

BRAINTRUST
CANADA



 **PUSHOR
MITCHELL**
LAWYERS

WEST COAST BRAIN INJURY CONFERENCE

***BEYOND INJURY: BRAIN INJURY AS
A HUMAN RIGHTS ISSUE***

Reframing Care, Justice, and
Social Equity Through a Human
Systems Lens

SPONSORSHIP PROSPECTUS

OCTOBER 29 & 30, 2025 - KELOWNA, BC

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FOR INQUIRIES

250-762-3233
MARKETING@BRAINTRUSTCANADA.COM



ABOUT WCBIC 2025

DATE

October 29 & 30, 2025

GENERAL INQUIRIES

marketing@braintrustcanada.com

CITY/PROVINCE

Kelowna, BC

VENUE

Metro Hub
(Located in downtown Kelowna)

ADDRESS

1265 Ellis Street
Kelowna, BC
V1Y 1Z7



IMPORTANT DATES

AUGUST 2025

Attendee online
registration
opens

SEPT 15, 2025

Early bird deadline
for attendee
registration

OCT 30, 2025

Day of conference,
tickets available at
conference venue

BEYOND INJURY: BRAIN INJURY AS A HUMAN RIGHTS ISSUE

REFRAMING CARE, JUSTICE, AND SOCIAL EQUITY THROUGH A HUMAN SYSTEMS LENS

In line with this year's theme, "Beyond Injury: Brain Injury as a Human Rights Issue," we will explore how brain injury intersects with fundamental human rights, including access to healthcare, justice, housing, and employment. Through engaging discussions, we'll examine the systemic barriers faced by individuals with brain injuries and highlight the role of human system dynamics in creating more equitable outcomes. Together, we'll explore how cross-sector collaboration and rights-based approaches can reduce harm and improve quality of life for people affected by brain injury.

By attending or sponsoring, you are helping shift the conversation — recognizing that brain injury is not just a health issue, it is a human rights issue. Your participation supports our mission to expose and address the systemic neglect faced by individuals with brain injuries, especially those impacted by poverty, incarceration, homelessness, and violence. Together, we can build a stronger, more equitable community where every person has the right to safety, healthcare, housing, dignity, and justice.

Join us for this important and transformative event. Together, we can build a future where housing, healthcare, and inclusion are treated as basic rights, not privileges.

BRAIN INJURY BY THE NUMBERS



minutes, someone in Canada sustains a traumatic brain injury



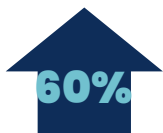
more likely to become incarcerated



people experiencing homelessness live with brain injury



of intimate partner violence survivors experience brain injury symptoms



more likely to develop depression



people accessing mental health & substance use services have a history of brain injury

WHY PARTICIPATE?

The West Coast Brain Injury Conference (WCBIC) 2025 brings together thought leaders, advocates, and professionals from across North America to explore brain injury as a human rights issue. This year's theme focuses on reframing care, justice, and social equity by addressing the systemic barriers individuals with brain injury face. Through collaborative discussions and networking, WCBIC aims to drive real change toward more equitable, inclusive systems.

Partners of WCBIC 2025 will gain valuable exposure and connection opportunities across healthcare, justice, housing, and social services sectors. Benefits include:

- Visibility on the WCBIC 2025 website and BrainTrust Canada social media
- Corporate acknowledgment in event marketing and media
- Onsite recognition among key decision-makers
- Direct connections with community leaders, advocates, and industry experts
- Opportunities to build relationships and engage new audiences

WHO WILL ATTEND?

WCBIC 2025 will bring together a wide range of professionals and advocates committed to advancing human rights, equity, and improved outcomes for individuals living with brain injury. Attendees include:

- Leaders from brain injury organizations, health services, and community agencies
- Policy makers, legal professionals, and human rights advocates
- Innovators and sector leaders in healthcare, housing, and justice
- Social workers, counsellors, case managers, and frontline service providers
- Researchers and academics focused on brain injury, social justice, and systemic change
- Emerging professionals and students invested in equity-driven care
- Media representatives covering health, social issues, and human rights

This event offers a meaningful space to build connections, exchange knowledge, and align your organization with efforts to drive system-wide change.



BRAINTRUST CANADA

Founded in 1986, BrainTrust Canada is the only organization in the Central and North Okanagan that solely focuses on providing brain injury rehabilitation, prevention, and education programs and services. Our overall mission includes:

- Bringing the issue of brain injury to the forefront
- Reducing preventable brain injuries
- Maximizing the potential of those who have been affected by brain injury

Beyond Injury: Brain Injury as a Human Rights Issue,” we aim to explore and address the systemic barriers individuals with brain injuries face in accessing basic rights such as healthcare, housing, justice, and meaningful inclusion. Our goal is to advance knowledge and promote solutions that move beyond traditional systems, fostering cross-sector collaboration and rights-based approaches. As organizers of the annual Pushor Mitchell West Coast Brain Injury Conference (WCBIC), we are committed to equipping professionals with both research and practical strategies to improve outcomes and promote equity for those affected by brain injury.

To learn more, read our [2024 Annual Report](#).

BRAINTRUST
CANADA

PUSHOR MITCHELL LLP

Pushor Mitchell has been Kelowna's trusted legal advisor of choice for more than 40 years. At Pushor Mitchell, we apply the principles of innovation to find solutions in places no one else is looking. By combining expertise and creativity in equal measure, we identify the right outcome for each unique legal challenge that our clients encounter. Other law firms provide alternatives; we provide answers.

Every one of us at Pushor Mitchell is committed to our clients and to Kelowna. We have developed countless long-term relationships through practical advice and conscientious service, and we have established ongoing support with professional, charitable, athletic, and cultural organizations throughout the Okanagan. Many of us were born and raised right here, while others hail from abroad. But no matter how we came to Pushor Mitchell, we all share a common characteristic: we genuinely contribute to the community around us.



OUR PARTNERS

CGB CENTRE FOR TRAUMATIC LIFE LOSSES

The Constable Gerald Breese Centre for Traumatic Life Losses was founded to honour the legacy of Constable Gerry Breese, a 17-year RCMP veteran who tragically passed away following a traumatic brain injury. Established by his family, the Centre is dedicated to supporting individuals and families who have experienced catastrophic loss through death, serious injury, or other life-altering events.

The Centre offers therapeutic programs, counselling services, group support, retreats, and health resources for those navigating grief, trauma, mental health challenges, substance use, and acquired brain injury. In addition to direct support services, the Centre works to increase public education and awareness around these issues through workshops, seminars, and advocacy. The organization also focuses on improving access to care, community supports, and housing options for individuals facing traumatic life losses.

By fostering understanding and providing compassionate, practical support, the CGB Centre strives to help individuals and families rebuild their lives after devastating loss.

To learn more, visit [here](#).



SOUTH OKANAGAN SIMILKAMEEN BRAIN INJURY SOCIETY

Founded in 1989 by brain injury survivors and their families, the South Okanagan Similkameen Brain Injury Society (SOSBIS) is a registered charity providing essential support to individuals and families living with the effects of traumatic and acquired brain injuries.

Through a range of programs and resources, SOSBIS works to enhance quality of life, reduce the long-term impacts of brain injury, and address related challenges such as mental health concerns and housing instability. The organization is committed to raising awareness, offering practical tools, and delivering meaningful support to individuals, caregivers, and families at every stage of recovery.

To learn more, visit [here](#).



MARCH OF DIMES CANADA

March of Dimes Canada is a national charity dedicated to supporting and empowering the more than eight million people living with disabilities across the country. With over 70 years of experience, the organization provides essential programs and services that help individuals live independently, participate fully in their communities, and achieve their personal goals.

From rehabilitation and employment services to community-based supports and caregiver resources, March of Dimes Canada focuses on breaking down barriers and promoting equity. Their work is grounded in the lived experiences of people with disabilities and continues to evolve to meet changing needs, fostering more inclusive, accessible communities from coast to coast.



WCBIC 2025 VENUE & ACCESS



© Metro Community

Located in the heart of Kelowna's Cultural District, Metro Hub is a modern industrial-chic venue just steps from the waterfront.

Welcoming guests since early 2024, Metro Hub has been booking both community gatherings and private bookings, with proceeds supporting outreach programs for individuals experiencing homelessness and poverty in Kelowna.

ACCESS



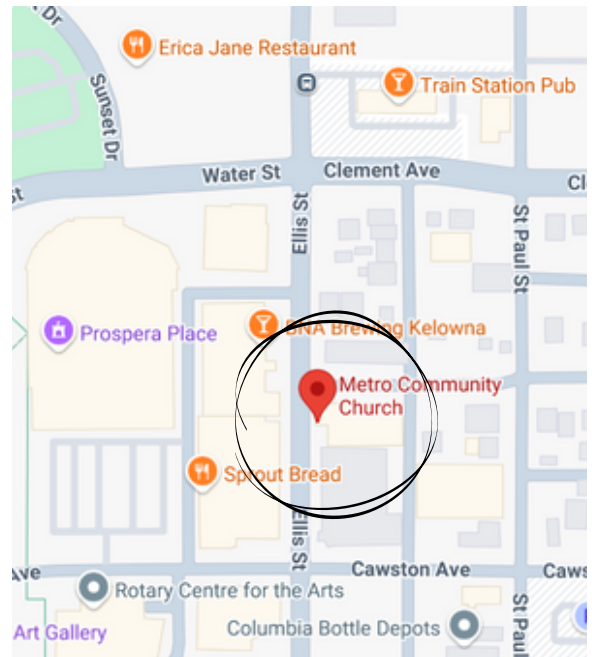
10 minute walk from Queensway bus terminal
Bus lines 1, 2, 5, 6, 9, 10, 11, 18, 70, 97



Taxi services - Kelowna Cabs, Current Taxi, Checkmate Cabs, Uber, Uride



23 minutes from Kelowna International Airport



PARKING

Paid street parking is available

For your convenience, parking is available nearby at the Indigo Cawston & Ellis St parking lot, the Prospera Indigo parking lot, or the Library Parkade on Ellis Street.



PRE-CONFERENCE EVENT

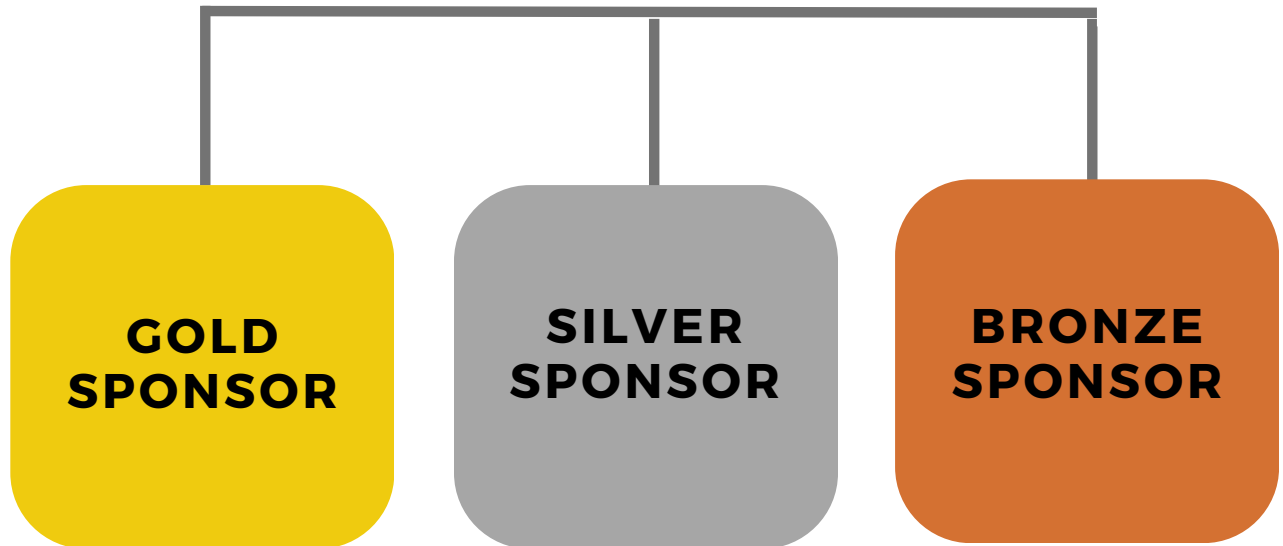
Join us on the evening of October 29, the night before the main conference, for a relaxed wine and cheese networking event hosted at Pushor Mitchell LLP in downtown Kelowna. This event is a chance to connect with fellow attendees, speakers, and community partners before the conference officially begins.

Along with networking, this evening offers an opportunity to start the conversation around this year's theme, "Beyond Injury: Brain Injury as a Human Rights Issue". Engage in informal discussions about how we can work together to address systemic barriers and build more equitable support systems for individuals with brain injuries.

Light refreshments will be provided. All conference attendees are invited to join.

Ticket information will be released soon. Space will be limited, so we encourage early registration once tickets become available.

SPONSORSHIP OPPORTUNITIES



GOLD SPONSOR

\$5,000

REGISTRATION

- 4 complimentary full-registration passes
- 2 complimentary tickets to the pre-conference event

ADVERTISEMENT & ACKNOWLEDGEMENT

- Inclusion of the sponsor's promotional material (1) in each delegate welcome bag
- 1 full page advertisement in the final program
- Priority to choose inside front cover or inside back cover for the final program advertisement
- Verbal recognition from the podium at the opening ceremony
- Logo on promotional banner displayed on site
- Acknowledgement on selected conference signage, conference web page, final program, remaining promotional email blasts, remaining press releases, and BrainTrust Canada social media platforms
- Logo and exhibitor profile in the final program exhibitor list
- Opportunity to introduce speaker of choice

EXHIBITION

- Complimentary physical space in the exhibition area

SILVER SPONSOR

\$2,500

REGISTRATION

- 3 complimentary full-registration passes
- 2 complimentary tickets to the pre-conference event

ADVERTISEMENT & ACKNOWLEDGEMENT

- Inclusion of the sponsor's promotional material (1) in each delegate welcome bag
- 1/2 page advertisement in the final program
- Verbal recognition from the podium at the opening ceremony
- Logo on promotional banner displayed on site
- Acknowledgement on selected conference signage, conference web page, final program, remaining promotional email blasts, remaining press releases, and BrainTrust Canada social media platforms
- Logo and exhibitor profile in the final program exhibitor list

EXHIBITION

- Complimentary physical space in the exhibition area

BRONZE SPONSOR

\$1,000

REGISTRATION

- 2 complimentary full-registration passes

ADVERTISEMENT & ACKNOWLEDGEMENT

- Inclusion of the sponsor's promotional material (1) in each delegate welcome bag
- 1/2 page advertisement in the final program
- Logo on promotional banner displayed on site
- Acknowledgement on selected conference signage, conference web page, final program, remaining promotional email blasts, remaining press releases, and BrainTrust Canada social media platforms
- Logo and exhibitor profile in the final program exhibitor list

EXHIBITION

- Complimentary physical space in the exhibition area

IN-KIND SPONSORSHIP OPPORTUNITIES

We are happy to discuss ways your business can contribute to the West Coast Brain Injury Conference, if none of the above sponsorship opportunities meet your needs. Any and all support is greatly appreciated and bolsters the quality and impact of the conference.

REGISTRATION

- 1-2 complimentary full-registration passes

ADVERTISEMENT & ACKNOWLEDGEMENT

- Logo on promotional banner displayed on site
- Acknowledgement on selected conference signage, conference web page, final program, remaining promotional email blasts, remaining press releases, and BrainTrust Canada social media platforms



ABOUT THE AREA

WCBIC 2025 takes place in Kelowna, BC - the entry point to the breathtaking Okanagan Valley. Nestled in the Southern Interior of British Columbia, this area is renowned for its vineyards and fruit farms. Kelowna, the primary urban center, graces the picturesque shores of Okanagan Lake.

To learn more, please visit [Tourism Kelowna](#).

Kelowna offers a wide range of accommodations to suit every preference and budget. Whether you are looking for a luxury resort, a boutique hotel, or something more casual like a bed and breakfast or motel, you will find plenty of options. Many hotels are conveniently located in the heart of downtown Kelowna, just steps away from the conference venue, restaurants, and waterfront parks, making it easy to enjoy all the city has to offer during your stay.

- [Delta Hotels by Marriott Grand Okanagan Resort](#)
This lakeside resort sits in the heart of downtown Kelowna, steps from the waterfront boardwalk, restaurants, and shops, with both indoor and outdoor pools, spa services, meeting space, and stunning lake or mountain views from many rooms.



© Marriott

- [Royal Anne Hotel](#)
A historic boutique hotel located on Bernard Avenue in downtown Kelowna, offering 52 stylish rooms with terraces, a free continental breakfast, rooftop access, and close proximity to City Hall, waterfront parks, and local dining.



© Royal Anne

ABOUT THE AREA

- Hotel Zed Kelowna

A playful retro-themed motel in the city core, featuring quirky rooms, a rooftop patio, seasonal pool, hot tub, sauna, games rooms, free bike/roller-skate rentals - all aimed at delivering a fun, memorable stay.



© Hotel Zed

- Prestige Beach House

A contemporary, beachfront property across from Hot Sands Beach, offering 67 rooms (some with balconies), indoor pool, hot tub, fitness center, on-site dining, and a laid-back lakeside ambiance.



© Prestige Hotels & Resorts

- The Royal Kelowna

An upscale all-suite waterfront hotel with one-to-three-bedroom accommodations featuring full kitchens, gas fireplaces, and balconies, plus rooftop infinity pool and hot tubs, fitness center, steam room, and breezy access to Okanagan Lake.



© The Royal Kelowna



DONATION OPPORTUNITIES

If you are unable to attend the conference, we encourage you to support our work through a donation. Brain injury is a hidden epidemic — one of the leading causes of death and disability, yet consistently underfunded and overlooked. Every three minutes, someone's life changes due to brain injury, often with devastating consequences for their health, housing, and basic rights.

Your donation directly supports BrainTrust Canada's mission to advocate for and assist people living with brain injury in the Central and North Okanagan. It allows us to expand vital services, amplify survivor voices, and challenge the systemic barriers that too often leave people without the care, dignity, and opportunity they deserve.

Help us turn awareness into action. Your support can change lives.





WEST COAST BRAIN INJURY CONFERENCE

HOW TO BOOK

FOR MORE CONFERENCE DETAILS:

CLICK TO VISIT
WWW.BRAINTRUSTCANADA.COM/EVENTS/WCBIC2025

**TO BOOK A SPONSORSHIP
OPPORTUNITY, CONTACT:**

Kate Stoodley
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marketing@braintrustcanada.com



**WEST COAST
BRAIN INJURY
CONFERENCE**



**THANK YOU FOR YOUR
GENEROUS SUPPORT**

WCBIC 2025

c/o BrainTrust Canada
Conference Organizing Committee
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Kelowna, BC V1Y 6L2

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marketing@braintrustcanada.com

www.braintrustcanada.com/events/wcbic2025