

# Headway Corporate Golf Day

Sponsorship Packages and Opportunities



## About Headway



Our mission is:

To promote understanding of all aspects of brain injury and provide information, support and services to survivors, their families and carers. Headway will campaign to reduce the incidence of brain injury.

Our objectives are:

- To increase awareness and understanding of brain injury and its consequences
- To initiate activities and campaigns which will reduce the incidence of brain injury
- To provide information and support for people with brain injuries, their relatives, carers and concerned professional people
- To promote improved approaches to brain injury screening, acute care, assessment, rehabilitation and community reintegration
- To assist people with brain injuries to return to community living, including access to appropriate accommodation, social outlets and productive activity



# SPONSORSHIP PACKAGES



## Headline Sponsor

£3,000

- Team of 4 golf entry
- 4 additional dinner guests
- Title sponsorship name - 'sponsor' charity golf day in association with headway
- Branding opportunity on event day at entrance to venue and other locations within venue
- Logo and name on website event page
- Acknowledgement in hosts speech
- Acknowledgement of title sponsor on social media posts and printed press



## Dinner Sponsor

£2,600

- Team of 4 golf entry
- Branding within the dinner venue
- Company name and logo on menus
- 2 acknowledgements of sponsorship on social media posts
- Acknowledgement in hosts speech



## Breakfast Sponsor

£550

- Branding opportunity during breakfast
- Acknowledgement within event brochure
- 1 social media acknowledgement post



## Drink Sponsor

£500

- Branding opportunity during reception
- Acknowledgement within event brochure
- 1 social media acknowledgement post



## Hole Sponsor

£250

- On the day branding at designated hole



## Prize Sponsor

£100

- Company name on prize





# Sponsorship Opportunities

See how you can get your brand in front of large group of supporters.

Come join an elite band of Headway supporters!

## Our Reach

Platform	Reach	Platform	Reach
Web Visitors - per month	+430k	LinkedIn	+11k
Facebook	+32k	Subscribers to e newsletter	+14k
Instagram	+7k	Headway News Magazine (printed quarterly)	2500
X	+28k	Headway News - readership (quarterly)	+10k

# How Our Sponsors Benefit

## Highly visible marketing

at a charitable event for positive brand publicity

## Charity partnership

demonstrate your company's commitment to improving the lives of those affected by brain injury

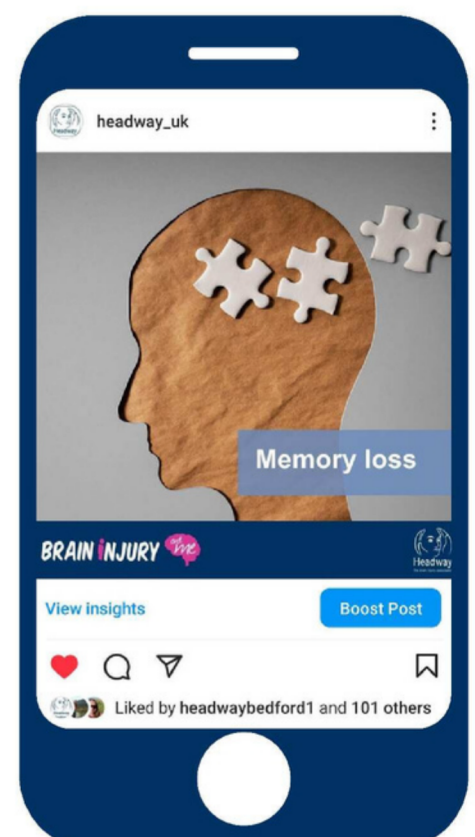
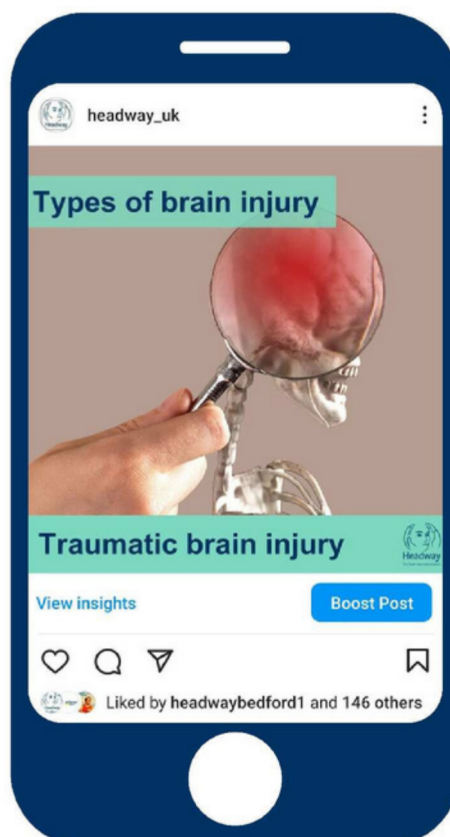
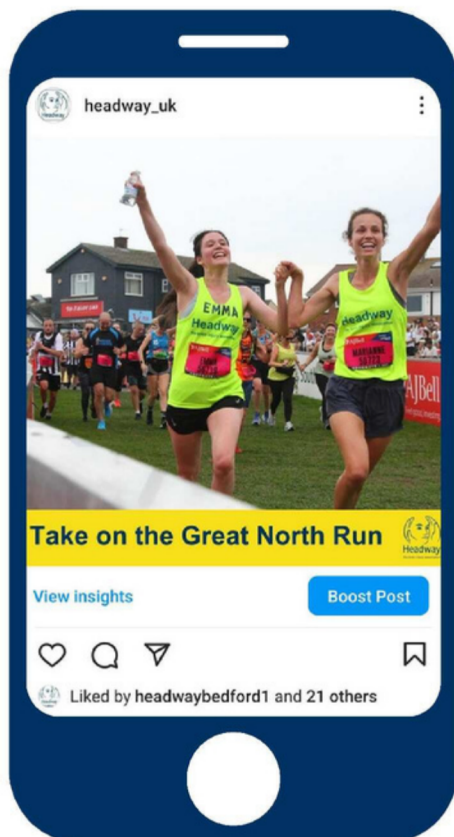
Raise your profile and brand as a responsible business

Create a positive impact to society

Engage stakeholders through a new approach that demonstrates community support at this inclusive event



## Fresh Social Media Content & Engagement





# Brain Injury

Brain injury can challenge every aspect of your life – walking, talking, thinking and feeling – and the losses can be severe and permanent. It can mean losing both the life you once lived and the person you once were.

We all think 'it will never happen to me', but every year around 350,000 people are admitted to hospital with a brain injury.

That's one every 90 seconds in the UK!

An acquired brain injury (ABI) is an injury caused to the brain since birth. There are many possible causes some of the most common types are:

- Traumatic brain injury (for instance road traffic collisions, falls or assaults)
- Minor head injury and concussion (loss of consciousness of less than 15 minutes)
- Aneurysm (also known as a cerebral aneurysm)
- Brain haemorrhage (also known as a haemorrhagic stroke)
- Brain tumour
- Carbon monoxide poisoning
- Encephalitis
- Hypoxic/anoxic brain injury (caused a reduction or loss of oxygen to the brain)
- Meningitis
- Stroke



## Our Supporters

Brain Injury survivors & their families, legal & criminal justice firms, medical & rehabilitation establishments, finance firms, insurance firms and friends of those affected by brain injury.



**James Cracknall,  
Vice President**

James was attempting to cycle, run, row and swim from Los Angeles to New York in 16 days when the wing mirror of a petrol tanker travelling at 65mph struck the back of James's head. James has gradually been rebuilding his life and has bravely shared his experiences of brain injury on numerous occasions in the national press in order to help others affected, while his book 'Touching Distance' remains one of the most moving, open and revealing testimonies available on the subject of brain injury.



**Lance Corporal Johnson Beharry  
VC  
Special Ambassador**

While serving with the 1st Battalion of the Princess of Wales's Royal Regiment in Iraq, Johnson twice saved members of his unit from ambushes, sustaining a serious brain injury in the latter engagement. Today, Johnson still suffers from the residual effects of his brain injury, including poor memory.



**Marc Almond**

In 2004, legendary pop music maestro Marc Almond had a motorcycle accident that left him with multiple fractures and a brain injury. He was in a coma for two weeks and spent the next two years relearning lost skills, including singing.



**Eric Knowles**

TV antiques expert Eric has been supporting Headway for almost two decades, helping to raise the profile of the charity.





# Charity Golf Day

We hope you'll join us for an unforgettable day of team spirit and company pride



## Phone Number

020 3176 3192

## Email Address

[events@headway.org.uk](mailto:events@headway.org.uk)

## Website

[www.headway.org.uk](http://www.headway.org.uk)

# Thank you for your interest!

Got any questions? Feel free to call us or email us, and if it's not for you maybe you could share our event with your network.



*"I'm walking and talking and can play golf. People don't realise how life-changing brain injury can be. It doesn't just change the way you live; it changes the person you are."*

Iain Miller - European Disability Golf Association Tour