



Hamilton  
Brain Injury  
Association

2023 CORPORATE

# YEARLY SPONSORSHIP





# 2023 Corporate Sponsorship Package



The Hamilton Brain Injury Association (HBIA) proudly offers you the opportunity to become a corporate yearly sponsor of our community non-profit organization. We are gearing up for big things in 2023 but we need your help to continue to do so. Not only is this a fantastic opportunity to stay engaged with the community but you can also feel good knowing your financial support helps us provide free programs and services to people living with the effects of brain injury in Hamilton.

We invite you to review our 2023 Sponsorship Package further below to see what is included at each level of sponsorship. Please note that opportunities for yearly sponsorship are limited. If you would like to confirm your sponsorship commitment or discuss this opportunity further, please contact our Public Relations Committee at [info@hbia.ca](mailto:info@hbia.ca) or 289-442-4023.

## ABOUT HBIA

HBIA is a community non-profit organization that provides free and immediate support to people living with the effects of brain injury, and their loved ones in Hamilton. Like many charities, we have faced many challenges over the last few years. When the world changed in 2020, HBIA immediately transitioned to virtual services to keep our vulnerable population safe. When restrictions allowed it, our staff facilitated physically distant in person visits while continuing to offer virtual support. Despite the changing environment, we are happy to report that we have within the last year opened a new Clubhouse space to host both virtual and in-person weekly support groups. We continued to support our community, and the people we serve through our programs, and advocacy to assist some of the most vulnerable people in our community.

# DIAMOND YEARLY SPONSORSHIP

## \$10,000

### 5K By the Bay - *June 17, 2023*

- 10 registrations
- Logo on t-shirt given to all registered participants
- Logo on signage at the event
- Opportunity to set up tent and table
- **Opportunity to present prizes during the awards ceremony**
- Website and social media recognition as platinum level event sponsor
- Verbal recognition as a corporate sponsor at the event

### Drive for ABI - *September 18, 2023*

- **2 Foursome Teams**
- Opportunity to enclose company swag and/or brochure in golfer bags
- Opportunity for 2 company representatives to set up tent and table at sponsored holes (includes lunch for company representatives)
- 2 hole signs with your company logo featured at sponsored holes
- Signage recognition with company logo at the event
- **Opportunity to present prizes during awards ceremony**
- Website and social media recognition as platinum level event sponsor

### Fundraising Dinner - *November 23, 2023*

- 8 registrations (full table) with premium seating
- **Company logo featured on social media photo banner**
- Signage recognition with company logo at the event
- Tent card recognition at each dinner plate
- Podium recognition as a corporate sponsor at the event
- **Opportunity to present Volunteer of the Year Award (award will feature your company logo as a corporate sponsor)**
- Website and social media recognition as a platinum level event sponsor

### YEARLY SPONSOR EXCLUSIVE:

- Your company logo will be featured on HBIA's website home page with a direct link to your company website
- Your company logo will be featured in our new physical space
- Two social media spotlights featuring your company logo, involvement with HBIA, and introduction to your services

# GOLD YEARLY SPONSORSHIP

## \$5,000

### 5K By the Bay - *June 17, 2023*

- 5 registrations
- Logo on t-shirt given to all registered participants
- Logo on signage at the event
- Opportunity to set up tent and table
- Website and social media recognition as event sponsor
- Verbal recognition throughout the event

### Drive for ABI - *September 18, 2023*

- 1 Foursome Team
- Opportunity to enclose company swag and/or brochure in golfer bags
- Opportunity for 2 company representatives to set up tent and table at sponsored hole (includes lunch for company representatives)
- Signage recognition at the event
- 1 hole sign with your company logo
- Website and social media recognition as event sponsor

### Fundraising Dinner - *November 23, 2023*

- 4 registrations with premium seating
- Signage recognition at the event
- Logo on reverse side of table number at each table
- Podium recognition at the event
- Website and social media recognition a gold level sponsor

### YEARLY SPONSOR EXCLUSIVE:

- Your company logo will be featured on HBIA's website home page with a direct link to your company website
- Your company logo will be featured in our new physical space
- One social media spotlight featuring your company logo, involvement with HBIA, and introduction to your services

## SILVER YEARLY SPONSORSHIP \$3,000

### 5K By the Bay - *June 17, 2023*

- 5 registrations
- Name on race shirt given to all participants
- Logo on signage at the event
- Website and social media recognition as event sponsor
- Verbal recognition throughout the event

### Drive for ABI - *September 18, 2023*

- 1 Foursome Team
- Opportunity to enclose company swag and/or brochure in golfer bags
- Signage recognition
- Website and social media recognition as event sponsor
- First right of refusal for à la carte sponsorship opportunities

### Fundraising Dinner - *November 23, 2023*

- 2 registrations with premium seating
- Signage recognition
- Podium recognition
- Website and social media recognition as event sponsor
- Opportunity to purchase à la carte sponsorship opportunities

#### YEARLY SPONSOR EXCLUSIVE:

- Your company logo will be featured on HBIA's website home page with a direct link to your company website
- Your company logo will be featured in our new physical space

## BRONZE YEARLY SPONSORSHIP \$1,000

### 5K By the Bay - *June 17, 2023*

- 5 registrations
- Name on signage at the event
- Website recognition as event sponsor
- Social media recognition as event sponsor

### Drive for ABI - *September 18, 2023*

- Opportunity to enclose company swag and/or brochure in golfer bags
- Signage recognition
- Website recognition as event sponsor
- Social media recognition as event sponsor
- Opportunity to purchase à la carte sponsorship opportunities

### Fundraising Dinner - *November 23, 2023*

- Signage recognition
- Website recognition as event sponsor
- Social media recognition as event sponsor
- Opportunity to purchase à la carte sponsorship opportunities

#### YEARLY SPONSOR EXCLUSIVE:

- Your company logo will be featured on HBIA's website home page with a direct link to your company website

# EVENT SUMMARY CHARTS

## 5K BY THE BAY CORPORATE SPONSORSHIP

	DIAMOND		GOLD		SILVER		BRONZE	
REGISTRATION	✓	10	✓	5	✓	5	✓	5
EVENT T-SHIRT	✓	LOGO	✓	LOGO	✓	TEXT		
EVENT SIGNAGE	✓	LOGO	✓	LOGO	✓	LOGO	✓	TEXT
TENT & TABLE AT EVENT	✓		✓					
OPPORTUNITY TO PRESENT PRIZES	✓							
WEBSITE RECOGNITION	✓		✓		✓		✓	
SOCIAL MEDIA RECOGNITION	✓		✓		✓		✓	
VERBAL RECOGNITION	✓		✓		✓			

## DRIVE FOR ABI CORPORATE SPONSORSHIP

	DIAMOND		GOLD		SILVER		BRONZE	
REGISTRATION	✓	2 TEAMS	✓	1 TEAM	✓	1 TEAM		
ENCLOSE MATERIAL IN GOLFER BAG	✓		✓		✓		✓	
TENT & TABLE AT EVENT	✓		✓					
HOLE SIGNAGE	✓	2	✓	1				
EVENT SIGNAGE	✓	LOGO	✓	LOGO	✓	LOGO	✓	TEXT
OPPORTUNITY TO PRESENT PRIZES	✓							
WEBSITE RECOGNITION	✓		✓		✓		✓	
SOCIAL MEDIA RECOGNITION	✓		✓		✓		✓	

## FUNDRAISING DINNER CORPORATE SPONSORSHIP

	DIAMOND		GOLD		SILVER		BRONZE	
REGISTRATION	✓	8 TICKETS	✓	4 TICKETS	✓	2 TICKETS		
PHOTO BANNER	✓	LOGO						
EVENT SIGNAGE	✓	LOGO	✓	LOGO	✓	LOGO	✓	TEXT
ADDITIONAL SIGNAGE	✓	TENT CARD	✓	TABLE NO.				
PODIUM RECOGNITION	✓		✓		✓			
OPPORTUNITY TO PRESENT AN AWARD	✓							
WEBSITE RECOGNITION	✓		✓		✓		✓	
SOCIAL MEDIA RECOGNITION	✓		✓		✓		✓	



# Become a Corporate Yearly Sponsor!

## Next Steps

1. Confirm your sponsorship level.

Please email HBI's Public

Relations Committee at

[info@hbi.ca](mailto:info@hbi.ca) or 289-442-4023.

The deadline to commit to yearly sponsorship is March 1<sup>st</sup>, 2023.

2. Email your logo! This is very important for marketing purposes. Please send a high resolution (i.e. vector) copy of your company logo to [info@hbia.ca](mailto:info@hbia.ca).

