Sponsorship Pack 2026

Birmingham Disability Festival

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About Birmingham Disability Festival

Aston University, Aston Street
Saturday 4th July - 11am til 6 pm

Birmingham Disability Festival is now in its third year. It is an opportunity for the disabled community to celebrate, collaborate, and meet during Disability Pride Month (July).

By supporting this festival, partners will have access to 26.7% of the West Midlands population (Family Resources Survey) and their friends and family.

With an annual spending power of disabled people and their households in the WMCA region at £29.4bn, this is an opportunity to support a hugely powerful population in the region.



Meet the team

Ways for Wellbeing UK CIC

BMet
Inspiring futures, realising dreams.

Aston University
BIRMINGHAM UK

West Midlands
Combined Authority

Our Mission



The Birmingham Disability Festival Committee is committed to hosting a festival that celebrates the disabled community, promoting inclusivity, representation, and empowerment of disabled individuals within Birmingham.

We want to celebrate all of our Abilities and shout about them and how proud we are!

We welcome local businesses of all sizes, including independent sole traders, small enterprises, social enterprises, charities, and community interest companies that are owned by, managed by, or provide goods or services for disabled individuals based in the West Midlands.

Our aim is to create a festival that is fun, interactive, and informative for attendees, showcasing our talents, skills, and businesses!

Our 2026 aims:

Foster Inclusion
Organise a fun and informative celebration of disabilities.
Celebrate and advocate for the active inclusion and promotion of disabled individuals within the West Midlands by providing services and goods for the disabled community.

Promote Diversity
Encourage, support, and facilitate the entry and advancement of disabled individuals into industry, work, and volunteering by offering resources, guidance, and mentorship.

Show the community around us our skills and how we have adapted the world to make it work for us.

Highlight Impact
Showcase the invaluable contributions of disabled business owners, sole traders, social entrepreneurs, and charities, emphasising their role in shaping a more inclusive and diverse industry landscape.

Advocate for Change
Collaborate with businesses, universities, colleges, local authorities, policymakers, changemakers, broadcasting organisations, and others to create fair and accessible environments that recognise and leverage the expertise of disabled talent.

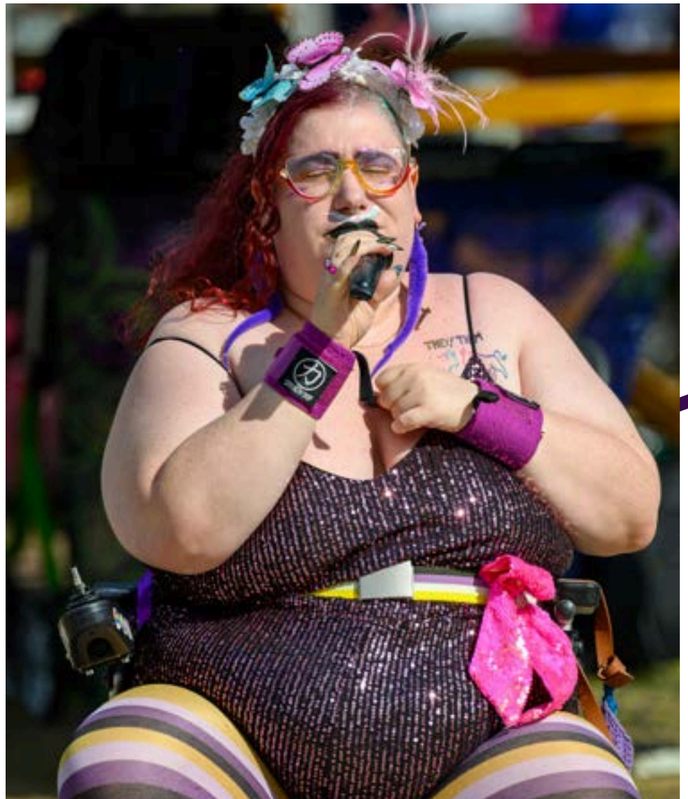
Build a Supportive Community
Cultivate a collaborative and supportive community for disabled business owners, sole traders, volunteers, students, charities, allies, and other organisations.
Celebrate disabilities and all that we can achieve as disabled individuals.
Foster networking opportunities and knowledge exchange.











Supporting Birmingham Disability Festival

Catering Sponsor: £2,750

Your sponsorship will cover the costs of providing refreshments, lunch for guests and in-person attendees, and drinks during the event. By keeping the speakers refreshed and energised during breaks, your contribution ensures that every moment of the event is optimised for valuable networking opportunities and meaningful connections.



BENEFITS

- Prominent brand exposure will be featured on event signage and promotional materials related to refreshments, lunch, and the celebrations. Expressions of gratitude will take place during the opening and closing remarks at the festival.
- Exclusive branding opportunities will be available on catering-related items such as napkins, cups, and food containers, ensuring that your logo and messaging are prominently displayed to attendees throughout the event.
- Networking opportunities with attendees, panellists, moderators, and fellow sponsors will foster connections and collaborations.





Accessibility Sponsor: £5,650

As our Accessibility Sponsor, you'll break barriers and ensure full engagement at the Disability Festival. Your support provides vital services like live captioning and BSL interpreters, accessibility facilities and therapy animals, amplifying every voice and story.

BENEFITS

- Prominent recognition as the Accessibility Sponsor across all forum materials, encompassing our website, social media channels, and event signage, before, during, and after the event.
- Gratitude acknowledgment during opening and closing remarks at the forum.
- Exclusive visibility through dedicated mentions in press releases, newsletters, and media coverage, highlighting your commitment to accessibility.
- Networking opportunities with influential journalists, disability advocates, and industry leaders, fostering meaningful connections and collaborations.
- Customised engagement that align with your organisation's mission and values, amplifying your impact and visibility within the disability community.

Activities Sponsor: £15,250

As our Activities Sponsor, you'll break barriers and ensure full engagement at the Disability Festival. Your support provides an opportunity for performers, dancers, musicians, comedians, DJ, sports and circus skills activities to showcase the abilities of all, for attendees to take part in interactive activities, amplifying every voice and story.

BENEFITS

- Prominent recognition as the Activities Sponsor across all forum materials, encompassing our website, social media channels, and event signage, before, during, and after the event.
- Gratitude acknowledgment during opening and closing remarks at the forum.
- Exclusive visibility through dedicated mentions in press releases, newsletters, and media coverage, highlighting your commitment to accessibility.
- Networking opportunities with influential journalists, disability advocates, and industry leaders, fostering meaningful connections and collaborations.
- Customised engagement that align with your organisation's mission and values, amplifying your impact and visibility within the disability community.



Headline Sponsor: £26,350

As the only festival occurring citywide in Birmingham for the second consecutive year, dedicated to celebrating abilities and created, organised, and featuring disabled business owners, artists, performers, and speakers, your sponsorship is vital in bringing this groundbreaking festival to life.

Your support includes providing catering, security, organisational assistance, accessibility, performers, guest speakers, and activities, all ensuring the seamless execution of the event. Additionally, your sponsorship facilitates live streaming of the festival and ideally covers the costs associated with accessibility services, guaranteeing that our event remains inclusive and accessible to all participants.

Supporting our event not only champions a pioneering cause but also highlights your commitment to advancing diversity, equity, and inclusion within Birmingham and for future young people aspiring to enter the industry.

By investing in our festival as the Headline Sponsor, you directly contribute to shaping the future of disability festivals. Your support provides aspiring disabled individuals with access to inspiring role models, invaluable networking opportunities, and essential resources, empowering them to flourish in their future careers.

Join us in making a tangible difference in the lives of disabled individuals and fostering greater inclusivity for future generations.





Headline Sponsor Benefits



- Prominent brand exposure featured as the Headline Sponsor across all event materials, including signage,
- promotional materials, and digital platforms, maximising your visibility and exposure to a diverse audience.
- Exclusive recognition during opening and closing remarks at the festival, recognising your pivotal role in making the event possible and contributing to its success.
- Strategic partnership with the festival organisers, allowing you to align your brand with the event's mission and values, and demonstrate your commitment to supporting the industry.
- Customised engagement that align with your organisational objectives, such as hosting branded sessions, workshops, or networking events.
- Networking opportunities with industry leaders, speakers, and attendees, fostering meaningful connections and collaborations that can drive business growth and innovation.
- Brand association with a reputable and influential event, enhancing your brand's credibility, authority, and recognition among key stakeholders.
- Social Impact demonstrating your corporate social responsibility by contributing to the accessibility of the festival, ensuring that all participants can fully participate and benefit from the event.

Additional Sponsorship Opportunities





Want to support a specific element of the day?

Human Library Sponsorship: Support Our Human Library speakers, whether it be one or several —speakers who may align with your organisation's values. The Human Library operates much like a traditional library where individuals go to borrow books. The key difference is that the "books" are human volunteers who have chosen to share their experiences openly with an interested audience, responding to any questions posed. **£450 per Speaker for 10 Speakers—feel free to sponsor as many as you wish.**

Sponsor either **one performer or multiple performers** who share your organisation's values. This tailored approach enables you to align your brand with the event's theme and engage meaningfully with the audience. **The cost is £500 per performer for up to 10 performance acts, and you can sponsor as many as you wish.**

Sponsor Specific Access Requirements

- BSL Interpreters - £1850 for 6 interpreters
- St Johns Ambulance on site - £465.00
- Therapy Animals - £550 per supplier
- Mobiloo on site - £2750

Volunteer Rewards - £1000 - £10 per volunteer (100 volunteers in total)
One element or several - elements that you value and align with as an organisation. This tailored approach allows you to align your brand with the event theme and engage with the audience in a meaningful way. - Your own amount that can be contributed as match funding towards different elements.

Optional Benefits

Maximise your sponsorship impact with our customisable add-on benefits. These enhancements offer exclusive opportunities to elevate your brand visibility, engagement, and influence at the event.

Customised Event Content: Customise or collaborate on event content such as workshops, breakout sessions, or panel topics to demonstrate your expertise and leadership in relevant areas. This tailored approach allows you to align your brand with the event theme and engage with the audience in a meaningful way.

Speaking Opportunity: Gain visibility and influence by delivering a keynote speech or participating in a panel discussion. This speaking opportunity provides a platform for you to share your insights and perspectives with the event audience, positioning your brand as a thought leader in the industry.

Exclusive Event Merchandise: You have the exclusive opportunity to showcase your brand by featuring your logo on event merchandise like T-shirts, tote bags, or notebooks. This extends your brand visibility beyond the event itself, leaving a lasting impression on attendees.



Optional Sponsorship Options

Sponsors can choose to sponsor different elements of the festival





Glossary of Terms





Terminology

We know people have different preferences when it comes to language.

We say “disabled people” as we adopt the Social Model of Disability, where we focus on making things more inclusive and break down barriers and biases for disabled people.

Our goal is to make society better for everyone by ensuring accessibility.





Our Perspective





We understand disability broadly, using it as an umbrella term. We recognise that not everyone has a formal diagnosis, and conditions and impairments can be visible, non-visible, and fluctuating.

Our definition of disability includes Deaf people, those who think differently (Neurodivergent), people with Learning Disabilities, Mental health conditions, chronic illnesses, or conditions that limit energy. This list is by no means exhaustive, as the spectrum of disability experiences is diverse and dynamic.





THANK YOU

To discuss sponsoring or supporting our event, please contact:

bhamdisabilityfestival@gmail.com

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