



BoniCon: Sponsorship Packet

Executive Summary

BoniCon is a first-of-its-kind conference dedicated to **adults living with scoliosis**, hosted by **The Bionic Project**—a global advocacy and education platform serving thousands of patients worldwide.

This in-person event convenes patients, medical professionals, movement specialists, and advocates to address the long-term realities of scoliosis beyond diagnosis and surgery. Through education, movement, and community, BoniCon fills a critical gap in adult scoliosis care.

Sponsorship Impact at a Glance:

- Direct access to a highly engaged, underserved patient population
- Alignment with patient-centered, evidence-based care
- Meaningful brand visibility before, during, and after the event
- Tangible community impact through scholarships and education

Fundraising Goal: \$20,000

Event Details: April 17–19, 2026 | Embassy Suites by Hilton Philadelphia Airport

About BoniCon

BoniCon is a first-of-its-kind conference dedicated to **adults living with scoliosis**—a vastly underserved population navigating pain management, movement, mental health, identity, and long-term spine care. Hosted by **The Bionic Project**, BoniCon brings together patients, medical professionals, movement experts, and advocates for an empowering, educational, and community-driven experience.

Our goal is to bridge the gap between clinical care and real life—centering lived experience, evidence-based education, and hope.

2026 Event Snapshot

- **Audience:** Adults with scoliosis (18+), post-op patients, non-surgical patients, caregivers, physical therapists, surgeons, and allied health professionals
- **Format:** Keynotes, panels, movement workshops, community sessions, and sponsor activations
- **Dates:** April 17–19, 2026
- **Location:** Embassy Suites by Hilton Philadelphia Airport

- **Expected Attendance:** 100+ attendees
- **Digital Reach:** Thousands more via The Bionic Project's global online community

Why Sponsor BioniCon?

Sponsoring BioniCon positions your organization as a **leader in patient-centered spine care** and a champion of innovation, inclusivity, and long-term outcomes.

Benefits to Sponsors

- Direct access to a highly engaged, niche audience
- Brand alignment with empowerment, education, and innovation
- Meaningful visibility beyond traditional medical marketing
- Opportunity to build long-term trust with patients and providers

Ideal partners include:

- Hospitals & spine centers
- Medical device and orthopedic companies
- Physical therapy & rehabilitation clinics
- Wellness, movement, and recovery brands
- Health tech and patient-support platforms

Fundraising Goal

\$20,000 Total Sponsorship Goal

Funds directly support:

- Venue and accessibility costs
- Speaker honorariums
- Scholarships for patients in financial need
- Event production and materials
- Community-building programming

Suggested Sponsorship Mix

To reach our **\$20,000 fundraising goal**, we are seeking a balanced mix of partners across sponsorship levels. Below is one example of how sponsorships may be structured:

- **1 Presenting Partner** at \$7,500
- **2 Platinum Sponsors** at \$5,000 each (\$10,000)
- **1 Gold Sponsor** at \$3,500

Total: \$21,000

This mix allows for flexibility and ensures meaningful visibility for each partner while supporting a diverse group of organizations—from large hospital systems to private clinics and mission-aligned brands.

We are also happy to customize sponsorship levels to align with your organization's goals and budget.

Sponsor Commitment Timeline

To ensure maximum visibility and seamless event planning, we recommend the following sponsorship commitment timeline:

8–10 Weeks Before Event

- Sponsor commitment confirmed
- Logo and brand assets submitted
- Initial promotion begins (website, email, social media)

6–8 Weeks Before Event

- Exhibitor needs confirmed (tables, power, space requirements)
- Sponsored session or activation details finalized (if applicable)

4 Weeks Before Event

- Inclusion in printed materials guaranteed
- Gift bag materials due

Event Week

- Final sponsor acknowledgments
- On-site activations and exhibitor participation

Post-Event (Within 2 Weeks)

- Sponsor thank-you communications
- Delivery of post-event impact report and engagement metrics

Sponsorship Tiers

Presenting Partner – \$7,500

Top-tier visibility without naming rights

Benefits include:

- Premier logo placement on all event materials (digital + print)
- Featured acknowledgment during opening session
- Prime exhibitor table placement
- 2 complimentary conference passes
- Dedicated social media + email feature
- Post-event impact report

Platinum Sponsor – \$5,000

High-impact partnership

Benefits include:

- Logo placement on website, signage, and program

- Exhibitor table
- Verbal acknowledgment during main sessions
- 1 complimentary conference pass
- Social media thank-you feature

Gold Sponsor – \$3,500

Strong mid-level visibility

Benefits include:

- Logo placement on website and shared signage
- Opportunity to provide branded materials
- Group acknowledgment during the event
- 1 complimentary conference pass

Silver Sponsor – \$2,000

Community supporter

Benefits include:

- Logo placement on sponsor page
- Group acknowledgment during the event
- Ideal for clinics, private practices, and small businesses

Community Supporter – \$1,000

Accessible entry-level sponsorship

Benefits include:

- Name listed on sponsor page
- Group acknowledgment during the event
- Ideal for small businesses and solo practitioners

Custom & In-Kind Sponsorships

We welcome **custom partnerships**, including:

- Scholarship sponsorships
- Sponsored movement sessions or panels
- In-kind donations (printing, wellness products, tech, refreshments)

Let's build something meaningful together.

About The Bionic Project

The **Bionic Project** is a global community and platform supporting adults with scoliosis through education, advocacy, movement, and connection. We believe bodies are not broken—they are **bionic**.

Sponsor FAQs

Who attends BoniCon?

BoniCon is attended by adults with scoliosis (18+), post-op and non-surgical patients, caregivers, physical therapists, surgeons, and allied health professionals.

Is this a patient-focused or provider-focused event?

BoniCon is patient-centered while remaining clinically informed. Sponsors benefit from authentic engagement with patients and visibility among care providers.

How will sponsors be recognized?

Sponsors receive recognition based on their tier, including logo placement, on-site acknowledgment, exhibitor opportunities, digital promotion, and post-event reporting.

Can hospitals or clinics participate without exhibiting?

Yes. Sponsorship does not require on-site exhibiting and can focus solely on education, scholarships, or general support.

Are custom sponsorships available?

Absolutely. We are happy to tailor sponsorships to meet your organization's goals, budget, and community initiatives.

How are sponsorship funds used?

Funds directly support event production, speaker honorariums, accessibility needs, and scholarships for patients with financial barriers.

Let's Partner

We would love to discuss how BoniCon can align with your organization's mission and community goals.

Contact: The Bionic Project Team

 hello@thebionicproject.com

 www.thebionicproject.com

 [Instagram: @the_bionicproject](#)

Thank you for supporting the future of adult scoliosis care, community, and connection.

