



Birdies4Brains



SPONSORSHIP

PROPOSAL



Birdies4Brains

Date October 17, 2018

Pay to the order of Danielle (Nella) Pitzen

\$5,500.⁰⁰

Five Thousand and Five Hundred and ⁰⁰/₁₀₀

Dollars

PREPARED BY:
ALISSA MADDEN
EXECUTIVE DIRECTOR



www.b4bmn.org



612-310-7155



birdies4brains@gmail.com

Erik Doen

Hello!

I joined Birdies4Brains in March 2022 and could not be more excited to be a part of such a wonderful organization!

As Executive Director, I oversee all aspects of the the organization while supporting the Board of Directors to fulfill our *Mission: To raise money to help brain injury survivors experiencing financial hardship and award grants that are tailored to their needs.*

This is where YOU come in!

We are looking for strong partners as we work to **broaden sponsorship presence** at each of our fundraising events in 2023. This includes the UnGala, the 100 Holes Event at TWO locations, **AND** a new family-friendly event at Top Golf that has yet to be named!

We have BIG dreams to chase to further impact the lives of brain injury survivors. Our newly re-designed sponsorship levels reflect this and offer a robust set of new and enhanced benefits.

As a Birdies4Brains Sponsor, you will not only help us fulfill and expand our mission, but you will also become part of making our dreams a reality.

We would be honored to welcome you to the Birdies4Brains family.



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MISSION

We raise money to help brain injury survivors experiencing financial hardship and award grants that are tailored to their needs.

VISION

Re-Imagine the Fundraising Landscape

Design an expanded suite of fundraising events that differentiates us from other brain injury charities so that we can increase and expand our financial support offerings to brain injury survivors on a local and national scale.

The **Birdies4Brains Board of Directors** is comprised of nine members who are not only passionate about our cause, but are also just incredibly amazing people who contribute their time and talent because that is who they are.

As you and your team begin to engage in our events through your sponsorship, you will soon meet each of our board members and feel a part of the Birdies4Brains family.



BOARD MEMBERS



Brian Eder
President & Founder



Erik Doerr
Treasurer



Mandy Granley
Secretary



Dan Fernandez
Director



Ben Hooley
Director



Patrick Jacobson
Director



Jonathan Juris
Director



Alissa Madden
Executive Director



Paul Major
Director



HOW IT STARTED

Birdies4Brains launched in 2011 from an obsession among friends to combine the passion for golf with fundraising to support brain injury survivors, an idea inspired by Founder & President Brian Eder's sister, who suffered a brain aneurysm in 2009.



"My sister Christine nearly passed away after suffering a brain aneurysm. Her experience exposed me to the realities that most face in recovering from a brain injury, especially after the physical wounds have healed but the effects and trauma continue. I knew there was a need for an organization to help others in similar situations as there are often gaps in what's needed and provided via insurance. My sister's recovery has been a miracle and most are not as lucky so the work must continue." -Brian Eder, President & Founder of Birdies4Brains

We are excited to resume our two most popular events to help raise funds for brain injury survivors.

PLUS, we will be adding a **NEW** family-friendly fundraising event at Top Golf!

With your help, we hope to increase participation among our supporters at these events to achieve our fundraising goal of \$200,000!

HOW IT'S GOING



The 10th Anniversary of the 100 Holes Event on June 20, 2022 raised over \$125,000!

UnGala at The Whim February 17, 2023

Ditch the tux and gown and come prepared for a great party! We have reimagined the traditional gala creating a unique experience you don't want to miss! As we bring awareness and raise money for our cause, we also celebrate and promote those who support us: YOU!! OUR SPONSORS! Plus, all Sponsor levels receive tickets for a designated number of guests to attend the UnGala where you will enjoy great music, a live and silent auction, delicious food and drinks, door prizes, and local celebrities.

100 Holes at Keller Golf Club June 2023

**2
SITES!**

This is our flagship event where each year a limited group of fundraising golfers play 100 holes of golf in one day. Golfers tee off at 4:59AM and play until the last putt. Next year we plan to expand our event to TWO locations, allowing us to not only scale our golfer-led fundraising power, but also provide more ways to promote our sponsors! Also, a designated number of registration fees will be waived for select sponsorship levels so that you can join us!

NEW

B4B Event at Top Golf Fall 2023

We are excited to introduce a new fundraising event that is family-friendly. While details of the event structure is still in the works, we are excited to include our sponsors in this new event!



OUR WHY

Jennifer's Story \$10,000 Grant

Thanksgiving morning Jennifer was hospitalized in the ICU with complications from a Hemorrhagic Stroke and an internal bleed at the brain stem. She was placed on a ventilator and suffered complications from brain swelling, impairing her motor skills. The recovery from this type of injury is very difficult and requires extensive rehabilitation. **Birdies4Brains** received a grant nomination from her brother Keith and awarded Jennifer a **\$10,000 grant** to help cover expenses during her recovery.

To learn more about Jennifer's story and other Birdies4Brains grant recipients, visit our social media sites and locate videos entitled, *A Hole In One Moment*.



Click icons to visit!

We recently shared a special extended-length video on our social media sites, entitled, *A Father's Story*. This is not a warm and fuzzy story, but rather an honest glimpse into one father's hell. You will learn about Kailey's TBI, meet her father Pete, & learn how Birdies4Brains helped this family.

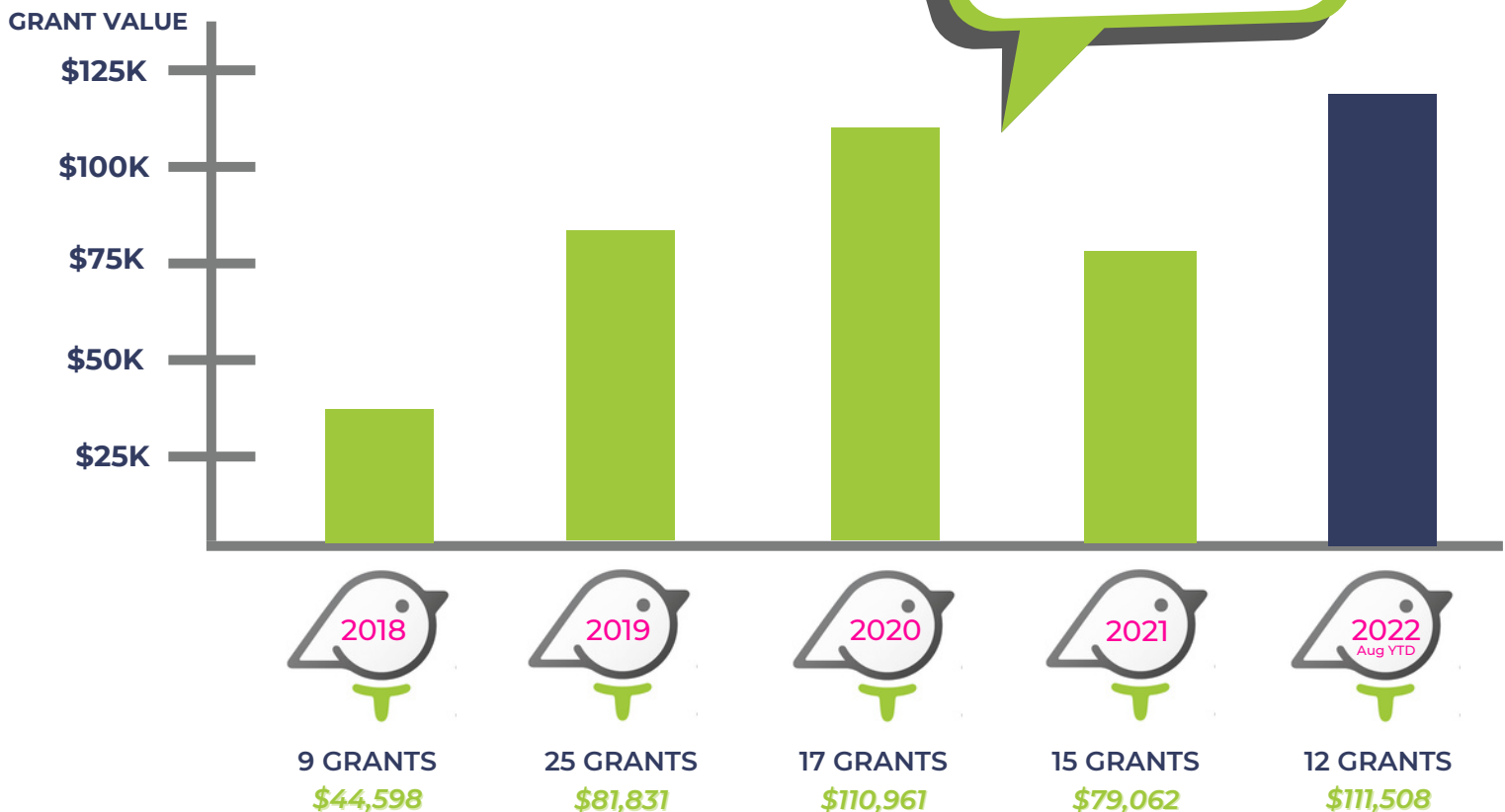


As we look to the future, we envision expanding our support categories beyond hardship grants so that we can further impact the lives of brain injury survivors.

This may include college scholarships, memorials, camp tuition, and/or other types of financial support.



OUR IMPACT



In February 2021, Birdies4Brains became the first community nonprofit organization to establish the *Birdies4Brains Superhero Fund*, committing \$250,000 over five years to provide financial assistance, resources, and programming to patients and families receiving care at the **Masonic Institute for the Developing Brain (MIDB)**.

On June 13, 2022, Birdies4Brains presented a check to MIDB to symbolize our promise.



Birdies4Brains Superhero Fund at MIDB




MASONIC INSTITUTE FOR
THE DEVELOPING BRAIN
UNIVERSITY OF MINNESOTA


**HEALTH
FAIRVIEW**

Located in Minneapolis and developed through a partnership between the University of Minnesota and M Health Fairview, the **Masonic Institute for the Developing Brain (MIDB)** is the first-of-its-kind institute dedicated to advance brain health from the earliest stages of development across the lifespan.

Sponsoring MIDB allows us to scale the impact of the Birdies4Brains' mission, help more patients and families experiencing financial hardship as a result of his/her brain condition or injury, AND promote overall brain health.

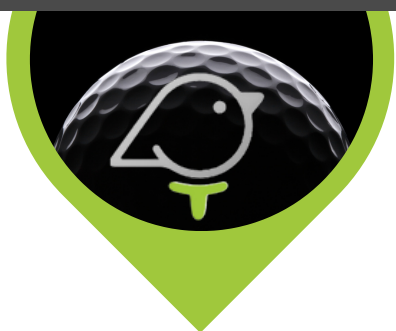
A Spectacular Birdie by Sarah Warren

To further its commitment to MIDB, Birdies4Brains donated plush birdie toys and copies of the children's book we commissioned in 2018 entitled, *A Spectacular Birdie*, written by local author [Sarah Warren](#), which are distributed to patients and families visiting MIDB. The book is sold on [Amazon](#) and Sarah Warren's narration of the book is available on [YouTube](#).

Overview: Sponsorship Levels

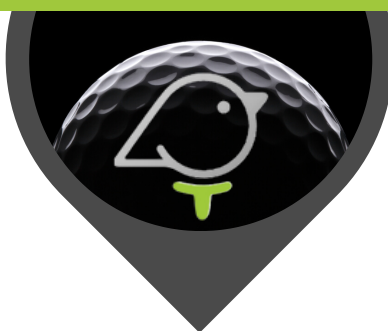
Package details for each Sponsorship Level are outlined in the following pages

DIAMOND



\$25,000

PLATINUM



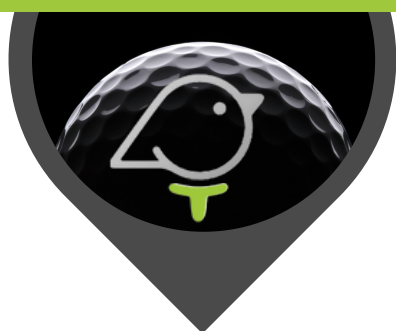
\$10,000

GOLD



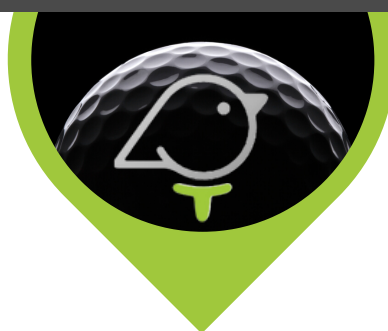
\$5,000

SILVER



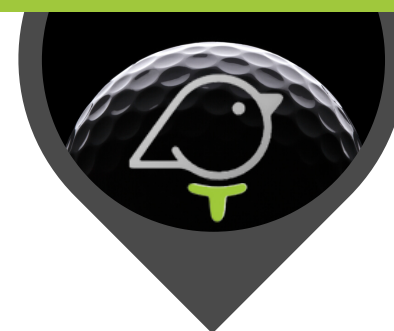
\$2,500

BRONZE



\$1,000

PATRON



***In-Kind
Donation***

*Value: Each package includes perks for **THREE** Birdies4Brains Fundraiser Events in one Year!!*



Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5000	Silver \$2500	Bronze \$1000	Patron In-Kind
VIP Happy Hour	Yes	Yes	No	No	No	No
VIP Guest Tickets	20	10	0	0	0	0
UnGala Guest Tickets	10	8	6	4	2	2
Celebrity Meet & Greet + Photo	Yes	No	No	No	No	No
Special Activity Sponsor	Heads or Tales	Toasting Shot	No	No	No	No
Recognition by B4B Speaker	Yes	Yes	Yes	Group	Group	Group
Mic Time	2 minutes	No	No	No	No	No
Logo Banner	8' x 4' (2)	No	No	No	No	No
Logo Signs	36" x 24" (6)	24" x 18" (4)	24" x 18" (2)	18" x 12" (2)	18" x 12" (2) Group List	18" x 12" (2) Group List
Logo Auction Card	XL	L	M	S	XS	No
Logo Invitations	Yes	Yes	Yes	Yes	Yes	Yes
Logo Website	Yes	Yes	Yes	Yes	Yes	Yes
Posts B4B Social Media	4	3	2	1	1 Group Post	1 Group Post
Video Message B4B Social Media	2	1	No	No	No	No

*Value: Each package includes perks for **THREE** Birdies4Brains Fundraiser Events in one Year!!*



Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5000	Silver \$2500	Bronze \$1000	Patron In-Kind
Waived Golfer Registrations	4	3	2	0	0	0
<i>Minimum \$2500 fundraising target still applies to each golfer</i>						
Special Gift (TBD)	4	3	No	No	No	No
Celebrity Guest Golfer x 1 Round	Yes	No	No	No	No	No
Product Sponsor	Golf Towel	Cooling Towel	Ball Washer Cling	No	No	No
Booth	Yes	Yes	Yes	Yes	Yes	No
Logo Golf Carts	Yes	No	No	No	No	No
Logo Banner	8' x 4' (2) 2 Fairways	No	No	No	No	No
Logo Tee Box Sign	36" x 24" (3)	24" x 18" (2)	24" x 18" (1)	18" x 12" (1)	18" x 12" (1) Group List	18" x 12" (1) Group List
Logo Hole Sign	36" x 24" (3)	24" x 18" (2)	24" x 18" (1)	18" x 12" (1)	18" x 12" (1) Group List	18" x 12" (1) Group List
Logo Invitations	Yes	Yes	Yes	Yes	Yes	Yes
Logo Website	Yes	Yes	Yes	Yes	Yes	Yes
Posts B4B Social Media	4	3	2	1	1 Group Post	1 Group Post
Live Shoutout B4B Social Media	4	3	2	1	1 Group Message	1 Group Post

Value: Each package includes
perks for **THREE** Birdies4Brains
Fundraiser Events in one Year!!



Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$5000	Silver \$2500	Bronze \$1000	Patron In-Kind
VIP Golf Bays 6 guests / bay	2	1	0	0	0	No
Digital Bay Ads	Yes	Yes	Yes	Yes Group Ad	Yes Group Ad	No
Digital Poster Ads	Yes	Yes	Yes	Yes Group Ad	Yes Group Ad	No
Logo Ball Returns	Yes	No	No	No	No	No
Logo Invitations	Yes	Yes	Yes	Yes	Yes	Yes
Logo Website	Yes	Yes	Yes	Yes	Yes	Yes
Posts B4B Social Media	3	2	1	1	1 Group Post	1 Group Post
Video Message B4B Social Media	1	1	No	No	No	No



BECOMING A SPONSOR

If you are interested in becoming a 2023 Birdies4Brains Sponsor:

- Click the following link to complete the [2023 Birdies4Brains Sponsorship Interest Form](#).
- You will answer a few short questions to help us gather important information about your sponsorship and payment preferences.
- Upon receiving your completed form, we will contact you to coordinate invoice payment and provide a link to upload your logo(s).

Thank you!



Click icons to visit!



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End Of Proposal

THANK YOU

PREPARED BY:
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