



Sponsorship Information

Event Date: June 8, 2024

Location: Chalco Hills Recreation Area • Omaha, NE

About the Event

The Blazing Trails 5K Run, 1 Mile Walk/Roll fundraising event is a fun and engaging opportunity for people of all ages and abilities to raise awareness and funds for brain injury. On average, between 120 – 150 people participate in the event, making it a great way to make an impact and interact with the community as an organization.



2023 Event Outcomes

Total Funds Raised (Gross)

\$23,065

Funds Raised by Source (Gross)

Sponsorships:	\$16,250
Corporate Donations:	\$750
Event Registrations:	\$4,400
Individual Donations:	\$1,665

Registrations & Attendees



137
Registrations

105
Event Attendees

24
Virtual Challenge Participants

7,250 Estimated Total of Brand Impressions (per sponsor)



Sponsorship Opportunities

FEATURE	Mastermind	Brainiac	Brain Booster	Brain Teaser
	\$2,500	\$1,500	\$1,000	\$750
Logo at Starting Line	✓			
Feature in E-Newsletter	✓			
Logo at Mile Marker		✓		
Logo in Race-Day Packet	✓	✓		
Logo on T-Shirt	✓	✓	✓	
Logo in E-Newsletter	✓	✓		✓
Logo on Two Run Websites	✓	✓	✓	✓
Complimentary Registrations	4	3	2	1
Social Media Mention	✓	✓	✓	✓
Logo at Registration Table	✓	✓	✓	✓

2023 Sponsorship Impressions (Event Webpages & Social Media)

Impressions by Source



BIA-NE Event Page

168 Pageviews

R RunSignup

2,288 Views



Social Media

Facebook Posts (organic)	Impressions	Reach	Engagements (likes, comments, shares)
May 3 Mention	837	776	21
May 26 Mention	406	371	24
Post-Event Mention	852	837	90



Brain Injury Alliance
NEBRASKA

The Impact of Sponsorship

Your sponsorship does more than just help pay for the costs of the 2024 Blazing Trails 5K Run, 1 Mile Walk/Roll fundraising event. The funds received help make a difference across the state of Nebraska by supporting the Brain Injury Alliance of Nebraska's work to build community support networks for individuals and families affected by brain injury. Check out the stats below to see the impact that your financial support makes in the brain injury community.



Common Barriers Overcome

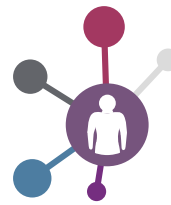
Clients most frequently:

- Benefited from learning more about brain injury and how to live with its chronic effects.
- Needed help finding health professionals who specialize in brain injury.
- Sought assistance related to housing and financial concerns.



309

New clients served between July 1, 2022 and June 30, 2023.



367+

Referrals and resources provided to clients between July 1, 2022 and June 30, 2023.



440

Individuals screened for brain injury in partnership with other agencies across Nebraska.

Your Impact by the Dollar

\$750 provides up to six hours of brain injury education, screening, and consultative services to an organization serving domestic and intimate partner violence survivors.

\$1,000 helps fund brain injury awareness campaigns and outreach efforts in communities across Nebraska.

\$1,500 helps cover the cost of providing up to six psychosocial educational meetings for justice-involved youth who have experienced a brain injury.

\$3,000 provides continuing professional development for resource facilitators to keep them current on the best practices for working with brain injury.



**Brain Injury
Alliance**

NEBRASKA

Sponsorship Registration Form



Registration Deadline: January 12, 2024

Company Information

Company Name	Contact Person
Contact Email Address	Contact Phone Number
Company Address	City/State/Zip Code

Sponsorship Amount

- Blazing Trails for Brain Injury 2024 Mastermind - \$2,500 Brainiac - \$1,500
 Brain Booster - \$1,000 Brain Teaser - \$750

We are unable to serve as sponsor or vendor for 2024.

Please accept the following donation to help support BIA-NE. _____

Payment Information

- Please invoice me using the contact information above.
 I have enclosed a check made payable to Brain Injury Alliance of Nebraska.

Maximizing Your Sponsorship Benefits

The event coordinator (Brittney Lippincott) will be reaching out to you at various times leading up to the event to inform you of timelines and needs for your sponsorship benefits. Please make sure to provide the materials requested by the event coordinator in a timely manner so that you can get the most benefit for your sponsorship.

Organizations that get the most from their sponsorships are those who actively promote their presence at the conference and provide the necessary materials at the right time.

Don't Forget This Essential Step!

Please send a high quality JPG, PNG, EPS, or PDF of your company logo for promotional materials to brittney@biane.org.

For questions, contact Brittney Lippincott at **402-683-0724** or brittney@biane.org.

Thank you for your support!

Please mail the completed form to:

Brain Injury Alliance of Nebraska
PO Box 22147
Lincoln, NE 68542