

Motivate Publicize
Connect Collaborate
Advertise
Communicate
Sponsor Achieve
Facilitate Volunteer
Outreach

with



MINNESOTA

**Brain Injury
Alliance**

Minnesota Stroke Association

The Minnesota Brain Injury Alliance and the Minnesota Stroke Association are the only statewide nonprofits dedicated to enhancing the quality of life and bringing the promise of a better tomorrow for all people affected by brain injury and to raising awareness about stroke and enhancing the quality of life for all people coping with its sudden and long-term effects.

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

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

www.braininjurymn.org • 612-378-2742 • 800-669-6442 • www.strokemn.org • 763-553-0088



Both the Minnesota Brain Injury Alliance and the Minnesota Stroke Association provide Resource Facilitation, Case Management, Multicultural Outreach and Educational services to Minnesotans, as well as active Public Policy, Public Awareness and Volunteer programs.

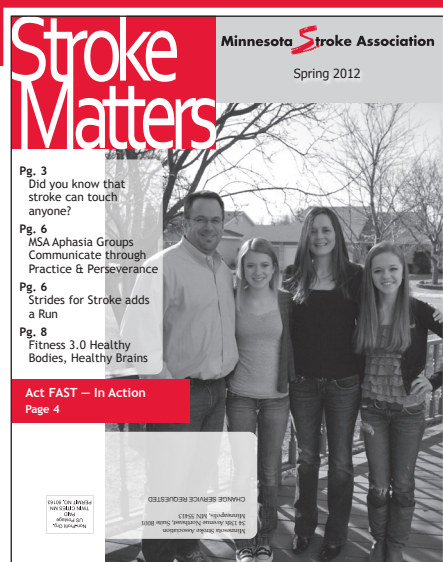
This guide will outline the Minnesota Brain Injury Alliance's and the Minnesota Stroke Association's many advertising and sponsorship opportunities. For information about individual events - including dates, times and sponsorship levels - please call the Development Department at 612-378-2742 or 800-669-6442 or e-mail brittanyl@braininjurymn.org.

MIND MATTERS

Each edition of our quarterly magazine, *Mind Matters*, is mailed to over **18,000 households**, professionals and organizations and targets consumers, families and professionals including discharge planners, neuropsychologists, medical staff, county case managers, teachers and vocational rehabilitation specialists.

Each issue addresses a topic relating to brain injury, e.g. Sports Concussions, Domestic Violence and Fall Prevention.

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



Stroke Matters

Each edition of *Stroke Matters* is mailed to over 5,000 households, professionals and organizations and targets consumers, families and professionals including discharge planners, medical staff, teachers and vocational rehabilitation specialists. Each issue also features a profile of a Minnesotan stroke survivor, illustrating that stroke does not only affect the senior population.

Two-color advertisements are available in quarter-page size up to a full-page ad.

ANNUAL CONFERENCE FOR PROFESSIONALS IN BRAIN INJURY

Save the Date: April 11-12, 2013 at the Earle Brown Heritage Center in Brooklyn Center

The Annual Conference is the Minnesota Brain Injury Alliance's largest gathering of brain injury professionals with 600+ professionals attending over a two-day period providing your organization with the increased visibility you value.



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.

28th Annual Conference

for Professionals
in Brain Injury
Celebrating the
Journey

CONSUMER AND FAMILY CONFERENCE



Brain injury affects the whole person – including physical, emotional and cognitive changes. The road can seem long and insurmountable. For this reason, we offer a conference to share information, offer support and provide valuable solutions for individuals and their families.



Exhibit your business at one of our two Consumer and Family Conferences and gain exposure to families and individuals affected by brain injury.

WALK FOR THOUGHT



Become a part of the Alliance's largest, most popular and highly attended event. **The Walk for Thought takes place in St. Paul, St. Cloud, Rochester and Duluth** and has received media coverage by KARE-11, WCCO-TV and Radio, FOX-9, FSNorth, KFAN & KOOL-108. It has been sponsored by both the Minnesota Twins and the Minnesota Vikings.

Sponsorships range from Bronze Level Sponsors to Premier Event Sponsors. All sponsors are recognized on Walk T-shirts and marketing

materials. Placement on signage, the Alliance website and other promotional materials vary with sponsorship commitment.



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



Strides for Stroke



The Minnesota Stroke Association has been walking for stroke awareness and Association services for over ten years! Sponsorship in the annual Strides for Stroke provides valuable marketing opportunities along with the satisfaction of knowing your support allows MSA to continue offering education, prevention and support programs to individuals touched by stroke, one of our nation's largest and most serious health concerns.



Strides for Stroke sponsorship will enable your organization to reach a growing population in need of services.

Sponsorships range from Bronze Level Sponsors to Premier Event Sponsors. All sponsors are recognized on Walk T-shirts and marketing

materials. Placement on signage, the Association website and other promotional materials vary with sponsorship commitment.



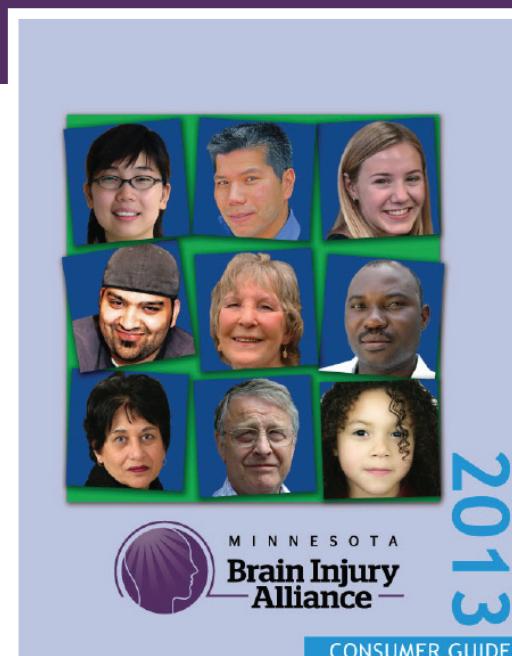
ANNUAL CONSUMER GUIDE

The *Minnesota Brain Injury Alliance 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.

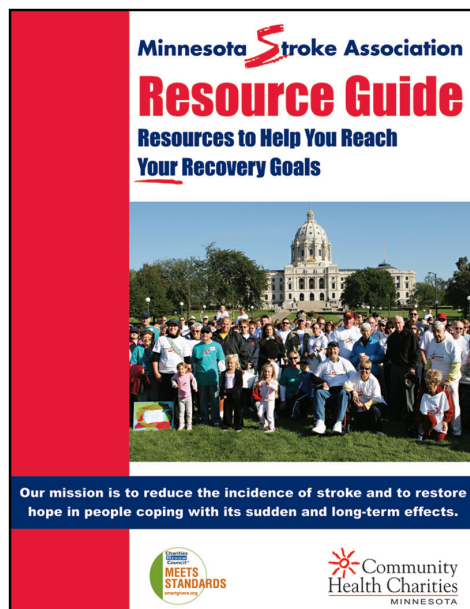
The Consumer Guide is distributed at the time of discharge from acute care, at rehabilitation facilities, hospitals, as well as given directly to consumers by the Minnesota Brain Injury Alliance.

The 2013 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)
- 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



Annual Resource Guide



The *Minnesota Stroke Association Resource Guide* is offered as a tool to empower individuals that have sustained a stroke, 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 Resource Guide is distributed free of charge by the Minnesota Stroke Association.

The Resource Guide is designed to be distributed to:

- Hospitals, resource centers, clinics
- Persons that have sustained stroke and their families
- Professionals and paraprofessionals
- Conferences and health fairs
- Multicultural program partners

ADVERTISING OPPORTUNITIES ARE AVAILABLE FOR BOTH PUBLICATIONS!

ORDER FORM

| <i>Mind Matters</i> | | 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 | _____ |

| <i>Stroke Matters</i> | | Regular Rate | Your Cost |
|-----------------------|------------|--------------|-----------|
| Full Page | Two Issues | \$750 | _____ |
| Half-page | Two issues | \$500 | _____ |
| Quarter-page | Two issues | \$400 | _____ |

| 2013 Annual Conference | Regular Rate | Your Cost |
|-------------------------------|--------------|-----------|
| Diamond | \$2,750 | _____ |
| Gold | \$1,650 | _____ |
| Silver | \$950 | _____ |
| Bronze | \$500 | _____ |

All Silver Level & higher sponsorships include one FREE exhibitor space at a Consumer and Family Conference (value \$100). Space is limited! Commit early!

| 2013 Consumer Family Conference | Regular Rate | Your Cost |
|--|--------------|-----------|
| General Vendor | \$100 | _____ |
| Event Sponsor | \$300 | _____ |

| 2013 Walk for Thought | Rate Range | Your Cost |
|------------------------------|------------|-----------|
| Event | \$10,000 | _____ |
| Platinum | \$5,000 | _____ |
| Gold | \$2,500 | _____ |
| Silver | \$1,000 | _____ |
| Bronze | \$500 | _____ |

| 2013 Strides for Stroke | Rate Range | Your Cost |
|--------------------------------|------------|-----------|
| Event | \$5,000 | _____ |
| Diamond | \$2,500 | _____ |
| Gold | \$1,000 | _____ |
| Silver | \$500 | _____ |
| Bronze | \$250 | _____ |

| Bi-Weekly E-Newsletter | Rate | Your Cost |
|-------------------------------|------|-----------|
| Single Edition | \$20 | _____ |
| Two Back-to-Back Editions | \$30 | _____ |

| 2013 Consumer Guide | | Rate | Your Cost |
|----------------------------|---|----------------|-----------|
| Platinum Package | ONE AVAILABLE! | \$4,400 | _____ |
| Gold 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 ads only) | \$200 per year | _____ |

Save \$\$\$

Combine your print advertising in the *Annual Resource Guide* with an advertisement in *Stroke Matters*.

| 2013 Resource Guide | W/Stroke Matters | Your Cost |
|----------------------------|------------------|-----------|
| Full Page | \$700 | \$1,100 |
| Half Page | \$500 | \$800 |
| Quarter Page | \$400 | \$650 |

| 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 | _____ |

Promotional pricing is available for packages that total \$8,000 and above. Please contact the Development Manager at 612-378-2742 for details.

| | | |
|--|--------------|-------|
| | Total | _____ |
|--|--------------|-------|

BILLING INFORMATION

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: payments can be set up 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:

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

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