



# 2022-2023

Dear Partners,

The Brain Injury Alliance of New Jersey is proud to announce it's **13th Annual U Got Brains Champion Schools Program** for the 2022-2023 school year and we'd like you to be involved! Over the course of 13 years, we have worked with over 175 high schools in all 21 counties and have reached over 500,000 students!

## What is it?

The U Got Brains Champion Schools Program is an exciting opportunity for students and staff of New Jersey high schools to develop and execute campaigns to address and promote teen driving safety in their communities. Students choose their topic and implement targeted campaigns surrounding the important safety issues of driver distractions, sharing the road and GDL awareness. Each school then submits a video summary of their work and results of their program evaluation to be reviewed by a panel of judges. Prizes are awarded to the top schools.

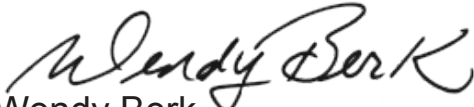
## How can you help us?

Your sponsorship will ensure that teens in New Jersey have a voice and can be part of the solution to keep new drivers safe on our roadways. Many different sponsorship levels are available. Please see the attached flyer for specific benefits related to sponsor levels.

Your support comes at a critical time. Car crashes are a leading cause of teen death and disability. In New Jersey, a teen driver crashes every 13 minutes. Please join us, along with our founding partner, NJM Insurance Group, to help make NJ roads safer for everyone.

**Questions? Please contact me at [wberk@bianj.org](mailto:wberk@bianj.org) or 732-745-0200.**

With best regards,

  
Wendy Berk  
Vice President





## 2022-2023 CHAMPION SCHOOLS SPONSORSHIP LEVELS

<b>SPONSOR EXPOSURE</b>	<b>PLATINUM SPONSOR \$30,000</b>	<b>GOLD SPONSOR \$15,000</b>	<b>SILVER SPONSOR \$10,000</b>	<b>BRONZE SPONSOR \$5,000</b>	<b>COPPER SPONSOR \$2,500</b>
Logo on program banner displayed at schools	Yes	-	-	-	-
Opportunity to participate in safety presentations at participating schools (when permitted)	Yes	-	-	-	-
Logo on postcard and flyers to schools	Yes	Yes	-	-	-
On-screen ad during showcase event	Yes	Yes	Yes	-	-
Exhibit space at Showcase Event	Yes (Prime location)	Yes	Yes	-	-
Inclusion in press materials	Yes + logo	Yes	Yes	-	-
Inclusion on monthly BIANJ e-newsletter (6,000 circulation)	4 issues (logo and link)	3 issues (logo and link)	2 issues (logo and link)	1 issue (logo and link)	-
Post on JerseyDrives social media pages	Exclusive + Shared	Shared	Shared	Shared	-
Inclusion in Tool Kit Provided to schools	Yes	Yes	Yes	Yes	Yes
Inclusion on Program website	Logo and link on all Champion Schools web pages	Logo and link on Tool Kit Page	Logo and link on Tool Kit Page	Text link on Tool Kit Page	Text link on Tool Kit Page

**IN-KIND DONATIONS** of products or services are welcome. Sponsor exposure is based on the value of the donation

**Questions?** Please contact Wendy Berk at [wberk@bianj.org](mailto:wberk@bianj.org) or call 732-745-0200  
 BIANJ is a not-for-profit 501(c)(3) organization. Donations are tax-deductible, as the law allows.

