



LUMINARY OF THE YEAR TEXAS — 2026

presented by The Moody Endowment

Thursday, October 15, 2026
Crystal Ballroom at The Rice
Houston, Texas

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

Signature Campaign Partnership Opportunities



Questions? Contact Paula Eichholz peichholz@biausa.org



Why support the Luminary of the Year Campaign?

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

As Texas' **leading voice on brain injury**, the Brain Injury Association of America, Texas Chapter (BIAA-TX) is dedicated to improving the quality of life for individuals affected by acquired brain injury across their lifespan. **More than 7.9 million Texans** have experienced one or more traumatic brain injuries in their lifetime, and thousands more have sustained non-traumatic brain injuries such as stroke, anoxic injury, brain tumor, or brain infection. National research indicates that just over 47% of people with a history of brain injury live with at least one functional disability; an estimated **3.7 million Texans** may be living with disability related to brain injury.

Current Landscape

The Brain Injury Association of America recently released *The 2026 State of Brain Injury Report*, a comprehensive national analysis developed in collaboration with leading experts in brain injury and neurorehabilitation. This report highlights the profound and far-reaching impact of acquired brain injury on survivors, families, caregivers, and entire communities.

"As leaders in the brain injury community, it is incumbent on us to accurately portray the scale of brain injury in America and what needs to be done to address it."

- Rick Willis, President and CEO of the Brain Injury Association of America

By sponsoring Luminary of the Year, you help strengthen BIAA-TX's ability to deliver critical support for survivors, caregivers, and healthcare professionals, advance groundbreaking research, advocate for public policies that support rehabilitation and long-term recovery, expand access to resources, and increase the number of clinicians with specialized training to ensure excellent care at every stage of rehabilitation.

The Value of Your Support

Each year, BIAA-TX delivers help, hope, and healing to the millions of Texans affected by acquired brain injury. Funds raised through Luminary of the Year support these core initiatives:

- **The National Brain Injury Information Center (NBIIIC):** Our team responds to thousands of inquiries each year, connecting survivors, caregivers, and professionals with accurate information, resources, and referrals.
- **Advocacy:** We mobilize statewide and national networks to educate policymakers, protect, and expand essential programs, and uphold commitments to high-quality brain injury care.
- **Community Outreach:** We build strong partnerships with hospitals, rehabilitation facilities, schools, community organizations, and state agencies to expand awareness of services, support groups, and care coordination.
- **Education and Professional Development:** We provide free educational webinars for survivors and caregivers and administer the Academy of Certified Brain Injury Specialists (ACBIS), which has certified more than 20,000 professionals nationwide.
- **Research Advancement:** Through the Brain Injury Research Fund, BIAA supports innovative research aimed at improving treatments and developing cures for chronic brain injury. With more than **1 in 4 Texans** experiencing a brain injury in their lifetime, investment in research is more critical than ever.

Your partnership through Luminary of the Year directly strengthens these efforts and helps ensure that every Texan impacted by brain injury has access to the support and resources they need.

Luminary of the Year Celebration

Thursday, October 15, 2026
Crystal Ballroom at The Rice
909 Texas St, Houston, TX

*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
TEXAS — 2026

RUSSELL SHEARN MOODY

The Moody Endowment, Board Member

Russell Moody & The Moody Endowment: A Legacy of Hope for Brain Injury Survivors

More than 40 years ago, Russell Moody's life changed in an instant. A serious automobile accident left him with a traumatic brain injury — and left his father, philanthropist Robert Moody, Sr., confronting firsthand the profound lack of brain injury rehabilitation resources available to families in crisis. Rather than accept those limitations, Robert Moody, Sr. immersed himself in learning about neurorehabilitation and channeled that knowledge into action, establishing what is now the Moody Neurorehabilitation Institute, a pioneering post-acute brain rehabilitation center recognized today as a leader in the field.

Russell's story of courage became the foundation for something far greater. Founded in 1985, The Moody Endowment has made a profound impact on thousands of individuals living with brain injuries, investing in technology, research, novel training systems, and therapeutic devices that advance the standard of care, while collaborating with organizations that have a proven track record of success.

Critically, the Endowment has emerged as a unifying force across the brain injury ecosystem. In 2023, it supported work to develop a national consensus around the practice of brain injury resource facilitation, a structured approach designed to reduce fragmented care, improve access across the continuum, and link survivors and families to resources that improve outcomes. By funding collaborative, cross-sector initiatives like this, the Endowment continues to expand its philanthropic focus to include numerous organizations, novel research, and scientific endeavors, strengthening the connective tissue between researchers, clinicians, and survivors nationwide.





LUMINARY OF THE YEAR TEXAS — 2026

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 \$30,000	Gold Sponsor \$15,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000
Number of Table(s) for 10 guests at Luminary of the Year Celebration	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				
Logo inclusion in promotional and communication materials			Listing	
Recognition on BIAA website	Logo and link			
Recognition on Luminary of the Year website	Logo and link	Logo and link	Logo	Listing
Recognition in slides shown during dinner	Dedicated slide	Dedicated slide	Listing	Listing
Logo in recognition materials post-event honoring fundraisers (Monthly BIAA - TX newsletter, social media channels, etc.)	Logo	Logo	Logo	Listing
Event thank you signage	Logo	Logo	Logo	Listing

Questions? Contact Paula Eichholz at peichholz@biausa.org or 703-761-0750

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



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:

\$30,000 Presenting sponsorship

\$10,000 Silver sponsorship

\$15,000 Gold sponsorship

\$5,000 Bronze 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 Texas Luminary of the Year.

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

Signature:

Date:

Please submit completed form to **Paula Eichholz** at peichholz@biausa.org

