



# Purple Tuesday

Connecting brands to the \$13 trillion disability market



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# Ask yourself these 3 questions....

Purple  
Tuesday



- 1) Is your organisation accessing the \$13 trillion disability market?
- 2) Does your brand authentically represent customers with disabilities?
- 3) Does your organisation understand the needs of customers with disabilities?

**Purple Tuesday is the solution....**



# The Opportunity

## By sponsoring Purple Tuesday, you will:

- Align with the #1 brand improving the customer experience for people with disabilities
- Increase access to an untapped \$13 trillion disability market
- Demonstrate sector leadership in driving improvements to the lives of people with disabilities and their families
- Connect your staff and brand to an issue of growing significance e.g., ESG

**Interested?**



# What is the \$13 Trillion Disability Market?



## The Disability Market:

The disability market refers to the spending power of disabled people and their families. It represents a significant, yet often overlooked, consumer market sector.

### Significance:

Disabled people represent 17% of the global population and is the world's largest minority group. Yet less than 10% of organisations have a strategy to reach this market

### Opportunities:

Businesses that recognise and cater to the needs of disabled customers can tap into this lucrative market. This includes accessible products and services and inclusive marketing strategies.

### Challenges and Barriers:

Despite its potential, the disabled customer faces challenges, such as a lack of accessibility in physical and digital spaces, and limited product choices that meet specific needs.

### Importance of Inclusivity:

Embracing inclusivity unlocks the disability market. Companies that lead in accessibility are seen as socially responsible, enhancing their brand reputation and opening access to an untapped marketplace.



## What is

# Purple Tuesday

Purple Tuesday is a global initiative that is improving the customer experience for people with disabilities by working alongside brands and their staff teams to better connect with customers with disabilities and their families 365 days a year.

3 easy steps for organisations to get involved:

### 1. Commit

Organisations sign up to participate in the movement and make at least one commitment to improve accessibility or practice each year.

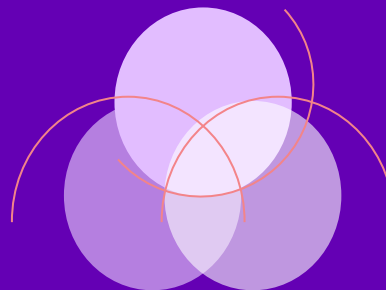
### 3. Celebrate

Organisations and disability communities celebrate the improvements made on the global disabled customer celebration day held each November –

12th November 2024

### 2. Implement

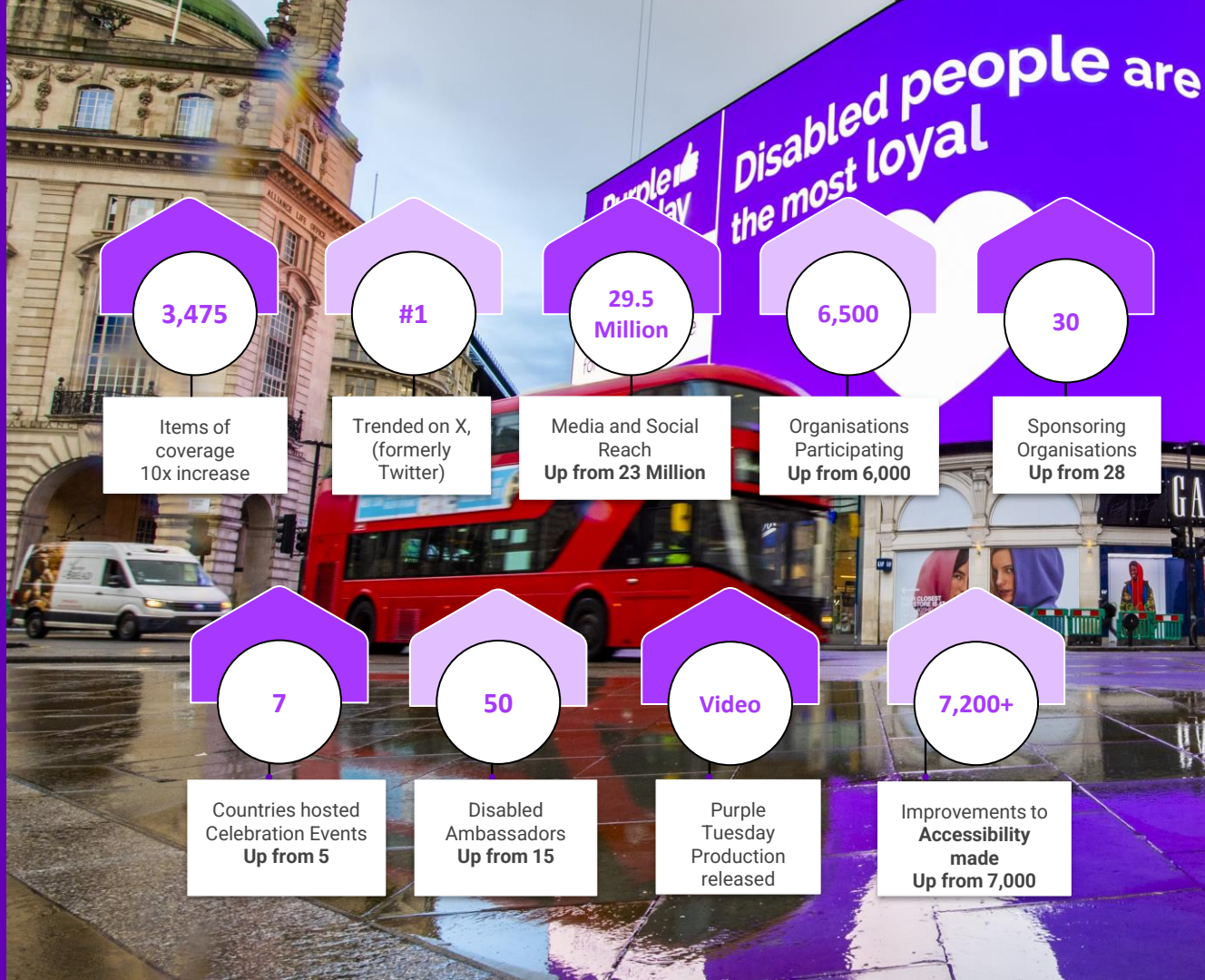
Organisations deliver their annual commitment to improve accessibility or practice.



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# Purple Tuesday

## 2023 Key Achievements



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# Brands already aligned with Purple Tuesday

Purple  
Tuesday



Plus 1000's more

- National and International sponsorship packages ranging from £45,000 – £1,500

|                             |         |
|-----------------------------|---------|
| ✓ Global Sector Sponsor     | £45,000 |
| ✓ Platinum National Sponsor | £9,999  |
| ✓ Gold National Sponsor     | £6,999  |
| ✓ Silver National Sponsor   | £3,999  |
| ✓ Bronze National Sponsor   | £1,499  |





# Sponsorship Benefits

## Bronze Level

- ✓ Purple Tuesday brand license, accessible marketing toolkit and joint communication plan
- ✓ Logo placement on Purple Tuesday website and event marketing collateral including across 25 community-based high street events
- ✓ Promotion across Purple Tuesday social platforms
- ✓ VIP invitations to Purple Tuesday Celebration Events

## Silver Level

- ✓ All Bronze level benefits including;
- ✓ 1 x delegate place at exclusive Disabled Customer Summit hosted on 3<sup>rd</sup> December, International Day for People with Disabilities
- ✓ Access to Purple 365, a disability training and development resource for all employees



# Sponsorship Benefits

## Gold Level

- ✓ All Bronze and Silver level benefits including;
- ✓ 2x delegate places at Disabled Customer Summit
- ✓ Case study included in Purple Tuesday newsletter disseminated to 6,500 organisations quarterly

## Platinum Level

- ✓ All Bronze, Silver and Gold level benefits including;
- ✓ 3x delegate places at Disabled Customer Summit
- ✓ Senior leader participation in panel discussions hosted by Purple Tuesday
- ✓ Personalised video message from Mike Adams OBE, founder of Purple Tuesday to use on your internal and external communications promoting your commitments to disability inclusion



# Global Sponsorship Benefits

Global sponsors benefit from the following extra benefits:

- ❖ Increased brand alignment at events with senior leader participation in panel discussions, welcome addresses and closing remarks
- ❖ Logo placement on Purple Tuesday production video shared globally
- ❖ A podcast interview with a Purple Tuesday Ambassador and influencer in the disability space
- ❖ Purple Tuesday Global Leaders Forum membership
- ❖ Disability Inclusion Leadership Coaching Programme
- ❖ Exclusive in-person visit by Mike Adams OBE, founder of Purple Tuesday to give a keynote address or equivalent#



# Purple Tuesday UK 2024 Celebration Events

- 25+ community-based events held in shopping centres and high streets across England, Scotland and Wales
- Bringing together disabled customers with Purple Tuesday Sponsors based in these communities to celebrate the improvements being made to accessibility and spotlight the products and services benefiting disabled people
- Sponsor logo placement on all marketing materials promoting each event including digital marketing screens in shopping centres and high streets.



# Purple Tuesday Disabled Customer Summit

- To be held on 3rd December (International Day for People with Disabilities) in London
- Bringing disabled customer representatives from across the UK and representatives from our sponsor network together to identify the barriers and solutions that exist for disabled people through each stage of a customer journey
- Produce a e-playbook to enable sponsors and their teams to address areas of inaccessibility for their own disabled customer journey and create a roadmap to remove the barriers for disabled people.



eBay UK, an online marketplace made a commitment as part of Purple Tuesday to improve the online disabled shopping experience by making improvements to their website and upskilling their seller community to create accessible online content. With the support of the Purple Tuesday expert team, eBay UK undertook;



An Accessibility  
audit of e-  
commerce site



Provided accessibility  
training and guidance  
offered to 18.3  
million sellers



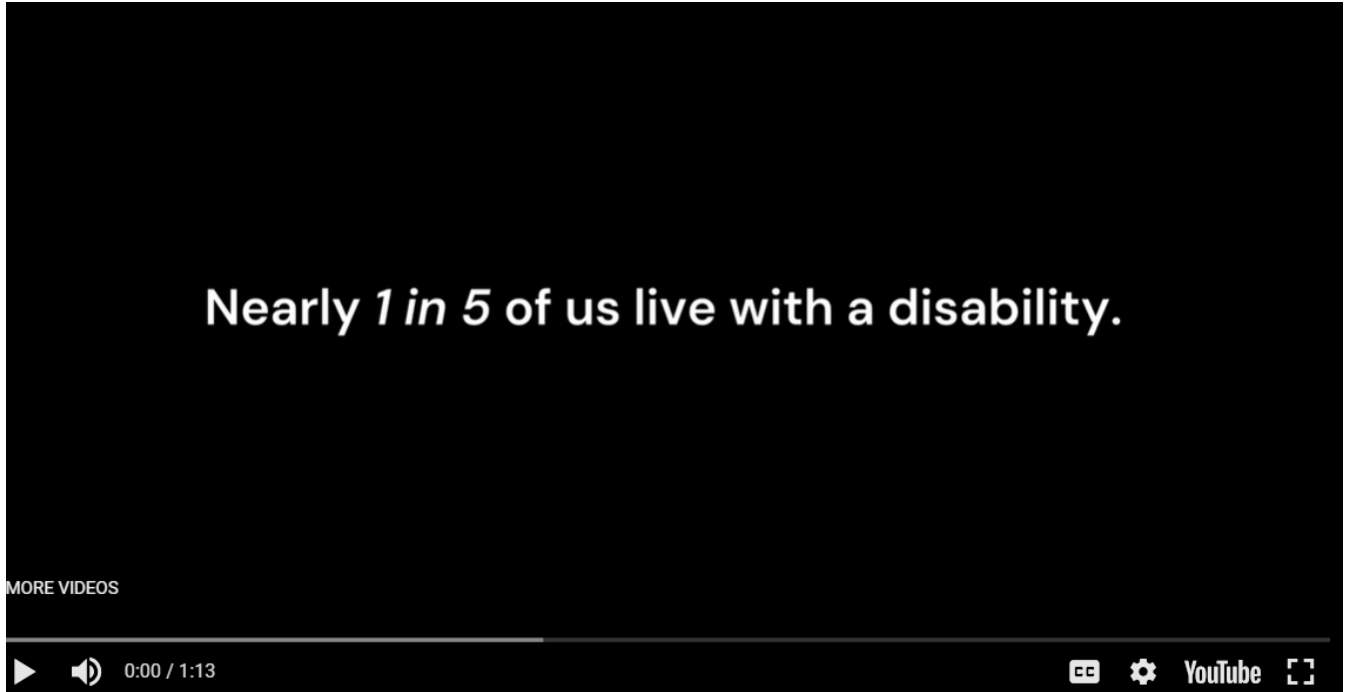
Invited Mike Adams OBE  
to give keynote address  
eBay Global Conference



Dedicated front page of their  
website to promote their  
support on global celebration  
day to 135 million customers

# Why Purple Tuesday is important

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<https://youtu.be/UaFlhRZ72Ec>



# Next Steps:

Book a discovery call today and find out how your organisation can access the \$13 trillion disability market and become a brand for all.

Contact:

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