



LUMINARY
OF THE YEAR
NATIONAL — 2026

Friday, November 13, 2026
The Schuyler Ballroom, Hamilton Hotel
Washington, DC

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

Signature Campaign Partnership Opportunities



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

Recognizing the need for a comprehensive look at the current state of brain injury in America, the Brain Injury Association of America has published The 2026 State of Brain Injury Report.

A collaboration from distinguished leaders in the field of brain injury and neurorehabilitation, The State of Brain Injury explores the impact that acquired brain injury has on millions of Americans - not just those who sustain brain injuries, but their families, caregivers, and 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 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 13, 2026

The Schuyler Ballroom
Hamilton Hotel
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**





GREGORY J. O'SHANICK, M.D.

Medical Director Emeritus, Brain Injury Association of America
President & Medical Director, Center for Neurorehabilitation Services

With nearly five decades of accomplishments across multiple disciplines, Dr. Gregory J. O'Shanick—1977 graduate of the UTMB School of Medicine—has established himself as a visionary leader committed not only to advancing medical outcomes but also to improving quality of life for individuals with neurologic injury. Entering UTMB at age 19 after two years at Ohio State University, he went on to Duke University Medical Center, where at age 26 he became Chief Resident in psychiatry while completing a fellowship in Psychosomatic Medicine. He later earned Board Certifications in Brain Injury Medicine, Psychosomatic Medicine, Behavioral Neurology and Neuropsychiatry, and Psychiatry.

In 1981, Dr. O'Shanick joined the Hauser Clinic in Houston, immersing himself in the developing field at the intersection of neuropsychiatry and neurorehabilitation—what would become known as brain injury medicine. Returning to academics at UT Houston and serving on the Board and Advisory Board of the Transitional Learning Community in Galveston from 1983 to 1991, he expanded his expertise and contributed to important advances in clinical care and research.

Recruited in 1984 to the Medical College of Virginia, he worked in the Departments of Psychiatry and Rehabilitation Medicine, addressing complex post-trauma issues including late-onset hydrocephalus, neurobehavioral changes, functional neuroimaging, and vocational and community re-entry after traumatic brain injury (TBI). During this time, he continued collaborating with his mentor, Dr. Mary Ellen Hayden, serving as Medical Director of PATE Rehabilitation in Texas.

In 1991, he and his wife Alison, a speech-language pathologist, founded the Center for Neurorehabilitation Services (CNS) in Richmond, Virginia. CNS has since provided outpatient evaluations and rehabilitation to more than 7,500 individuals from across the U.S. and internationally. Faculty appointments at the University of Virginia and the University of Southern California broadened his opportunities for mentorship and leadership. His clinical work spans the full continuum of TBI care—from emergency response at equestrian events to ICU agitation management, inpatient and outpatient rehabilitation, residential programs, and vocational reintegration.

A dedicated leader in professional service, Dr. O'Shanick served for 16 years as the inaugural National Medical Director of the Brain Injury Association of America, earning the title Medical Director Emeritus. He was a founding Board Governor of the Academy for Certification of Brain Injury Specialists and served on the inaugural national examination committee for the brain injury medicine subspecialty. His scholarly output includes three books, 15 textbook chapters, and more than 90 peer-reviewed publications, and he has been a frequently featured expert on major media outlets. His collaboration with the CDC produced the first federal diagnostic criteria for mild TBI in 2003.

His academic children and grandchildren whom he has trained and influenced stand as his ongoing legacy to this field, while his beloved team of rehab professionals at CNS who have been with him more than 20-30 years, continue to bring him pride and humility in their dedication and compassion. However, nothing can eclipse the gratitude and overwhelming sense of love he feels for his wife, his five children, their spouses, and his seven grandchildren who endured countless late dinners, phone interruptions, and last minute schedule changes to share him with his patients and his life's calling.





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 **Kelly Garman** at kgarman@biausa.org or **Paula Eichholz** at peichholz@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

Other \$

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 **Kelly Garman** at kgarman@biausa.org or
Paula Eichholz at peichholz@biausa.org

