

**WALK  
WITH US!**

**MBIA & MSOT  
WALK FOR WELLNESS**

SEPTEMBER 22, 2024  
Winnipeg, Manitoba

## ABOUT THE EVENT

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Dear Potential Sponsors,

On behalf of The Manitoba Brain Injury Association (MBIA), in partnership with the Manitoba Society of Occupational Therapists (MSOT), we are thrilled to present an exclusive sponsorship opportunity for our upcoming Annual Awareness Walk!

Event Details:

- Date: Sunday, September 22, 2024
- Location: Assiniboine Park Conservatory, Winnipeg, MB
- Start Time: 11:00 AM

The Manitoba Brain Injury Association (MBIA), in partnership with the Manitoba Society of Occupational Therapists (MSOT), is thrilled to host the MBIA Walk 2024. This event provides a wonderful opportunity for our community to come together, raising awareness and support for individuals affected by brain injuries.

The event will kick off with check-in and registration from 10:30 AM to 11:00 AM, followed by a variety of entertainment activities, including music, face painting, outdoor games, a bouncy castle, a silent auction, and a 50/50 draw. The walk will begin at 12:30 PM, guiding participants on a 2.5K route through the scenic pathways of Assiniboine Park, ensuring a safe and enjoyable experience for everyone. Participants will also enjoy a complimentary lunch, along with free coffee or water. Join us for a day filled with activities, community spirit, and support for a great cause. Together, we can make a difference in the lives of those affected by brain injuries.

## EMBRACE THE SPIRIT OF RESILIENCE

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Brain injuries can affect anyone, at any time. Whether it is you or a loved one, the impact of a brain injury can be life-altering. The Manitoba Brain Injury Association (MBIA), in partnership with the Manitoba Society of Occupational Therapists (MSOT), is hosting the MBIA Walk 2024 to bring our community together in support of those affected by brain injuries. This event is not only a walk, but a celebration of resilience, hope, and community spirit.

Join us for a day filled with engaging activities, including live music, face painting, outdoor games, and a bouncy castle. We will also have a silent auction and a 50/50 draw to raise funds for our initiatives. Enjoy a complimentary lunch, and coffee. Special guests Buzz and Boomer from the Blue Bombers will add to the excitement.

## Statistics:

- Traumatic Brain Injury: TBI is more prevalent than many realize. Current statistics show a substantial number of cases go unreported, emphasizing the need for increased public awareness and education.
- Concussion: Often under-reported, concussions are an invisible injury that can have lasting effects if not effectively managed.
- Stroke: Stroke is a leading cause of serious long-term disability. Understanding and recognizing the signs can save lives and improve outcomes.
- Brain Tumours and Hydrocephalus: Conditions like brain tumours and hydrocephalus affect thousands of Canadians, highlighting the importance of research and support.
- Caregivers: Over 8.1 million Canadians provide care to loved ones with chronic illnesses or disabilities, often experiencing significant emotional and physical stress.
- Indigenous Communities: Indigenous populations are disproportionately affected by brain injuries, calling for targeted support and resources.
- Incarceration and Mental Health: Individuals with a history of TBI are more likely to face incarceration and mental health challenges, underscoring the need for comprehensive care and rehabilitation.
- Employment and Homelessness: Brain injuries can lead to unemployment and homelessness, with many affected individuals struggling to find stable housing and work.
- Intimate Partner Violence: A significant percentage of women affected by IPV experience brain injuries, often going undiagnosed and untreated.

By participating in the MBIA Walk 2024, you are helping to raise awareness and support for those affected by brain injuries. Together, we can make a difference and foster a community of care and resilience.

Join us in embracing the spirit of resilience and supporting the Manitoba Brain Injury Association's mission to improve the lives of those impacted by brain injuries. Your involvement and support are crucial in making a lasting impact.

## ABOUT THE MANITOBA BRAIN INJURY ASSOCIATION (MBIA)



The Manitoba Brain Injury Association (MBIA) is a not-for-profit organization and registered charity dedicated to supporting individuals affected by brain injuries and their families. Our mission encompasses education, advocacy, and peer support services, aiming to enhance the quality of life for those impacted by brain injuries.

**Education and Awareness:** Our mission extends to educating the public about the causes and effects of brain injury, emphasizing primary prevention and strategies for living with an acquired brain injury. We aim to enhance understanding of the specific needs of those affected by brain injury and offer educational resources and tools to empower individuals with lived experience. Additionally, our P.A.R.T.Y. (Prevent Alcohol and Risk-Related Trauma in Youth) Program focuses on prevention and awareness, offering a vivid and emotional learning experience.

It provides insights through real stories from individuals who have faced life-changing consequences related to alcohol and risk-related trauma, highlighting the importance of making informed choices.

**Advocacy:** Our commitment extends to advocating on behalf of individuals with brain injuries and their families, engaging with government bodies and agencies to push for legislation and services that address the full spectrum of needs associated with brain injuries. This includes efforts focused on prevention, treatment, rehabilitation, and addressing the long-term challenges and issues faced by those living with brain injuries. Through our advocacy, we strive to ensure that the voices of individuals and families affected by brain injuries are heard, and their needs are met with comprehensive support and effective policies.

**Individual and Group Services:** We offer specialized services for individuals with brain injuries and their families, including group sessions, programming, peer support groups and educational resources tailored to support their unique needs. Our services are designed to provide the necessary support, information, and tools to help those affected by brain injuries navigate their journey towards recovery and a better quality of life.



**Who We Are:** The Manitoba Society of Occupational Therapists (MSOT) is the leading voice representing occupational therapists across Manitoba. Our organization is driven by a dedicated and energetic Board of Directors, committed to advocating for OTs on various platforms and collaborating with community partners both locally and nationally. Our success is fueled by the active engagement of occupational therapists throughout Manitoba.

**What We OT's do for Manitobans:** Occupational therapists play a crucial role in enhancing the quality of life for individuals and communities across Manitoba. They work in diverse settings, providing essential services such as:

- **Rehabilitation:** Helping individuals recover and regain independence after illness or injury.
- **Mental Health:** Supporting mental health and wellness through therapeutic activities and strategies.
- **Pediatrics:** Assisting children with developmental delays or disabilities to participate fully in school and daily activities.
- **Elder Care:** Promoting safe and independent living for seniors through adaptive techniques and tools.
- **Community Health:** Engaging in community-based programs to support health and wellness across populations.

MSOT is dedicated to advancing occupational therapy and enhancing its visibility and impact. We advocate for policies that benefit both occupational therapists and their clients, ensuring their voices are heard and contributions recognized. Through educational workshops, advocacy, and collaborative projects, we aim to elevate the field and improve the health and well-being of all Manitobans.

## JOIN OUR JOURNEY – BE A SPONSOR

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Your sponsorship will not only contribute to the success of this extraordinary event but also support the wellness and advocacy efforts for those affected by brain injuries in Manitoba. Through collaborative efforts and meaningful partnerships, we can create a legacy of awareness, support, and hope for individuals and families impacted by acquired brain injuries.

We invite you to embrace the spirit of wellness and advocacy and become a vital part of this enriching experience. By aligning your brand with this cause, you demonstrate your commitment to health, community support, and making a difference in the lives of many.

As MBIA is a charitable organization, charitable receipts will be provided in accordance with CRA regulations.

To explore the various sponsorship packages further or to secure your place as a valued partner in this unforgettable gathering, please contact our sponsorship team today!  
Together, we can make a lasting impact.

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## TOGETHER, LET'S SHAPE THE FUTURE





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As we come together on this momentous day, let us embark on a journey of awareness, advocacy, and collaboration. Let us shape the future for those we love. We all know someone or love someone who has been or could be affected by an acquired brain injury. By raising awareness and supporting each other, we can make a significant impact in the lives of those affected by brain injuries and create a more inclusive and supportive community.

We eagerly await your partnership in making this event a resounding success. If you have any questions or would like to become a sponsor, please reach out to us at [info@mbia.mb.ca](mailto:info@mbia.mb.ca) or [msot@msot.mb.ca](mailto:msot@msot.mb.ca).

On behalf of our boards, members, and staff, Graham Todd, President, MBIA  
Charlene Mathieson, President, MSOT

## MAJOR PARTNER SPONSORSHIP INCLUSIONS & OPTIONS

SPONSORSHIP INCLUSIONS:				
Sponsor badge	✓	✓	✓	✓
Complementary attendee registration	Your Team up to 15	8	6	5
BRANDING OPPORTUNITIES:				
Partner recognition MBIA & MSOT Website, Event Page, social media, member messages & appreciation during morning welcome	✓	✓	✓	✓
Included in the Annual Report of both MSOT & MBIA - Advertisement size depends on sponsorship	✓	✓	✓	✓
Opportunity to include PDF attachment in member messages to promote your product, service, sales, or company	✓	✓	-	-
Event advertisement ( <i>see below description for details</i> )	Full page	Half page	Quarter Page	Corporate Logo
You can include a promotional item in attendee bag	✓	✓	✓	✓
Logo printed on conference material (attendee bag and or t-shirt)	✓	✓	-	-
An opportunity to address the membership	✓	-	-	-
NETWORKING OPPORTUNITIES:				
Set up a tent or bring a table	Tent	Tent	Table	Table
INVESTMENT: (charitable receipts given)	\$2,000	\$1,500	\$500	\$200
Maximum packages available:	<b>1</b>	<b>2</b>	<b>5</b>	<b>5</b>

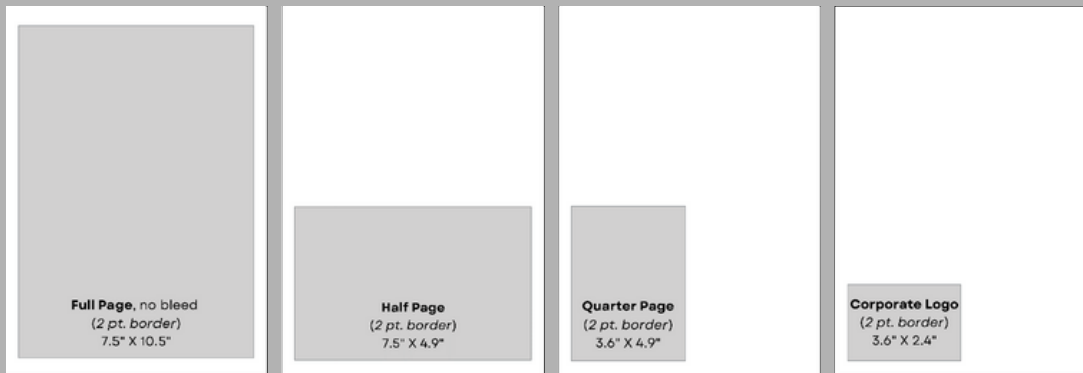
We appreciate donations of supplies to support our walkers and your time. We are always looking for volunteers. Please reach out to discuss how you can contribute.

## MAJOR PARTNER SPONSORSHIP PROGRAM INCLUSION

Promote your brand in this full colour, online event program. MBIA & MSOT website and newsletter.

SIZE	DIMENSIONS	INVESTMENT
Full page (no bleed)	7.5" x 10.5"	Included: Gold Sponsor
Half page	7.5" x 4.9"	Included: Silver Sponsor
Quarter page	3.6" x 4.9"	Included: Bronze Sponsor
Corporate Logo	3.6" x 2.4"	Included: Non-Profit/Small Business Sponsor

*NOTE: All ads will include a 2-pt. border.*





## SPONSOR MATERIALS DEADLINES

**AUGUST 20, 2024**

ADVERTISEMENT TYPE	DEADLINE
Event Program advertisements Photo Consent for conference social media	<b>AUGUST 20, 2024</b>
Gold & Silver Sponsor:	<b>AUGUST 20, 2024</b>
Promotional message/advertisement to MSOT & MBIA Membership (max. 1000 words)	<b>AUGUST 20, 2024</b>
Gold & Silver Sponsor: Corporate Logo for Conference materials (attendee bag and or shirts)	<b>AUGUST 20, 2024</b>

## EVENT DAY SUPPORT OPPORTUNITIES

SPONSORSHIP	INCLUSIONS	AVAILABILITY	INVESTMENT
<p>Coffee Break</p> 	<ul style="list-style-type: none"> <li>☐ Charitable receipt</li> <li>☐ Complimentary attendee registration</li> <li>☐ Social media shout out.</li> </ul>	1	\$800
<p>Nutrition Station</p> 	<ul style="list-style-type: none"> <li>☐ Charitable receipt</li> <li>☐ Complimentary attendee registration</li> <li>☐ Social media shout out.</li> </ul>	2	\$500
<p>Water Station</p> 	<ul style="list-style-type: none"> <li>☐ Charitable receipt</li> <li>☐ Complimentary attendee registration</li> <li>☐ Social media shout out.</li> </ul>	3	\$300
<p>Entertainment</p>  <p>(bounce castle, face painters, music)</p>	<ul style="list-style-type: none"> <li>☐ Charitable receipt</li> <li>☐ Complimentary attendee registration</li> <li>☐ Social media shout out.</li> </ul>	3	\$200

Loot for Swag & Snack Bags : Further, we invite you to provide items to be included in our event's swag bags. Your unique offerings will add value to attendees' experience and leave a lasting impression.

Your support through these additional offerings will not only enrich the event but also strengthen your brand's presence within our community. We look forward to collaborating with you to make this event an exceptional one.

Thank you for your commitment to Manitobans living with Brain Injuries and our shared vision.



## *Support the MSOT and MBIA Walk Event*

Join us in supporting the upcoming MSOT and MBIA Walk Event! This special event brings together the Manitoba Society of Occupational Therapists (MSOT) and the Manitoba Brain Injury Association (MBIA) to raise awareness and funds for their important work.

### *Manitoba Society of Occupational Therapists (MSOT)*



The MSOT is dedicated to advancing the profession of occupational therapy through advocacy, education, and research. Our members are committed to improving the lives of individuals through innovative therapies and support. By participating in the walk, you will help us support those living with brain injuries by providing professional development workshops and supporting public awareness campaigns to highlight the impact of brain injuries and share the expertise that occupational therapy in Manitoba can provide.

### *Manitoba Brain Injury Association (MBIA)*



The MBIA is committed to improving the lives of individuals affected by brain injury through advocacy, education, and support. The walk event is an opportunity to raise awareness about brain injuries and support our peer support groups, educational resources, and community outreach programs. Your participation and contributions will help us provide essential services and create a more inclusive and supportive environment for those impacted by brain injury.

## *Join Us*

By supporting the MSOT and MBIA Walk Event, you are contributing to two vital organizations that make a significant difference in our community. Together, we can create a stronger, more informed, and compassionate Manitoba. We welcome contributions of various denominations to support this event and make it a resounding success. Your generous support will play a crucial role in the success of this event and the ongoing efforts of both organizations.

Please feel free to like & share our social media. Once we have your logos, we will create social media designs and share them with you for approval prior to posting.

