



LUMINARY OF THE YEAR — 2025 —

Friday, November 14, 2025
National Press Club

BRAIN INJURY SURVIVORS DESERVE BETTER
your sponsorship can make a lasting impact

Signature Campaign Partnership Opportunities



**BRAIN INJURY
ASSOCIATION**
OF AMERICA

Questions? Contact Paula Eichholz at peichholz@biausa.org
or Kelly Garman at kgarman@biausa.org



Why support the Luminary of the Year Campaign?

BRAIN INJURY SURVIVORS DESERVE BETTER your sponsorship can make a lasting impact

As the nation's **foremost voice on brain injury**, BIAA is dedicated to improving the quality of life for individuals affected by brain injury across their lifespan. With **at least 64 million adults** having experienced one or more traumatic brain injuries in their lifetime, and **11.4 million Americans** over the age of 40 living with a TBI related disability, the need for greater awareness, research, and resources is critical.

Current Landscape

Your support of the Brain Injury Association of America has never been more critical in light of recently announced cuts to various Health and Human Services agencies including life-saving and life-changing programs in the CDC's National Center for Injury Prevention and Control, the Administration for Community Living, and National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR).

"Cutting these programs will literally roll back decades of progress and harm not only the people that have been injured, but the people that are going to be injured in the future,"

Owen Z. Perlman, MD, BIAA's Board of Directors

By sponsoring the Luminary of the Year campaign, you are supporting BIAA's ability to mobilize the full power of our advocacy network to educate congressional leaders, fight for the programs that support our community, and preserve the federal commitment to brain injury care and recovery.

The Value of Your Support

Each year, we provide help, hope, and healing to the millions of Americans impacted by brain injury.

Funds raised also support BIAA's other critical programs, including:

- **The National Brain Injury Information Center (NBIIIC):**
Our NBIIIC team responds to thousands of inquiries annually, providing survivors, caregivers, and healthcare professionals with critical resources, support, and referrals.
- **Education and Professional Development:**
BIAA offers free educational webinars for survivors and caregivers and oversees the Academy of Certified Brain Injury Specialists (ACBIS), which has trained and certified over 20,000 professionals, thereby improving the standard of care across the country.
- **Research Advancement:**
The Brain Injury Research Fund supports groundbreaking research to find better treatments and cures for chronic brain injury. With more than **500,000 service members diagnosed with TBI** since 2000 and **1 in 10** children affected annually, the need for increased research is undeniable.

Luminary of the Year Celebration

Friday, November 14, 2025
National Press Club,
Washington, DC

*Cocktail Reception,
Dinner, Auction &
Fund the Mission Moment
Inspiring mission-focused
program highlighting
stories of resolve,
determination, and
compassion.*



Partner with BIAA
to illuminate
the path forward for
millions of Americans





LUMINARY
OF THE YEAR
2025

MARK J. ASHLEY

Sc.D., CCC-SLP, CCM, CBIST

Founder and Executive Chairman of the Board,
Centre for Neuro Skills



Dr. Mark Ashley founded Centre for Neuro Skills in 1980 after his brother, Steve, experienced a life-changing event, leaving him cognitively intact, but with locked-in syndrome. Conventional medicine and available rehabilitative therapies gave his brother little hope for significant recovery or regaining an independent life, but Dr. Ashley believed that Steve could overcome the odds, and that rehabilitation was possible through an intense therapy program. His brother became one of CNS' first patients, and his recovery became the model for the brain injury rehabilitation provider's philosophy. Steve's recovery galvanized a belief that people with brain injuries should have a place to heal, and Dr. Ashley and his family could provide this essential service. Dr. Ashley's dedication to understanding brain injury through personal experience, treating patients and research has helped countless patients over his 40 years of developing clinical therapies.



He established the Clinical Research and Education Foundation, a nonprofit research organization that advances public and clinical understanding of brain injury causes and treatment in 2011. He has served on numerous committees and boards for organizations focused on brain injury treatment, research and outcomes. A published author on brain injury rehabilitation, Dr. Ashley has not only written books but also had his work and research published in peer-reviewed journals and research publications.

Today, Dr. Ashley serves the Executive Chairman of the Board of Centre for Neuro Skills, which operates post-acute brain injury rehabilitation programs in Austin, Bakersfield, Dallas, Fort Worth, Houston, Los Angeles, and San Francisco.

Among many awards, Dr. Ashley was honored in 2023 with BIAA's Sheldon Berrol, MD Clinical Service Award recognizing his outstanding contributions to improving the quality of care, professional training, and education in the field of brain injury. He received a Master of Science degree in Speech Pathology and holds a Doctor of Science degree from Southern Illinois University in Carbondale, Ill. He received a Doctor of Science degree from State University of New York at Geneseo. He is a licensed Speech Language Pathologist in California and Texas and is both a Certified Case Manager and Certified Brain Injury Specialist Trainer.








Join us as we honor Dr. Ashley's incredible contributions to the field of brain injury rehabilitation!





PARTNERSHIP OPPORTUNITIES

Demonstrate Your Commitment By sponsoring the Luminary of the Year Campaign, your organization will be recognized as a champion for an underserved and resilient community. Together, we can create a future where every brain injury survivor has access to the support, resources, and respect they deserve.

Investment Level	Presenting Sponsor \$50,000	Platinum Sponsor \$35,000	Gold Sponsor \$25,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000
Number of Table(s) for 10 guests at Luminary of the Year Celebration	Up to 3	Up to 2	1	1	1
Event Naming Opportunity "presented by:___"					
Opportunity to share welcome message from the podium during event					
Representative involved in program night of the event					
Program book ad	Back cover placement	Full page	Half page	Quarter page	Listing
Logo inclusion in promotional and communication materials					
Recognition on BIAA website	Logo and link	Logo and link			
Recognition on Luminary of the Year website	Logo and link	Logo and link	Logo and link	Logo	Listing
Recognition in slides shown during dinner	Dedicated slide	Dedicated slide	Dedicated slide	Listing	Listing
Logo in recognition materials post-event honoring fundraisers (THE Challenge! Magazine, social media channels, etc.)	Logo	Logo	Logo	Logo	Listing
Event thank you signage	Logo	Logo	Logo	Logo	Listing

Specialty sponsorship packages available such as Survivor & Caregiver Travel Sponsor, Fund the Mission Match Sponsor, Bar Sponsor and others. Contact **Paula Eichholz** at peichholz@biausa.org or **Kelly Garman** at kgarman@biausa.org for additional information.



PARTNERSHIP COMMITMENT FORM

Company/Individual Name (as you would like it to appear in materials):

Contact name:

Address:

City, State, Zip

Phone:

Email:

Select level:

\$50,000 Presenting sponsorship

\$10,000 Silver sponsorship

\$35,000 Platinum sponsorship

\$5,000 Bronze sponsorship

\$25,000 Gold sponsorship

Contact for logo and ad (if applicable):

Name:

Email:

PAYMENT INFORMATION

Please send invoice.

Contact me for credit card payment.

Check will be mailed to PO Box 7416, Merrifield VA 22116-7416. Please note that it is for Luminary of the Year.

I'd like to make a donation to the Brain Injury Association of America. Amount: \$

Signature:

Date:

Please submit completed form to **Paula Eichholz** at peichholz@biausa.org
or **Kelly Garman** at kgarman@biausa.org

