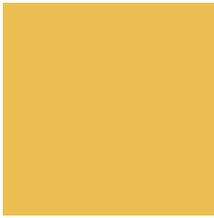
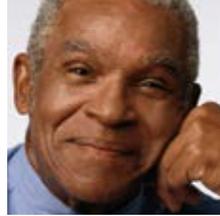




SPONSORSHIP AND ADVERTISING OPPORTUNITIES



www.biausa.org



1608 Spring Hill Rd., Suite 110
Vienna, VA 22182

Table of Contents

Who We Are 2

Marketing & Media Impressions... 2

Our Commitment To You 3
- *Supporters*

Website Sponsorships..... 4
- *Home Page Sponsorship*
- *Interior Selection Sponsorship*
- *State Affiliate Resource Center*

Program Sponsorships 5
- *National Brain injury Information Center (NBIIIC)*
- *Policy Corner Electronic Newsletter – Legislative Action*
- *Brain Injury Awareness Month Campaigns*

Publication Sponsorships..... 6
- *Legislative Issue Briefs*
- *Information & Resource Fact Sheets*
- *Other Print & Publication Opportunities*

Meeting Sponsorships 7
- *Brain Injury Business Practice College*
- *State Affiliate Leadership Conference*

Webinars..... 8
- *Patient Education Webinars*
- *Caregiver Education Webinars*
- *David Strauss Memorial Lecture Series*
- *Mitchell Rosenthal Memorial Lecture Series*

THE Challenge! 9
- *Magazine Advertising*

Who We Are

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.

Together with our network of state affiliates, BIAA responds to 30,000 requests for information and support each year. We educate millions of individuals with brain injury, family caregivers, clinicians and researchers, and make the brain injury case to legislators and opinion leaders nationwide. We are the voice of help, hope, and healing for 5.3 million Americans living with brain injury

Marketing & Media Impressions

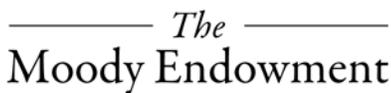
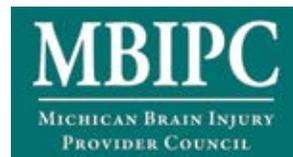
- 9,228 Facebook likes
- 5,269 Twitter followers
- 1.5 million unique website visitors annually
- 13,000 print subscribers to our quarterly newsmagazine, *THE Challenge!*
- 1,100 downloads of our newsmagazine from our website each month
- 750 media mentions (on average) per quarter

Past media coverage includes Good Morning America, Bloomberg, The New York Times, The Wall Street Journal, The Washington Post, USA Today, People Magazine, Good Housekeeping, National Public Radio and many more.

Our Commitment to You

We are committed to crafting partnerships based on your marketing needs and philanthropic values. BIAA offers multiple platforms for brand exposure to targeted audiences. Contact us to discuss your sponsorship ideas.

Some of our current sponsors include:



What our sponsors say about us:

“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, ScD, CCC-SLP, CCM, CBIST, President/CEO, Centre for Neuro Skills

Website Sponsorships

BIAA hosts the longest-running brain injury website in America: www.biausa.org. The site welcomes 1.5 million unique visitors per year. Search engines consistently rank our site at or near the top of non-paid results. Whether you're targeting consumers or professionals, your marketing dollar stretches further as a website sponsor.

Home Page Sponsorship

- Sponsor's logo is placed on the first screen of www.biausa.org and is linked to a 25-word description of your programs, products, or services. From that page, your logo links to your site.
- Sponsor's logo is featured on the back cover of our quarterly newsmagazine, *THE Challenge!*
- Sponsor is listed in BIAA's annual report.
- Sponsor receives the BIAA Circle Award suitable for display.

12-Month Home Page Sponsorship: \$15,000

Interior Section Sponsorship

- Sponsor's logo is placed below the left-hand navigation menu for the section you select.
- Sponsor's logo is featured on the back cover of our quarterly newsmagazine, *THE Challenge!*
- Sponsor is listed in BIAA's annual report.

12-Month Interior Section Sponsorship –

Living with Brain Injury: \$7,500

Personal Stories: \$7,500

Find an Affiliate: \$5,000

Working in Brain Injury: \$3,500

Find BIA in Your State: \$3,500

About Us: \$2,500

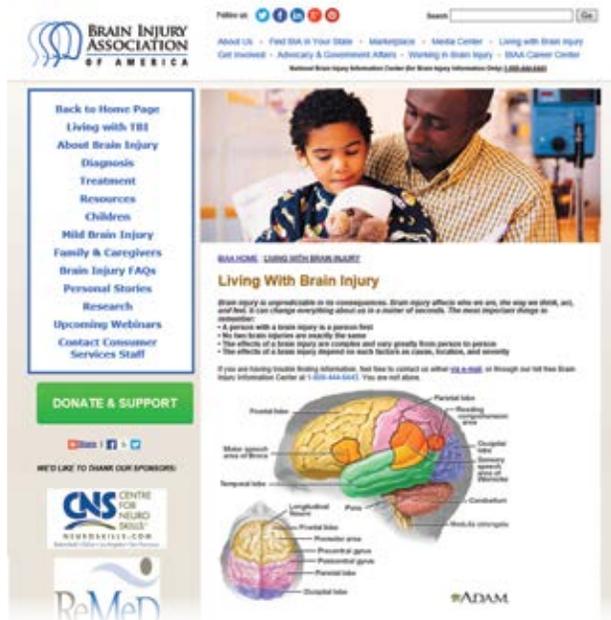
Media Center: \$2,500

STAR – State Affiliate Resource Center

As home to BIAA's electronic technical assistance center for state affiliates, this password-protected website features downloadable advocacy and education templates plus governance and management tools. If you are looking for an ongoing presence among affiliate staff in multiple states, you'll want to align with this "go-to" resource.

- Sponsor's logo appears at the top of the entry page to the STAR site.
- Sponsor's logo is featured on the back cover of our quarterly newsmagazine, *THE Challenge!*
- Sponsor is listed in BIAA's annual report.

12-Month STAR sponsorship: \$5,000



Program Sponsorships

Sponsoring a BIAA program positions your company or law firm as a responsible corporate citizen and puts your organization in front of thousands of survivors, advocates, caregivers, and professionals working in the brain injury field.

National Brain Injury Information Center (NBIIIC)

NBIIIC is a free information and resource service provided via telephone and electronic mail. Advanced technology allows us to route the 30,000 inquiries we receive each year directly to state-based divisions and affiliates. Personalized assistance is followed by written materials sent through the U.S. Postal Service or by e-mail.

- Sponsor is acknowledged in the signature line of outgoing correspondence as follows: "The Brain Injury Association of America gratefully acknowledges the following corporations for their support of the National Brain Injury Information Center."
- Sponsor's logo is added to the Living with Brain Injury section of BIAA's website.

12-month NBIIIC sponsorship: \$10,000

Policy Corner Electronic Newsletter – Legislative Action

BIAA has a 35-year record of success in advocating for children and adults who sustain brain injuries, improving access to care in civilian and military communities, and lobbying for federal investment in research. Each week that Congress is in session, BIAA publishes an electronic newsletter, *Policy Corner*, to keep nearly 6,000 grassroots advocates updated on the latest from Capitol Hill.

- Sponsor is recognized at the bottom of the e-newsletter as follows: "BIAA gratefully acknowledges the following corporations for their support."
- Sponsors logo is posted to the Advocacy & Government Affairs section of BIAA's website.

12-month Policy Corner sponsorship: \$10,000

Brain Injury Awareness Month Campaigns

Each March, BIAA leads the nation in celebrating Brain Injury Awareness Month with downloadable campaign materials, including: posters, flyers, press releases, print and broadcast public service announcements, and other materials circulated on Capitol Hill and at state and local events.

- Sponsor names are posted to the awareness month section within the media center of BIAA's website.
- Sponsors are acknowledged on all campaign materials.

**12-month Awareness Month sponsorship: \$5,000
\$50,000 for exclusive sponsorship**

5.3 million people living with brain injury want what everyone wants: a good job, a nice home, someone to love, and fun in their lives.

Research, treatment, and support speeds recovery for the 2.5 million Americans who survive traumatic brain injuries each year.

Life goes on for 2.5 million Americans who survive traumatic brain injuries each year.

Find help.
#NotAloneinBrainInjury

Help raise awareness.
#NotAloneinBrainInjury

BRAIN INJURY ASSOCIATION OF AMERICA
WWW.BIAUSA.ORG
1-800-444-6443

Sponsored in part by the American Association for Justice Through Brain Injury Litigation

Publication Sponsorships

Across the country, consumers, professionals, media, policymakers, and others have come to rely on BIAA as a trusted source for brain injury information. Your company's support of a BIAA publication demonstrates your commitment to advancing the science and medicine of brain injury and your leadership in the field.

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 Advocacy & Government Affairs web page for use when meeting with legislators in their home states.

- Sponsor's name is listed on the bottom of the issue brief.
- Issue brief packets are widely distributed through the Senate and House of Representatives.
- Used by the Congressional Brain Injury Task force – a group of key legislators advocating for individuals with brain injury.

12-month sponsorship of single issue brief: \$2,500

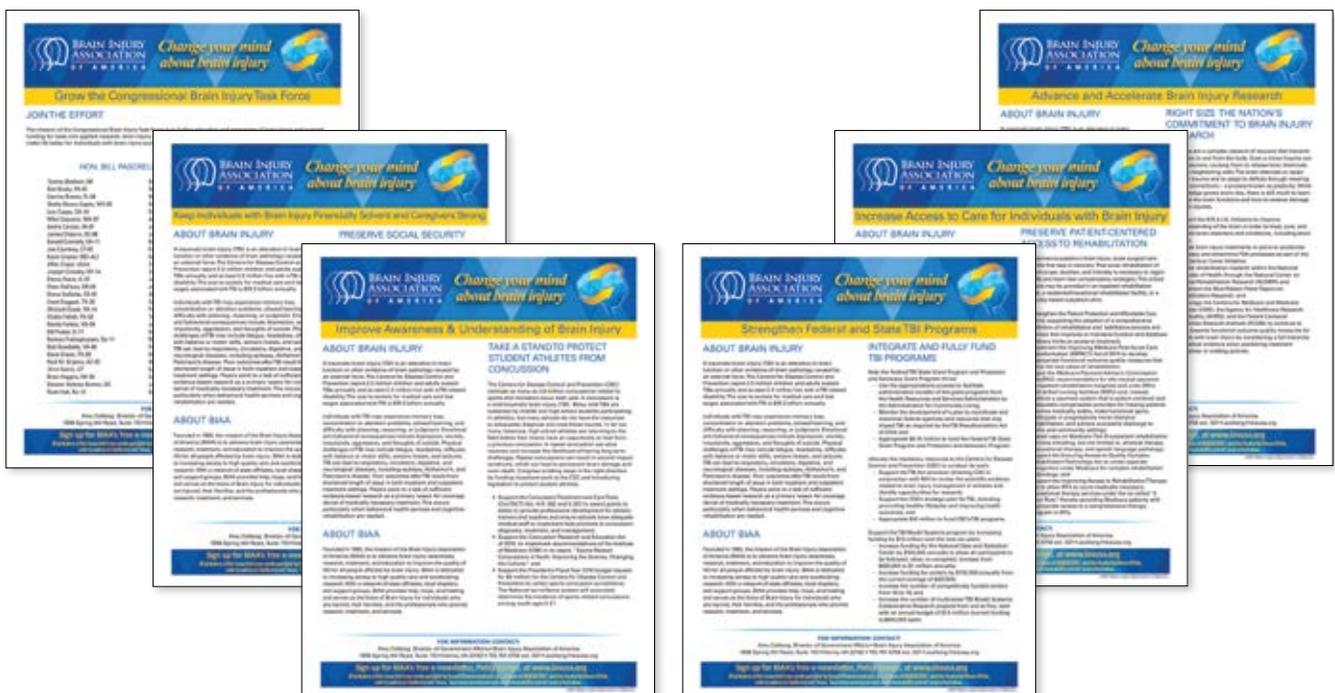
12-month sponsorship of all issue briefs: \$10,000

Information & 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 (subject to BIAA approval).

- Sponsor's name is displayed on the bottom of the fact sheet.
- Targeted advertising to a select group dealing with a particular issue.
- Fact Sheets are downloaded from BIAA's website thousands of times over the course of a year.

12-month sponsorship of single fact sheet: \$2,000



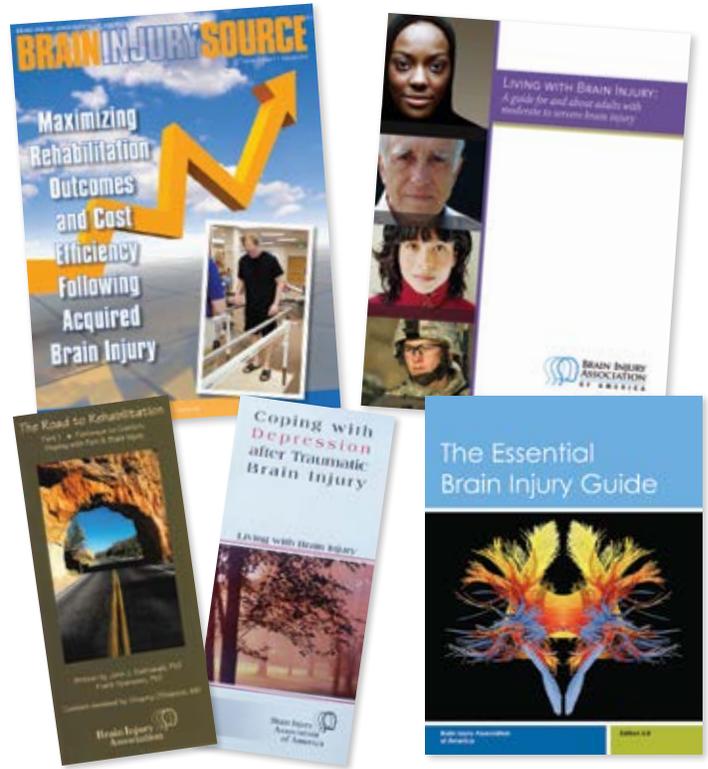
Other Print & Publication Opportunities

BIAA publishes pamphlets, guides, training manuals, and other materials for individuals with brain injury, family caregivers, professionals, and the general public. Underwriting of a BIAA publication signals your organization's commitment to spreading knowledge nationwide.

Published materials have a multi-year shelf life and are sold at bulk and single copy price in BIAA's online Marketplace.

- The sponsor's participation is gratefully acknowledged and logo is prominently displayed.
- Publications have wide distribution and are actively promoted by BIAA.

Call us for quantities and pricing



Meeting Sponsorships

BIAA gatherings give you the opportunity to network, present your product or service, and exchange ideas with business leaders in the brain injury field and with state affiliate executives.

Brain Injury Business Practice College

The Brain Injury Business Practice College is presented annually 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.

State 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 in diverse topics.

Title Sponsor - \$5,000

- Sponsor's logo is presented on all promotional materials.
- Free registration.
- Opportunity to make opening remarks.
- Marketing giveaway of your choice.
- Promotion in *THE Challenge!*, BIAA's quarterly newsletter and on BIAA's website.
- Exhibit space.
- Post-meeting attendee list.

General Exhibitor - \$1,000

- One tabletop exhibit space with one 6' draped table and two chairs.
- A copy of your company's marketing brochure inserted into the attendees' registration packets.
- Listing in conference publications.
- Promotion in *THE Challenge!* BIAA's quarterly newsletter, and on BIAA's website.
- Post-meeting attendee list.

Contact us to discuss banquet and break sponsorships or propose your own idea.

Carrie Mosher • cmosher@biausa.org • 703-761-0750 Ext. 640

Webinars

The Brain Injury Association of America (BIAA) presents webinars for people with brain injuries, caregivers, and brain injury professionals. Webinars are promoted on BIAA's website, through targeted emails, and through BIAA's social media outlets.

Patient Education Webinars

BIAA produces up to four webinars per year for individuals who have sustained brain injuries or anyone who wants practical advice for living with brain injury. These free webinars attract an average of 400 registrants each. Topics range from social security disability to intimacy after injury. Webinars are posted to BIAA's website for online viewing after the live event.

One-time exclusive sponsorship: \$3,000

Year-long series sponsorship: \$10,000

Caregiver Education Webinars

BIAA produces four webinars per year for friends and family members caring for a loved one with brain injury. Topics range from medication administration to alternative therapies and from managing behavior to caring for the caregiver. Each low-cost webinar attracts an average of 150 registrants.

One-time exclusive sponsorship: \$1,500

Year-long series sponsorship: \$5,000

David Strauss Memorial Lecture Series

Clinicians of all types stay up-to-date with the David Strauss Memorial Lecture Series, learning the latest in treatment techniques from recognized experts. Topics range from conceptualizing brain injury as a disease to communication disorders. Typically 300 clinicians attend each webinar including certified brain injury specialists seeking continuing education credit.

One-time exclusive sponsorship: \$2,500

Year-long series sponsorship: \$8,000

Mitchell Rosenthal Memorial Lecture Series

Brain injury researchers and other professionals tune in to the Mitchell Rosenthal Memorial Lecture Series for an overview of the findings published in *The Journal of Head Trauma Rehabilitation (JHTR)*, BIAA's official scholarly journal and the nation's foremost publication on brain injury research. Lectures are delivered on four of the six issues published per year by the *JHTR*'s authors and editors. Continuing education credits are available. Typically 150 clinicians and researchers attend each webinar.

One-time exclusive sponsorship: \$1,500

Year-long series sponsorship: \$5,000

**Webinars are promoted in
THE Challenge! news magazine and
on BIAA's social media platforms**

Sponsorship includes your company's logo and web address on the opening page of the presentation. Sponsors are invited to introduce webinar presenters, or BIAA moderators can include more information about sponsors in their opening remarks. Sponsors are welcome and encouraged to suggest topics for webinars.

For a list of upcoming webinars, visit:
<http://www.biausa.org/webinars>.

The Challenge!

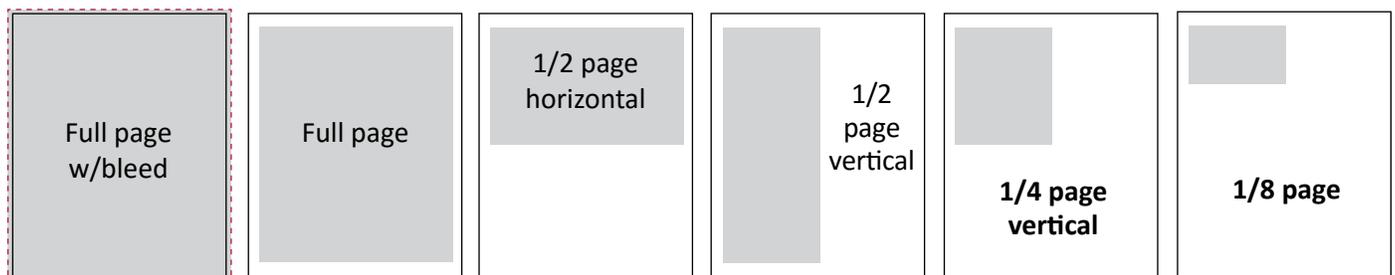
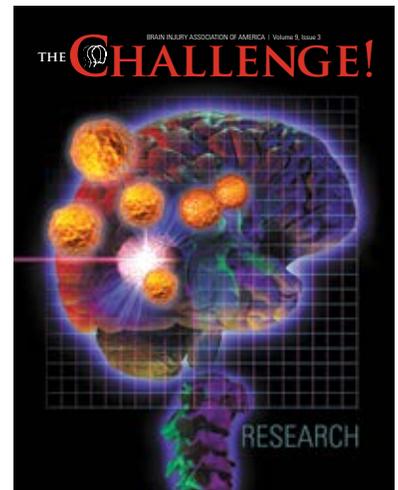
THE Challenge! is the quarterly news magazine of the Brain Injury Association of America. For more than 30 years, *THE Challenge!* has been a trusted source for public policy news, research breakthroughs, medical advances, legal and financial issues, and inspiring stories of recovery.

The Audience You Want To Reach

Individuals with brain injury, family caregivers, and professionals turn to *THE Challenge!* to learn about products and services that improve the quality of life for those living with the consequences of brain injury.

With updates from state brain injury associations and federal agencies, *THE Challenge!* has something for everyone.

THE Challenge! is mailed to 13,000 homes and businesses each quarter, including hospitals, rehabilitation facilities, and doctor's offices. Complete issues – with advertising and links to advertiser's websites – are available on BIAA's website and are downloaded more than 1,100 times per month.



Advertising Sizes

WIDTH X HEIGHT

- 2 - page spread w/bleed
17" x 11" (+add .125" bleed)
- Full page w/bleed
8.5" x 11" (+add .125" bleed)
- Full page
7.5" x 9.75"
- 1/2 page-horizontal
7.5" x 4.75"
- 1/2 page-vertical
3.75" x 9.75"
- 1/4 page-vertical
3.625" x 4.5"
- 1/8 page
3.625" x 2.25"

Display Advertising Rates

(Rates are per issue and four color only)

Standard rates	1 Issue	2 Issues	3 Issues	4 Issues
2-page spread	\$3,600	\$3,400	\$3,200	\$3,000
Full page w/ bleed	\$2,800	\$2,600	\$2,400	\$2,200
Full page	\$2,600	\$2,400	\$2,200	\$2,000
1/2 Page	\$1,800	\$1,500	\$1,300	\$1,100
1/4 Page	\$1,400	\$1,200	\$1,000	\$ 800
1/8 Page	\$ 250	\$ 250	\$ 250	\$ 250

SUBMISSION OF ADS

Mechanical and digital specification information on preferred file and image formats, fonts and proof specifications can be found online at www.biausa.org/brain-injury-publications.htm

Contact us for the current editorial calendar or to reserve ad space today.
Carrie Mosher • cmosher@biausa.org • 703-761-0750 Ext. 640



BRAIN INJURY ASSOCIATION OF AMERICA (BIAA)

1608 Spring Hill Road | Suite 110 | Vienna, VA 22182

703-761-0750

Fax 703-761-0755

www.biausa.org

Partner with the Brain Injury Association of America

Targeted and affordably-priced marketing opportunities that advance awareness, research, treatment, and education and improve the quality of life for all people affected by brain injury.

Contact Information:

Carrie Mosher
Sales Manager

703-761-0750 Ext.640
cmosher@biausa.org

Susan H. Connors
President/CEO

703-761-0750 Ext.627
shconnors@biausa.org