

# SPONSORSHIP & ADVERTISING OPPORTUNITIES



# Reach Connect Engage

THE VOICE OF BRAIN INJURY

## WHO WE ARE

**BIAA provides help, hope, and healing to the 5.3 million Americans living with a disability related to a brain injury.**



**The Brain Injury Association of America (BIAA) is the country's oldest and largest brain injury advocacy organization. Founded in 1980, our mission is to advance awareness, research, treatment, and education and to improve the quality of life for all people affected by brain injury.**



BIAA's National Brain Injury Information Center (NBIIIC) responds to thousands of requests for information and support each year.



Our programs educate millions of individuals with brain injury, family caregivers, clinicians, and researchers.



As the only brain injury organization with full time representation in Washington, D.C., BIAA makes the case for brain injury to legislators and opinion leaders nationwide.



BIAA's Academy of Certified Brain Injury Specialists has certified more than 20,000 professionals.

## Who We Serve



"BIAA has been extremely helpful. I'm proud to be part of the organization. To know you are not alone through this is priceless. The information that is on the BIAA website and the help we have received through BIAA's National Brain Injury Information Center has helped our family over the years and it is invaluable. Knowledge is power, and I don't think with TBI you can be knowledgeable enough."

*-Jane and Tim McKay, brain injury survivors*

# BRAIN INJURY IS A SILENT EPIDEMIC



More than 3.6 million children and adults sustain an acquired brain injury (ABI) each year.



More than 3 million individuals with brain injury require life-long assistance performing activities of daily living.



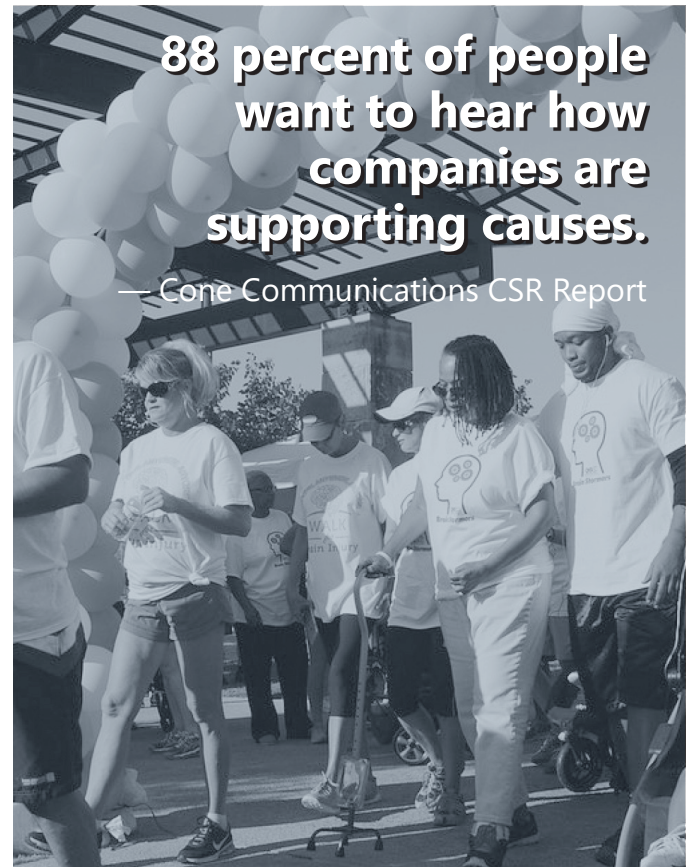
On average, caregivers spend 84 hours assisting loved ones each week.



The estimated lifetime cost of care for a person with brain injury can exceed \$4 million.



One in every 60 people in the U.S. lives with a brain injury-related disability.



**88 percent of people want to hear how companies are supporting causes.**

—Cone Communications CSR Report

## What Our Community Says:

- 96% of the people we serve plan to utilize BIAA's services and programs in the future.
- 94% of the people we serve would recommend BIAA to a friend or colleague.

## What Our Corporate Partners Say:

“Not only did the advertising deliver great numbers, but the efficiency of visitors to referrals was double what general advertising was generating.”

–Dorothy Ouchida, Government Affairs & Advocacy, Avanir Pharmaceuticals

“Centre for Neuro Skills has supported BIAA for decades. As sponsors, we're assured that BIAA will advocate for patients and fight for appropriate care.”

–Mark J. Ashley, Sc.D., CCC-SLP, CCM, CBIST, President/CEO, Centre for Neuro Skills

We are committed to crafting partnerships based on your marketing needs and philanthropic values. For more information or to discuss your sponsorship ideas, contact Carrie Mosher, director of sales, at [cmosher@biausa.org](mailto:cmosher@biausa.org) (703) 761-0750 x640



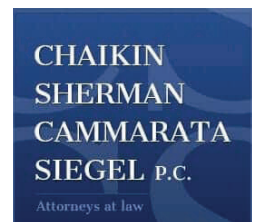
# WHY SPONSOR



## BIAA offers multiple platforms for brand exposure that can be bundled into a unique proposal.

- ▶ **80,000+** subscribers to and followers of channels including print, electronic, and social.
- ▶ Nationwide network of affiliates, chapters and support groups available to disseminate messaging and engage locally.
- ▶ **600,000** unique visitors connect with biausa.org annually.
- ▶ **17 years** of educating professionals at our annual conference, the Brain Injury Business Practice College.
- ▶ More than **250** media mentions per year featuring coverage on Good Morning America, The New York Times, Wall Street Journal, Washington Post, USA Today, and People Magazine.

## Some of BIAA's Valued Supporters



# BECOME A CORPORATE PARTNER

Align yourself with BIAA and incorporate all aspects of our media presence for maximum visibility.

## \$15,000 ANNUALLY

- Sponsor's hyperlinked logo is placed on the homepage of [www.biausa.org](http://www.biausa.org).
- Sponsor's logo is prominently displayed on the back of our quarterly newsmagazine, *THE Challenge!*
- Sponsor is highlighted in quarterly social media spotlights and regularly invited to engage with BIAA's social media followers.
- Sponsors are often called upon to provide editorial content.
- Sponsors have access to our CEO and stakeholders.



## CAUSE-RELATED MARKETING



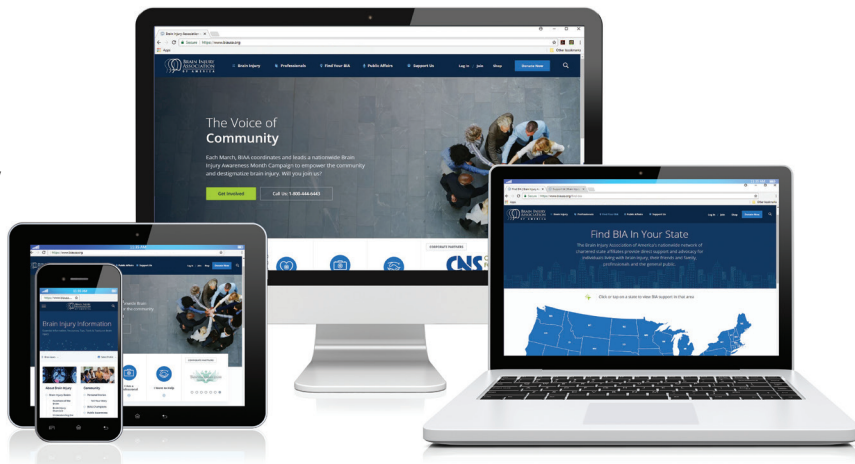
Engage both your customers and employees while supporting brain injury research, education, and advocacy – all while increasing your bottom line.

We are interested in mutually beneficial relationships and we'll work with you to create programs that align with your business goals through point-of-purchase activities, percentage of sales, product-based fundraisers, and more. Please contact Carrie Mosher, director of sales, at [cmosher@biausa.org](mailto:cmosher@biausa.org) to discuss your ideas.



# WEBSITE SPONSORSHIPS & ADVERTISING OPPORTUNITIES

BIAA welcomes **600,000** unique visitors to [www.biausa.org](http://www.biausa.org), the first online information source for individuals with brain injury, caregivers, professionals, advocates, and policy makers.



## WAYS TO ENGAGE



### HOMEPAGE

1.2 million unique page views annually



### ABOUT BRAIN INJURY SECTION

More than 300,000 unique page views annually



### COMMUNITY SECTION

Featuring our personal stories forum, more than 36,000 unique page views annually



### FIND YOUR BIA

More than 57,000 unique page views annually



### PUBLIC AFFAIRS SECTION

More than 179,000 unique page views annually

+ Additional Advertising Opportunities

Homepage Advertorial



Interior Page Advertisement



Single-page advertising opportunities are also available.

Contact Carrie Mosher, director of sales, for more information at [cmosher@biausa.org](mailto:cmosher@biausa.org)

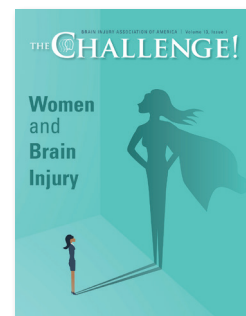
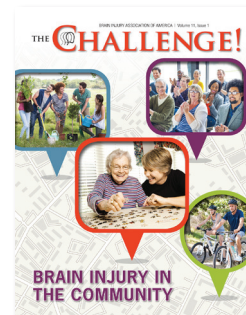
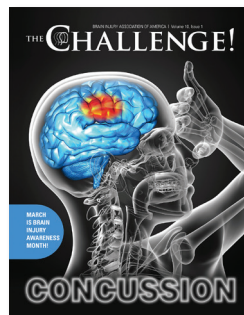




# PUBLICATION SPONSORSHIPS & ADVERTISING OPPORTUNITIES

## THE CHALLENGE!

BIAA's quarterly newsmagazine, *THE Challenge!*, has been a trusted source for public policy news, research breakthroughs, legal and financial issues, and inspiring stories of recovery for more than 30 years.



### OUR READERS:

People living with brain injury, their families, health professionals, donors, and policy makers.

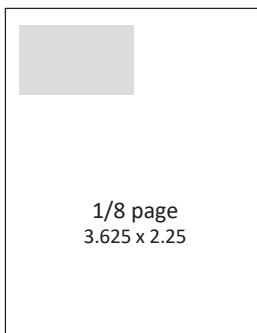
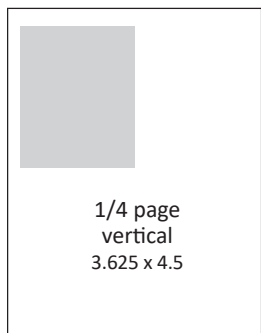
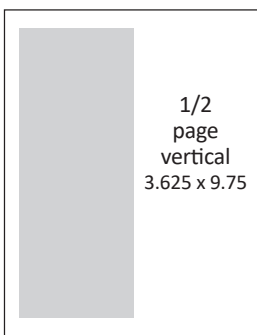
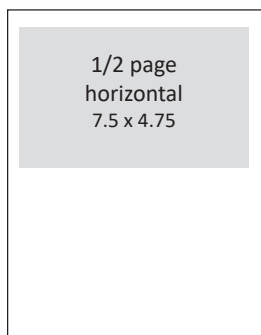
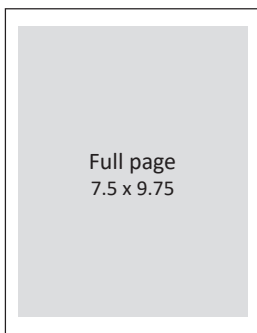
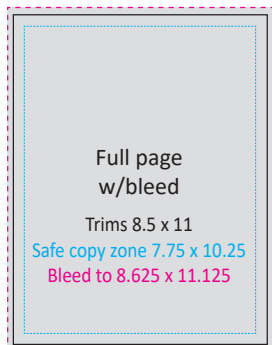
### OUR REACH:

- ▶ 7,000 print subscribers
- ▶ 28,000 digital subscribers

### Display Advertising Rates (Rates are per issue and four color only)

Standard rates	1 Issue	2 Issues	3 Issues	4 Issues
2-page spread (17X11)	\$3,600	\$3,400	\$3,200	\$3,000
w/bleed (17.125X11.125)	\$3,800	\$3,600	\$3,400	\$3,200
Full page (7.5X9.75)	\$2,600	\$2,400	\$2,200	\$2,000
w/ bleed (8.625X11.125)	\$2,800	\$2,600	\$2,400	\$2,200
1/2 page horiz. (7.5X4.75)	\$1,800	\$1,500	\$1,300	\$1,100
1/2 page vert. (3.625X9.75)	\$1,800	\$1,500	\$1,300	\$1,100
1/4 page (3.625X4.5)	\$1,400	\$1,200	\$1,000	\$800
1/8 page (3.625X2.25)	\$250	\$250	\$250	\$250

For more information regarding advertising, contact Carrie Mosher, director of sales, at [cmosher@biausa.org](mailto:cmosher@biausa.org)



## NEWSLETTERS

### Policy Corner

BIAA publishes an electronic newsletter, Policy Corner, to inform and engage more than 6,000 grassroots advocates nationwide about the latest news from Capitol Hill.

### BIAA's ACBIS Insider

The official electronic newsletter of the Academy of Certified Brain Injury Specialists reaches 14,000 professionals in the field of brain injury.

### BIAA News & Resources

A monthly email newsletter connecting the whole of the brain injury community to needed resources and the latest BIAA news. Approximately 28,000 people including caregivers, individuals with brain injury, and professionals in the field receive this update.

## SPONSORED EMAIL BLASTS

BIAA routinely sends out sponsored email blasts on behalf of various companies. These blasts can be surveys, a patient recruitment effort, or general advertising. Email blasts can be targeted by region or role.

## BRIEFS AND FACT SHEETS

### Legislative Issue Briefs

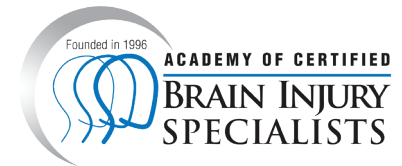
Associate your organization with current public policy issues in research, access to care, program development, and more. Issue briefs are circulated to Congressional offices during Capitol Hill fly-ins. They are also downloaded by advocates from our web page for use when meeting with legislators in their home states.

### Information and Resource Fact Sheets

Aid in disseminating general information about brain injury or position your organization as an expert in anoxia, coma stimulation, or any other topical issue. Sponsors may generate their own content for fact sheets with BIAA's approval.

## PRINT PUBLICATIONS

BIAA publishes pamphlets, guides, training manuals, and other materials for individuals with brain injury, family caregivers, professionals, and the general public. Published materials have a multi-year shelf life and are sold at bulk and single copy prices in BIAA's online Marketplace.







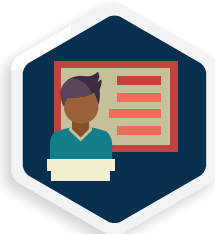
## PROGRAM SPONSORSHIPS

### National Brain Injury information Center (NBIC)

NBIC is a free information and resource service provided via telephone and email. The 20,000 inquiries received each year are routed directly to BIAA's state divisions and affiliates, which then provide personalized resources to every person who contacts us.

### Brain Injury Awareness Month Campaigns

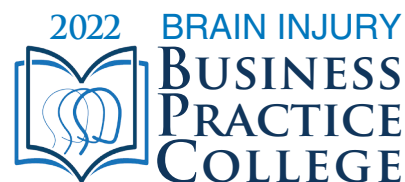
The Brain Injury Association of America (BIAA) leads the nation in observing Brain Injury Awareness Month by conducting an awareness campaign in March each year. Campaign materials are distributed online, at Capitol Hill, and at various state events.



## EVENT SPONSORSHIPS

### Brain Injury Business Practice College

BIAA's annual conference is presented for business owners, c-level executives, and marketing professionals from the nation's top brain injury rehabilitation programs and long-term care facilities. Focused on today's most pressing business challenges, the College offers world-class education and powerful networking opportunities.



### Affiliate Leadership Conference

BIAA hosts the State Affiliate Leadership Conference each year to bring together state BIA staff and volunteer leaders to share ideas on how to more effectively serve their members and communicate with one another on a nationwide level. The program offers the highest caliber, most sought-after trainers and speakers.





## WEBINAR SPONSORSHIPS

For those living with a brain injury

BRAIN INJURY ASSOCIATION  
OF AMERICA



BUTCH ALTERMAN  
**SURVIVOR** WEBINAR

For friends and family members

BRAIN INJURY ASSOCIATION  
OF AMERICA



CAROLYN ROCCHIO  
**CAREGIVERS** WEBINAR

For clinicians

BRAIN INJURY ASSOCIATION  
OF AMERICA



DAVID STRAUSS  
**CLINICAL** WEBINAR

For professionals

BRAIN INJURY ASSOCIATION  
OF AMERICA



**BUSINESS** WEBINARS

For those interested in concussion/mild TBI facts

BRAIN INJURY ASSOCIATION  
OF AMERICA



ROBERT SBORDONE  
**CONCUSSION/mTBI** WEBINAR

For attorneys

BRAIN INJURY ASSOCIATION  
OF AMERICA



**LEGAL** WEBINARS

Other ways to  
**Reach Connect Engage**  
with the Brain Injury Community

BIAA is happy to discuss your unique ideas for promoting your product or service.

Whether it is through the use of our social media channels, or email blasts to our constituents, we are ready to help you achieve your goals.

Contact Carrie Mosher, director of sales, at [cmosher@biausa.org](mailto:cmosher@biausa.org) for information.