

The Brain Injury Association of Minnesota is the only statewide nonprofit dedicated to enhancing the quality of life and bringing the promise of a better tomorrow for all people affected by brain injury. The Brain Injury Association of Minnesota provides Resource Facilitation, Case Management, Multicultural Outreach and Educational services to Minnesotans, as well as active Public Policy, Public Awareness and Volunteer programs.

Partnering with the Association – as a sponsor or an advertiser – leverages your organization’s visibility and promotes its value in the community and statewide.



*Joe Kopp of Fastsigns Roseville fist-bumps Viktor, mascot for the Minnesota Vikings, at the 2010 Walk for Thought.*



*“Albert the Brain” visits the 2010 Walk for Thought.*

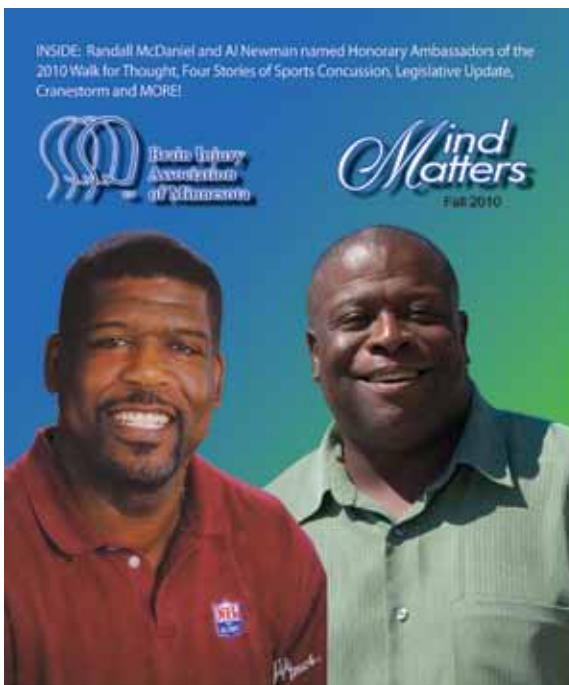
# ORGANIZATIONAL SPONSORSHIP



With the increase in frequency and size of options now offered by the Brain Injury Association of Minnesota, we found the previous version of the Organizational Sponsorship package too limiting for many of our valued partners. Therefore, we are now simplifying it to make it more flexible and versatile to suit your business needs.

Commit \$7,500 over the course of the year with a minimum of three events or advertising options and get a \$1,000 credit applied to a fourth event or advertising option of your choice.

Or, commit \$12,000 over the course of the year with a minimum of three events or advertising options and get \$2,000 applied towards a fourth option.



**Choose from:**

- Mind Matters
- 2011 Consumer Guide
- 26th Annual Conference for Professionals in Brain Injury
- Consumer and Family Conference
- 2011 Walk for Thought
- Web site Sponsorship
- NEW - Believe. Inspire. Achieve – March 19, 2011
  - Sponsorship and event information is still in development. Please call for details.

**26th Annual  
Conference**

**for Professionals  
in Brain Injury  
Celebrating the  
Journey**



# 2011 CONSUMER GUIDE



The Brain Injury Association of Minnesota Consumer Guide is offered as a tool to empower individuals with brain injury, their families, and loved ones with information they can use to access support systems and services, and to increase the effectiveness of available resources.

The Consumer Guide is distributed at the time of discharge from acute care, at rehabilitation facilities, hospitals, as well as given directly to consumers by the Brain Injury Association of Minnesota. The Association will be printing 7,500 copies of the Consumer Guide in 2011.

The Consumer Guide is designed to be distributed to:

- Hospitals, resource centers, clinics
- Persons with brain injury and their families
- Professionals and paraprofessionals
- Conferences and health fairs
- Multicultural program partners

The 2011 Consumer Guide will include educational information and listings in the following sections:

- Advocacy, Appeals and Rights
- Public Policy Advocacy
- General Questions to Ask Service Providers
- The American with Disabilities Act (ADA)
- Centers for Independent Living
- Chemical Health
- Counseling/Behavioral Services
- Education
- Financial Planning/Resources
- Home Health Services
- Housing/Home Modification
- Independent Living Skills
- Legal Resources
- Long Term Care
- Medical Rehabilitation/Neuropsychological Assessment
- Military Veterans
- Recreation
- Support Groups
- Transportation
- Return to Work/Vocational Rehabilitation
- Communication Resources & Technology



**Platinum Package (only one available) – \$4,400**

- Full-color, full-page outside back cover
- Full-page, black and white ad in yellow pages (7.75” wide by 10.25” high)
- Black and white sectional ad
- Basic Extended yellow page listing

**Gold Package (only two available) – \$2,600**

- Full-color, full-page inside front or inside back cover
- Full-page, black and white ad in yellow pages (7.75” wide by 10.25” high)
- Basic Extended yellow page listing

**Section Sponsor – \$2,200**

- Full-page, black and white section ad in white pages (7.75” wide by 10.25” high)
- Full-page, black and white ad in yellow pages
- Basic Extended yellow page listing

**Yellow Page Full-Page Ad – \$1,100**

- Full-page, black and white ad in yellow pages
- Basic Plus yellow page listing
- 7.75” wide by 10.25” high

**Yellow Page Half-Page Ad – \$650**

- Half-page, black and white ad in yellow pages
- Basic Plus yellow page listing
- 7.75” wide by 5” high

**Yellow Page Quarter-Page Ad – \$400**

- Quarter-page, black and white ad in yellow pages
- Basic Plus yellow page listing
- 4” wide by 5” high

**Yellow Page Business Card Ad – \$250**

- Business-card size, black and white ad in yellow pages
- Basic Plus yellow page listing
- 4” wide by 2.5” high

**Yellow Page Basic Extended Ad – \$150**

- Name, phone, address, Web site address, 25-word description of business

**Yellow Page Basic Plus Ad – \$125**

- Name, phone, address, Web site address listing

**Yellow Page Basic Ad – \$75**

- Name and phone, Web site address listing

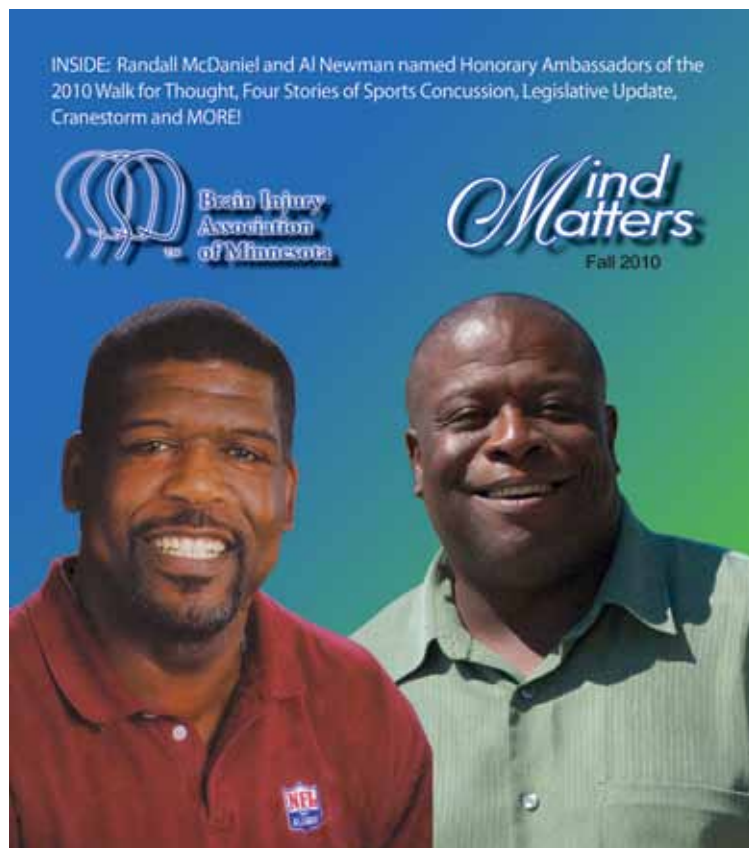
# MIND MATTERS MAGAZINE



Each edition of our quarterly magazine, Mind Matters, is mailed to over 17,000 households, professionals and organizations. The magazine targets consumers, families and professionals including discharge planners, neuropsychologists, medical staff, county case managers, teachers and vocational rehabilitation specialists.

Full-color advertisements are available in business card size up to a full page ad.

Each issue focuses on a topic relating to brain injury, such as Sports Concussions, Domestic Violence and Fall Prevention.



**Full-page back cover (only one available) – \$7,700 (four issues); \$2,500 (one issue)**

- Full-page, full-color ad on back cover
- Ad is 8.5” wide by 11” high

**Inside back or front cover (only two available) – \$7,250 (four issues); \$2,300 (one issue)**

- Full-page, full-color ad on inside front or inside back cover
- Ad is 8.5” wide by 11” high

**Half-page ad – \$4,900 (four issues); \$1,400 (one issue)**

- Half-page, full-color ad
- Ad is 8.5” wide by 5” high

**Quarter-page ad – \$2,750 (four issues); \$750 (one issue)**

- Quarter-page, full-color ad
- Ad is 4” wide by 5” high

**Business Card ad – \$675 (four issues); \$200 (one issue)**

- Business card, full-color ad
- Ad is 4” wide by 2.5” high

# 2011 ANNUAL CONFERENCE

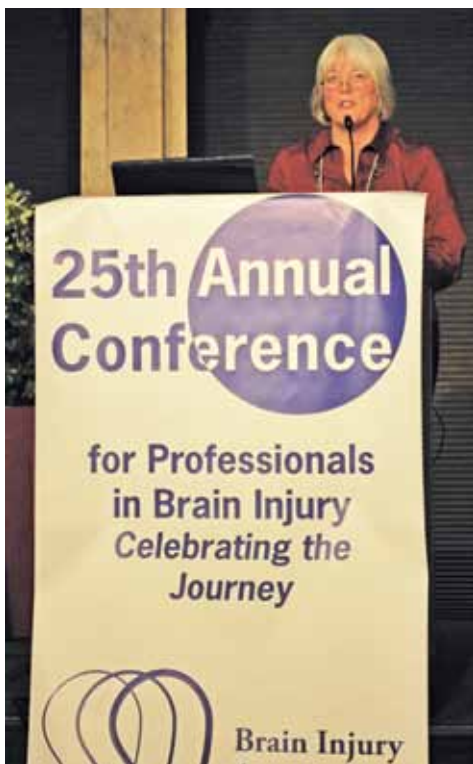


The Brain Injury Association of Minnesota's Annual Conference for Professionals in Brain Injury takes place on Thursday and Friday, April 28 and 29, 2011 at the Northland Inn in Brooklyn Park, Minnesota. This conference is a gathering of more than 600 professionals attending over a two-day period and has become the premier conference in Minnesota for brain injury professionals. This year's conference in the Brooklyn Park area can provide your organization with the increased visibility you value.

Sponsorships for the Annual Conference for Professionals range from \$500 for a basic Bronze sponsorship to \$2,750 for one of three Diamond sponsorships.



All sponsorships include recognition in Conference materials, exhibit space and a complimentary registration and lunch. Higher levels offer preferential exhibit space, prime placement in promotional materials and a named room at the Conference.



## 26th Annual Conference

for Professionals  
in Brain Injury  
*Celebrating the  
Journey*

**Diamond Keynote – \$2,750 (up to three available)**

- Exclusive keynote speaker sponsorship
- Opportunity to introduce the keynote speaker
- Banner advertisement in registration hall
- Double exhibit booth in the exhibit hall
- Four complimentary conference registrations and lunch (\$880 minimum value)
- A full-page advertisement on the inside front or back cover of the conference magazine
- Receive your company's logo placement on the cover of the Registration Brochure, Conference Magazine and the carry-all/tote bag
- Logo placement/link on the Brain Injury Association of Minnesota's Annual Conference Web pages
- Choice of speaker and ad space goes to the first to sign up

**Gold Level – \$1,650**

- Logo placement/link on the Brain Injury Association of Minnesota's Annual Conference Web pages
- Preferential exhibit space in the exhibit hall
- Two complimentary conference registrations and lunch (\$440 minimum value)
- A half-page advertisement in the Conference Magazine
- A room at the conference named after your organization

**Silver Level – \$950**

- Listing on the Brain Injury Association of Minnesota's Annual Conference Web pages
- Preferential exhibit space in the exhibit hall
- One complimentary conference registration and lunch (\$220 minimum value)
- Quarter-page advertisement in the Conference Magazine

**Bronze Level – \$500**

- Listing on the Brain Injury Association of Minnesota's Annual Conference Web pages
- Exhibit space in the main exhibit hall
- One complimentary conference registration and lunch (\$220 minimum value)

**Conference Materials Sponsor – \$750**

- Co-brand your company with us to receive prime marketing exposure to attendees and sponsors
- Provide note pads, pens and folders

**Coffee Break Sponsors – \$500**

- Each break will be branded in your name
- Receive prime recognition for your support on Break Sponsor poster
- Total of four available

**Lunch Presenting Sponsor – \$1,650**

- Receive premium exposure to audience of attendees and sponsors
- Use your opportunity to present during lunch as a marketing presentation for your company

**Presenter Appreciation Sponsor – \$1,000**

- Every presenter will receive co-branded recognition through this gift of appreciation – show them you care
- We select an appreciation gift to honor presenters, or you may provide an approved selection as in-kind donation

**Technology Sponsor – \$2,000**

- Receive prime recognition on conference presentation materials, laptop lids, screen presentations
- Includes a half-page ad in the Conference Magazine



Brain injury affects the whole person – including physical, emotional and cognitive changes. These changes can impact how a person reacts to their daily life including school and work and how one manages their finances. Relationships and a person's well being are determined by how well one can manage these changes. The road can seem long and insurmountable.

For this reason, a conference to share information, offer support and provide valuable solutions for individuals and their families was created. We provide a comfortable and supportive environment in which a person affected by brain injury can benefit from the overall experience and come away feeling understood and accepted.

Exhibit your business at our Consumer and Family Conference and gain exposure to families and individuals affected by brain injury.

The Consumer and Family Conference is tentatively scheduled for Saturday, August 27, 2011 at Calvary Lutheran Church in Golden Valley. More information on dates and location to follow.

## **General Vendor – \$100**

- Table provided to promote your products or services to an audience of more than 125 individuals with brain injury and their families
- Vendor breakout sessions for invaluable face-to-face interaction at periodic intervals throughout the day
- Parade of Vendors: Give a three minute pitch to the audience about your products or services with a PowerPoint page of your logo and highlights on display during your pitch
- Consumer Conference Packet given to each attendee featuring your marketing highlights in a PowerPoint display handout. (You are required to submit your logo and a PowerPoint page for this.)
- 11” by 17” sign with your name for the table
- Includes meals, snacks, and beverages for one; additional people are \$18 each.

## **Mid Morning or Mid Afternoon Beverage & Break Sponsor – \$300 each**

- All General Vendor items plus:
- Opportunity to “brand” the snack/cookie selection (you may personally distribute or our staff can support this)
- Acknowledgment in handout.

## **Lunch Sponsor – \$950**

- All General Vendor items plus:
- Opportunity to be first in the Vendor Parade with your own 10 minute address to attendees
- Sign on buffet table acknowledging your lunch sponsorship
- Acknowledgment in handout.

# 2011 WALK FOR THOUGHT



Become a part of the Association's most popular and highly attended event. The Walk for Thought takes place in four cities across Minnesota and has received coverage by KARE-11, WCCO-TV and Radio, FOX-9, FSN, KFAN, KOOL-108 and has been sponsored by the Minnesota Twins and the Minnesota Vikings.

Sponsorships range from \$500 at the Bronze Level to \$10,000 as a premier Event Sponsor. All sponsors are recognized on Walk T-shirts and marketing materials. Placement on signage, the Association Web site and other promotional materials vary with sponsorship commitment.



Sponsoring the Walk for Thought is a great way to get coverage for your organization's name and mission by partnering with a popular and worthwhile cause.

The Walk for Thought takes place in early Fall of 2011, typically in four locations throughout the state, including St. Paul, Duluth, Rochester and, new in 2010, St. Cloud. More information will be following as dates and locations are secured.



## **Event Sponsor – \$10,000**

- Prime logo placement on T-shirt, poster, registration materials, promotional materials and signage
- VIP Marketing Tent
- Logo placement on registration, VIP tent and stage banners
- Name, logo and Web links on Walk for Thought Web pages
- Special recognition in Mind Matters acknowledging sponsorship level to over 17,000 individuals and organizations.

## **Platinum Sponsor – \$5,000**

- Top-tier logo placement on T-shirt, poster, registration materials, promotional materials and signage
- Name, logo and Web links on Walk for Thought Web pages
- Special recognition in Mind Matters acknowledging sponsorship level to over 17,000 individuals and organizations.

## **Gold Sponsor – \$2,500**

- Second-tier logo placement on T-shirt, poster, registration materials, promotional materials and signage
- Name, logo and Web links on Walk for Thought Web pages
- Special recognition in Mind Matters acknowledging sponsorship level to over 17,000 individuals and organizations.

## **Silver Sponsor – \$1,000**

- Logo placement on T-shirt, poster and registration materials
- Name on Walk for Thought Web pages
- Special recognition in Mind Matters acknowledging sponsorship level to over 17,000 individuals and organizations.

## **Bronze Sponsor – \$500**

- Name on T-shirt, poster and registration materials
- Special recognition in Mind Matters acknowledging sponsorship level to over 17,000 individuals and organizations.

## **Location Specific Sponsors**

- Food and Beverage Sponsor for St. Paul location – \$1,000 (or free for approved in-kind vendors). Equivalent benefits to Silver Sponsor.
- Food and Beverage Sponsor in Greater Minnesota – \$350 (or free for approved in-kind vendors)
- Stage Sponsor for St. Paul location – \$500 (includes stage banner). Equivalent benefits to Bronze Sponsor
- Table Exhibitor for St. Paul location – \$175 (limit of 8 available) – includes table and two chairs, no tent.

## **Regional Bronze Sponsorship**

- Regional sponsorships are available for Duluth, Rochester and Saint Cloud
- Details furnished upon request.

# ONLINE ADVERTISING

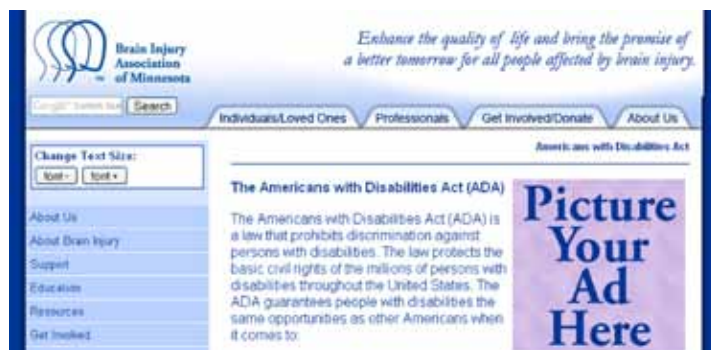


**BRAIN INJURY  
ASSOCIATION**  
OF MINNESOTA

## Exclusive Sponsorship of our Web Site

In the first ten months of 2010, an average of 2,500 unique visitors visited our Web site [www.braininjurymn.org](http://www.braininjurymn.org) each month, and an average of 300 downloads of articles and newsletters occurred each month.

Your company's name will appear at the highest level of advertisement offered, with a Web link to your company's home page.



## Consumer Guide Online

Sponsor the online version of the Consumer Guide in one of many sections:

- Public Policy Advocacy
- General Questions to Ask Service Providers
- The Americans with Disabilities Act (ADA)
- Chemical Health
- Counseling/Behavioral Services
- Education

And many others!

## Bi-Weekly E-newsletter Advertisement

Use the Association's Enews to promote your business, event or special services.

Enews is sent out every two weeks to over 5,500 professional and consumer subscribers.



### Web site Sponsorship

- \$1,000 per month for 12 months
- \$1,050 per month for two alternating month sponsors for six months (total of \$6,300)
- Ad is approximately 2.75" by 2.75".

### Consumer Guide Online Sponsorship

- \$75 for three months
- \$135 for six months
- \$195 for nine months
- \$255 for one year
- Ad is approximately 2.75" by 2.75"
- Ad can be placed in a Consumer Guide Section of your choice
- Bundle with a print ad in the Consumer guide and get one year of Consumer Guide Online for just \$200.

### Enews Advertisement

- \$25 for single edition; \$40 for two consecutive editions
- Text ad sent to more than 5,500 subscribers.

## CORPORATE MEMBERSHIP

### Corporate membership in the Association \$500

This important way to support the Association entitles your organization to discounted rates on Annual Conferences, trainings and selected advertising. It also gives:

- Two members of your organization the quarterly magazine and other mailings
- All of your employees may attend Association events at the discounted membership rate
- Unlimited number of basic, one-year Association memberships for you to provide free-of-charge to your customers or clients with brain injury. The Association will provide promotional materials.



# ORDER FORM



**BRAIN INJURY ASSOCIATION OF MINNESOTA**

Organizational Sponsorship	Rate	Your Cost
Organizational Package 1	\$7,500 per year	_____
Organizational Package 2	\$12,000 per year	_____

2011 Annual Conference	Regular Rate	Your Cost
Diamond	\$2,750	_____
Gold	\$1,650	_____
Silver	\$950	_____
Bronze	\$500	_____
Conference Materials Sponsor	\$750	_____
Coffee Break Sponsor	\$500	_____
Lunch Presenting Sponsor	\$1,500	_____
Presenter Appreciation Sponsor	\$1,000	_____
Technology Sponsor	\$2,000	_____

2011 Walk for Thought	Rate Range	Your Cost
Event	\$10,000	_____
Platinum	\$5,000	_____
Gold	\$2,500	_____
Silver	\$1,000	_____
Bronze	\$500	_____
Food/Beverage Sponsor – St. Paul	\$1,000	_____
Food/Beverage Sponsor – MN	\$350	_____
Stage Sponsor – St. Paul	\$500	_____
Table Sponsor – St. Paul	\$175	_____

Mind Matters		Regular Rate	Your Cost
Back Cover	Four issues	\$7,700	_____
	One issue	\$2,500	_____
Inside Covers	Four issues	\$7,250	_____
	One issue	\$2,300	_____
Half-page	Four issues	\$4,900	_____
	One issue	\$1,400	_____
Quarter-page	Four issues	\$2,750	_____
	One issue	\$750	_____
Business Card	Four issues	\$675	_____
	One issue	\$200	_____

Bi-Weekly E-Newsletter	Rate	Your Cost
Single Insertion	\$25	_____
Two Back-to-Back Insertions	\$40	_____

2011 Consumer Guide		Rate	Your Cost
Premier Package	ONE AVAILABLE!	\$4,400	_____
Premium Package	TWO AVAILABLE!	\$2,600	_____
Section Sponsor		\$2,200	_____
Full-Page	Yellow Pages, Basic Plus listing	\$1,100	_____
Half-Page	Yellow Pages, Basic Plus listing	\$650	_____
Quarter-Page	Yellow Pages, Basic Plus listing	\$400	_____
Business Card	Yellow Pages, Basic Plus listing	\$250	_____
Basic Extended	Name, phone, Web site, address, 25-word description	\$150	_____
Basic Plus	Name, phone, Web site, address	\$125	_____
Basic Yellow	Name, phone, Web site	\$75	_____
Online Bundle	Discounted rate in the Consumer Guide Online (Print version advertisers only)	\$200 per year	_____

Consumer Guide Online	Rate	Length of Time	Your Cost
You choose your section. Ads are approximately 2.75" x 2.75"	\$75	3 Months	_____
Web address to which your ad will link:	\$135	6 Months	_____
Consumer Guide Section Desired:	\$195	9 Months	_____
	\$255	12 Months	_____

Web site Front Page Sponsorship	Rate	Length of Time	Your Cost
(Exclusive to your service sector)	\$6,300	6 Months	_____
	\$12,000	12 Months	_____

Corporate Membership	Rate	Your Cost
	\$500	_____

<b>Total</b>	_____
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**Organization information to appear in publications:**

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Web site: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Billing Information**

Billing Organization Name: \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Billing City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Preferred Method of Payment:

Bill Me    Check Enclosed    Visa    Mastercard

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Billing Address if different from above: \_\_\_\_\_

\*Note the Association can set up payments on a monthly, quarterly, or annual basis if requested.

Additional advertising rates may be available to Corporate Members; contact the Development Manager by calling 612-378-2742 or 800-669-6442 for details.

All ads are black and white unless color is specified.

Exclusive options go to the first to sign up.

To be included in any printed materials, it is your responsibility to provide logos and ad copy as requested.

Please send your order form to:

Brain Injury Association of Minnesota  
Attn: Development  
34 13th Avenue Northeast, Suite B001  
Minneapolis, MN 55413

You may also fax your order form to: 612-378-2789.



**BRAIN INJURY  
ASSOCIATION**  

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**O F M I N N E S O T A**

*34 13th Avenue Northeast  
Suite B001  
Minneapolis, Minnesota  
55413-1005*