. Page will remain on the website until Dec 31, 2022. › Full page sponsor landing page on virtual conference platform. › Recognition and logo placement in all conference promotional emails. › Acknowledgment in Daily Introduction on all three days of conference event. › Corporate logo on event video pre-roll and during video roll during breaks. › Company logo and link in virtual delegate bag. › Company sponsorship level recognized on website until Dec 31, 2022, and in 2022 Annual Report. › 2 free conference registrations.
Brain Injury Canada Connect One free listing for the duration of the sponsorship.	January – December 2022	Listing includes direct contact form, embedded Google Map, customizable service categories, social media profiles, and descriptive fields.
Brain Injury Awareness Month Recognition as Sustainer Corporate Sponsor during Brain Injury Canada's online campaign.	June 2022	Note this including corporate logo and link recognition in emails and on campaign materials where appropriate.

Brain Injury Canada Sustainer Benefits Continued

CHANNEL	TIMING / CALENDAR	INCLUSIONS
Educational Events Recognition as Sustainer Corporate Sponsor at Brain Injury Canada online events.	Webinars taking place throughout the year. Specifics TBD. Speaker Symposiums > February > June > September (<i>*French</i>)	Note this includes your organizations' corporate logo and link recognition on event landing sites, in related email communications and during event. This also includes one (1) complimentary registration.
IMPACT E-Newsletter, Brain Injury Canada's electronic Newsletter	Quarterly: March, June, September, December	Opportunity to provide one quarter-page advertisement in all issues of our quarterly email newsletter; logo recognition as Sustainer Corporate Sponsor in all issues of our quarterly email newsletter.
Brain Injury Canada Emails	As needed. Approximately 10-12 per year.	Corporate logo and link will be featured on all communications to email list with acknowledgment of your company as a Sustainer Corporate Sponsor.
Brain Injury Canada Social Media Promotion	January – December 2022	Annual recognition as a Sustainer Corporate Sponsor on Brain Injury Canada's Twitter, Facebook, Instagram, and LinkedIn Feeds.
Annual General Meeting (AGM)	June 2022	Your organization will receive acknowledgement as a Sustainer Corporate Sponsor at our AGM and logo placement in our Annual Report, which is distributed at the AGM, sent via email to our distribution list and hosted on our website.



Brain Injury Canada Collaborator Sponsorship: \$1,500

Formerly Bronze Corporate Sponsorship

(Unlimited)

Benefits Include:


CHANNEL	TIMING / CALENDAR	INCLUSIONS
Brain Injury Canada Website Sponsor Page www.braininjurycanada.ca/en/sponsors	January – December 2022	Corporate logo and link recognition as a Collaborator Corporate Sponsor on our sponsor web page.
Collaborator Corporate Sponsor Logo for Use on Your Website and Marketing Materials	January – December 2022	Opportunity to use provided 2022 Collaborator Corporate Sponsor recognition logo on your website and in your marketing materials.
Brain Injury Canada Connect One free listing for the duration of the sponsorship.	January – December 2022	Listing includes direct contact form, embedded Google Map, customizable service categories, social media profiles, and descriptive fields.
Brain Injury Awareness Month Recognition as Collaborator Corporate Sponsor at Brain Injury Canada during Brain Injury Canada’s online campaign.	June 2022	Note this including corporate logo and link recognition in emails and on campaign materials where appropriate.
Educational Events Recognition as Collaborator Corporate Sponsor at Brain Injury Canada online events.	Webinars taking place throughout the year. Specifics TBD. Speaker Symposiums <ul style="list-style-type: none"> > February > June > September (*French) 	Note this includes your organizations’ corporate logo and link recognition on event landing sites, in related email communications and during event. This also includes one (1) complimentary registration.
IMPACT: E-Newsletter, Brain Injury Canada’s electronic Newsletter	Quarterly: March, June, September, December	Logo recognition as Collaborator Corporate Sponsor in all issues of our quarterly email newsletter.
Brain Injury Canada Emails	As needed. Approximately 10-12 per year.	Corporate name and link will be featured on all communications to email list with acknowledgment of your company as a Collaborator Corporate Sponsor.
Brain Injury Canada Social Media Promotion	January – December 2022	Annual recognition as a Collaborator Corporate Sponsor on Brain Injury Canada’s Twitter, Facebook, Instagram, and LinkedIn Feeds.
Annual General Meeting (AGM)	June 2022	Your organization will receive acknowledgement as a Collaborator Corporate Sponsor at our AGM and logo placement in our Annual Report, which is distributed at the AGM, sent via email to our distribution list and hosted on our website.



**YOUR ORGANIZATION CAN MAKE THE DIFFERENCE
FOR PEOPLE LIVING WITH BRAIN INJURY**

Please contact **Michelle McDonald** at
613-762-1222 or
mmcdonald@braininjurycanada.ca
to secure your sponsorship now.

 440 Laurier Ave., W. - Suite 200
Ottawa, ON K1R 7X6

 613-613-762-1222
1-866-977-2492

 info@braininjurycanada.ca

www.braininjurycanada.ca

