

Accessible Festivals Presents

INCLUSION FESTIVAL

ONLINE!

A VIRTUAL music and wellness festival
for EVERY body

AUGUST 21-23, 2020

MUSIC ♥ WORKSHOPS ♥ YOGA
COMMUNITY BUILDING ♥ ZOOM ROOMS
SENSORY ZONES ♥ AND MORE!

inclusionfestival.com



**EVENT OVERVIEW, SPONSORSHIP
AND ADVERTISING OPPORTUNITIES,
VENDOR INFORMATION**

Proceeds benefit Accessible Festivals, a 501(c)3
non-profit organization dedicated to making
music and recreation accessible to all people!

www.accessiblefestivals.org



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A Letter to Our Sponsors

Dear Potential Sponsor,

Thank you for your interest in supporting Inclusion Festival, the nation's first and only sensory-friendly music and wellness festival designed to include and accommodate all abilities.

We envision a fully inclusive world that guarantees access and a sense of belonging for all people. Our mission is to foster connection and understanding through the universal language of music, to provide a platform where people of all abilities and identities can connect and build relationships, and to inspire the creation of safe, inclusive, and equitable communities.



Our annual festival demonstrates this vision by offering a diverse lineup of uplifting live music, educational and recreational workshops, community resources, evidence-based therapies, vocational opportunities, motivational speakers, performance artists, and more.

In 2019, we proudly served over 1,000 participants from Pennsylvania, New Jersey and New York, made possible by a variety of generous community grants, donations, sponsorships, and

ticket sales. We were also able to offer free admission for all applicants in need through our Support A Family Program.

After a great deal of thought, consideration, and necessity, we have decided to move our 2020 festival entirely online. We are saddened by the inability to gather in person, but very excited by the opportunity to bring the lessons, joy, and



sense of connection with ourselves and others quite literally into our homes through an interactive, livestream experience.



Inclusion Festival ONLINE will be presented on Cash or Trade, a streaming platform which has a national reach of over 250,000 users and a social media reach of nearly 500,000. Additionally, the livestream will be presented on the official Inclusion Festival website, YouTube page, and Facebook page. The virtual experience will use assistive technology to increase online accessibility, bring together an exciting lineup of diverse musicians, thought-leaders, and educators from across the country, amplify

neurodiverse voices, and identify and implement innovative ways to connect and socialize, and encourage our community to be a positive force in the inclusion movement.

The event will be presented free of charge, with donations encouraged to support the growth of our non-profit organization, Accessible Festivals. Our work unites, informs, and empowers communities to create welcoming, inclusive environments with a focus on music and other recreational experiences.

Please take the time to consider the attached sponsorship opportunities and select the one that is most appropriate for you.

All contributions to Inclusion Festival are tax-deductible. Your support makes this, future festivals, and our year-round programs and initiatives possible.

We appreciate any support you can provide! For more information please send an email to inclusionfestival@gmail.com or call (609) 954-8245.



With gratitude and excitement,
Amy Pinder & Leah Barron
Co-Founders, Inclusion Festival



Who We Are



Inclusion Festival is presented by **Accessible Festivals**, a 501(c)(3) non-profit organization dedicated to making leisure and recreation accessible to all people. Inclusion Festival and our year-round Inclusion Initiatives offer unique, immersive experiences that are often inaccessible to individuals impacted by autism and other special needs while providing the general community with an educational and uplifting experience that demonstrates the potential contribution of all people.

All Contributions to Inclusion Festival are tax-deductible, subject to IRS guidelines.



What We Offer

Products, services, and activities offered at Inclusion Festival Online:

- | | | |
|----------------------|--------------------------|--------------------------|
| *Live Music | *Educational Workshops | *Wellness Workshops |
| *Yoga & Mindfulness | *Motivational Speakers | *Connections with Nature |
| *Performances | *Panel Discussions | *Volunteer Opportunities |
| *Learning Strategies | *Advocacy | *Live Q&A |
| *Zoom Rooms | *Experiential Activities | *Accessibility Talks |



Online Accommodations



Our first ever Inclusion Festival ONLINE will use assistive technology to increase online accessibility, feature a diverse lineup of music and programming presented with closed captioning and/or American Sign Language, demonstrate innovative ways to connect and socialize virtually using both chat and live video, and be presented on a website with built in accessibility features including keyboard navigation, text reading, color contrast and text modification tools, larger legible fonts, and more.



Live Accommodations

"Sensory-friendly" environments are thoughtfully designed to help individuals experiencing sensory processing issues manage sensory stimuli so they can feel more comfortable, enjoy their surroundings, and successfully interact with others. Our sensory-friendly accommodations include music played 30-40 decibels lower than at a standard live music event, the absence of strobe lighting, a layout designed to reduce crowding, sensory spaces for relaxation and play, workshops featuring small class sizes, and staff trained to respond to the needs of individuals with special needs and sensitivities.





Other Inclusion Programs



Inclusion Magazine, an online and in-print magazine featuring news and information relevant to families impacted by autism and other special needs.



Inclusion Dining experiences that build comfort and community at regional restaurants by offering support, strategies and environmental modifications to promote a sensory-friendly atmosphere and accommodate dietary restrictions.



Inclusion Training programs that promote disability awareness and understanding to foster more inclusive, accommodating environments for businesses, organizations, and first responders. This is a part of our “*Sensory-Friendly Project*,” which recognizes businesses and organizations who have taken steps to create inclusive, accessible atmospheres through an online directory.



Inclusion Zones are relaxing spaces with comfortable seating, sensory-supportive tools, mindfulness toys and more presented at festivals, fairs, and community events.



2019 Testimonials

"This weekend at Inclusion Festival I was a part of the world as it should be. Love, kindness, understanding, hope, sharing and caring. I witnessed so many life changing moments, watching so many with ALL ABILITIES feel like they BELONGED, THEY FIT IN, THEY WERE PART OF SOMETHING." - Michele B.



"I had the absolute pleasure of volunteering at Inclusion Festival! Going into the weekend I was being eaten with anxiety, creating list after list of things that still needed to be done, and hard on myself for not doing better. Leaving the weekend, I felt grounded, loving, and grateful. I can't commend Amy and Leah more for the amazing work they do to put on such a joyful event." -Lacey K.

"I don't think it's possible to express in words the positivity and amazing energy of the event. It is something that truly has to be experienced. Everything that was done to bring it together could only have been done by individuals working together with the greatest intention and love. The detail and smooth operation of everything I observed came together in a way that provided the most amazing experience for all who had the pleasure and privilege of attending." -Clinton L.

"Inclusion Festival accomplished exactly what it set out to do; to create an environment where people of all ages and abilities can experience the joy of movement, art, and live music in a sensory-friendly environment. It was such a pleasure facilitating daily movement workshops. I am already excited for next year and am feeling inspired to work more with the special needs population."

-Ben B.





2019 Publicity

Fox 56:

[fox56.com/news/local/lackawanna-county-inclusion-festival-offers-something-for-everyone](https://www.fox56.com/news/local/lackawanna-county-inclusion-festival-offers-something-for-everyone)

PA Homepage:

pahomepage.com/top-stories/inclusion-festival-at-mountain-sky

WNEP:

wnep.com/2019/08/10/inclusion-festival-provides-sensory-friendly-experience

NEPA Scene:

nepascene.com/2019/08/sensory-friendly-inclusion-festival-returns-mountain-sky-jermyn-aug-9-11

The Times-Tribune:

thetimes-tribune.com/lifestyles/entertainment/sensory-friendly-inclusion-festival-returns-with-entertainment-education-1.2516884

thetimes-tribune.com/news/everyone-s-welcome-inclusion-festival-rolls-out-the-welcome-mat-for-all-abilities-1.2518901



Inclusion Festival Online Sponsorship Opportunities

“Feel the Love” Livestream Sponsor

\$10,000

- ❖ Recognition as the *only* CO-PRESENTING SPONSOR of Inclusion Festival ONLINE, along with the non-profit Accessible Festivals, Inc.
- ❖ Logo featured on all livestream music, talk, and interview digital overlay banners, totaling six and a half hours per day for three consecutive days. The livestream will be presented on Cash or Trade, a streaming platform which has a national reach of over 250,000 users and a social media reach of nearly 500,000. Livestream content will remain available for viewing after the event via this platform.
- ❖ Your business name on all digital overlays with the following message “Accessible Festivals and [YOUR BUSINESS] present Inclusion Festival ONLINE”
- ❖ Top and most visible logo on the Inclusion Festival Online webpage, available at www.inclusionfestival.com/online-festival.
- ❖ Top and most visible logo on the “Grateful for Our Partners” slide, aired at least once per hour throughout the duration of the online festival.
- ❖ Multiple shout outs from the festival hosts, with content of your choice throughout the online festival weekend.
- ❖ Up to 60-second commercial advertising your business, aired four times per day throughout the online festival weekend with content of your choice
- ❖ Logo placed in the most visible location on all event marketing materials, including website, print, and email blasts.
- ❖ Email blast sent out to all Inclusion Festival contacts following the event, with content of your choice.
- ❖ Four social media posts, with content of your choice, leading up to the event, to be shared on the official Inclusion Festival Facebook page and Instagram account.
- ❖ Industry exclusivity for the entire event.
- ❖ Large logo featured in a prominent location, along with a link to website, on the homepage of www.inclusionfestival.com

- ❖ Informative email blast to send out to your community, and sample posts for use in your social media outlets.
- ❖ Business name, website, and location listed in the official Inclusion Festival Resource Guide, available online.

“Over the Rainbow” Sponsor

\$5,000

- ❖ Logo featured on all workshop digital overlay banners, appearing approximately three hours per day for three consecutive days. The livestream will be presented on Cash or Trade, a streaming platform which has a national reach of over 250,000 users and a social media reach of nearly 500,000. Livestream content will remain available for viewing after the event via this platform.
- ❖ Logo featured in a prominent location on the Inclusion Festival Online webpage, available at www.inclusionfestival.com/online-festival.
- ❖ Logo featured in a prominent location on the “Grateful for Our Partners” slide, aired at least once per hour throughout the duration of the online festival.
- ❖ One daily shout out from the festival hosts, with content of your choice throughout the online festival weekend.
- ❖ Up to 30-second commercial advertising your business, aired two times per day throughout the online festival weekend.
- ❖ Logo prominently placed on all event marketing materials, including website, print, and email blasts.
- ❖ Email blast sent out to all Inclusion Festival contacts following the event, with content of your choice.
- ❖ Two social media posts, with content of your choice, leading up to the event, to be shared on the official Inclusion Festival Facebook page and Instagram account.
- ❖ Large logo featured in a prominent location, along with a link to website, on the homepage of www.inclusionfestival.com
- ❖ Informative email blast to send out to your community, and sample posts for use in your social media outlets.
- ❖ Business name, website, and location listed in the official Inclusion Festival Resource Guide, available online.

60-Second Digital Ad Space

\$1,000

- ❖ 60-second commercial advertising your business, provided by you, aired two times per day throughout the online festival weekend (eight hours of content presented daily for three days)
- ❖ The livestream will be presented on Cash or Trade, a streaming platform which has a national reach of over 250,000 users and a social media reach of nearly 500,000. Livestream content will remain available for viewing after the event via this platform.
- ❖ Logo featured on the Inclusion Festival Online webpage, available at www.inclusionfestival.com/online-festival.
- ❖ Logo placed on the “Grateful for Our Partners” slide, aired at least once per hour throughout the duration of the online festival.
- ❖ One social media post, with content of your choice, leading up to the event, to be shared on the official Inclusion Festival Facebook page and Instagram account.
- ❖ Logo featured along with a link to website, on the homepage of www.inclusionfestival.com
- ❖ Informative email blast to send out to your community, and sample posts for use in your social media outlets.
- ❖ Business name, website, and location listed in the official Inclusion Festival Resource Guide, available online.

30-Second Digital Ad Space

\$600

- ❖ 30-second commercial advertising your business, provided by you, aired two times per day throughout the online festival weekend (eight hours of content presented daily for three days)
- ❖ The livestream will be presented on Cash or Trade, a streaming platform which has a national reach of over 250,000 users and a social media reach of nearly 500,000. Livestream content will remain available for viewing after the event via this platform.
- ❖ Logo placed on the “Grateful for Our Partners” slide, aired at least once per hour throughout the duration of the online festival.
- ❖ One social media post, with content of your choice, leading up to the event, to be shared on the official Inclusion Festival Facebook page and Instagram account.
- ❖ Logo featured along with a link to website, on the homepage of www.inclusionfestival.com

- ❖ Informative email blast to send out to your community, and sample posts for use in your social media outlets.
- ❖ Business name, website, and location listed in the official Inclusion Festival Resource Guide, available online.

15-Second Digital Ad Space

\$400

- ❖ 15-second commercial advertising your business, provided by you, aired two times per day throughout the online festival weekend (eight hours of content presented daily for three days)
- ❖ The livestream will be presented on Cash or Trade, a streaming platform which has a national reach of over 250,000 users and a social media reach of nearly 500,000. Livestream content will remain available for viewing after the event via this platform.
- ❖ Logo placed on the “Grateful for Our Partners” slide, aired at least once per hour throughout the duration of the online festival.
- ❖ One social media post, with content of your choice, leading up to the event, to be shared on the official Inclusion Festival Facebook page and Instagram account.
- ❖ Logo featured along with a link to website, on the homepage of www.inclusionfestival.com
- ❖ Informative email blast to send out to your community, and sample posts for use in your social media outlets.
- ❖ Business name, website, and location listed in the official Inclusion Festival Resource Guide, available online.

Feature in Resource Guide

\$100

- ❖ Families will see your business listed under a preferred category (examples: education, recreation, therapy, products, wellness).
- ❖ Your business name, website, location, and a brief description will be listed in the resource guide, available at www.inclusionfestival.com/resource-guide

Inclusion Game Sponsor

In-Kind Product Donation

(valued at \$500 or more)

Game Overview:

- ❖ Your business or organization will contribute a prize to the Inclusion Game.
- ❖ All festival attendees will be invited to make a tax-deductible donation in order to increase their chances to win prizes by participating in Inclusion Challenges.
- ❖ A checklist of challenge items will be featured on www.inclusionfestival.com and will encourage attendees to participate in different facets of the online festival experience. Examples include participating in a digital costume contest, having a meaningful conversation in a “Zoom Room,” setting up a tent in your backyard, drinking eight glasses of water per day, recording yourself dancing along to the music, commenting on posts, sharing the festival on social media, etc. Anyone who obtains the goal number of checks will earn the chance to win prizes.

Sponsor Benefits:

- ❖ Your business or organization will be an official sponsor of the Inclusion Game, with your logo appearing on Inclusion Game marketing materials leading up to the event and on the official game checklist on www.inclusionfestival.com.
- ❖ Your logo and product donation will be featured in a promotional video for the Inclusion Game, encouraging participation from festival attendees, aired multiple times per day throughout the three-day festival weekend.
- ❖ Logo placed on the “Grateful for Our Partners” slide, aired at least once per hour throughout the duration of the online festival.
- ❖ One social media post, with content of your choice, leading up to the event, to be shared on the official Inclusion Festival Facebook page and Instagram account.
- ❖ Informative email blast to send out to your community, and sample posts for use in your social media outlets.
- ❖ Business name, website, and location listed in the official Inclusion Festival Resource Guide, available online.



Vendor Opportunities

- ❖ Vendors are encouraged to participate in our digital vendor row, featured on www.inclusionfestival.com.
- ❖ In consideration of the challenges small businesses are currently facing, there is no fee associated with featuring your aligned product or service in our digital vendor row. Interested vendors are encouraged to complete the online application form at www.inclusionfestival.com/participate.
- ❖ Logo placed on the “Vendor Row” slide, aired multiple times per day throughout the three-day festival weekend.
- ❖ Informative email blast to send out to your community, and sample posts for use in your social media outlets.
- ❖ Business name, website, and location listed in the official Inclusion Festival Resource Guide, available online.
- ❖ Accepted vendors will submit marketing materials including written descriptions, photos, links, and videos discussing/demonstrating their service or product.
- ❖ Accepted vendors are encouraged to donate a portion of sales achieved through the Inclusion Festival community (trackable via discount code links). All donations are tax-deductible.



Donate/Support

Support Accessible Festivals’ Year-Round Inclusion Initiatives

ANY amount!

- ❖ Provide a tax-deductible donation of ANY amount to support our year-round inclusion initiatives:
 - ❖ [Inclusion Magazine](#), a free online publication featuring health and wellness articles relevant to all ages and abilities;
 - ❖ [Inclusion Dining](#) experiences that build comfort and community at regional restaurants by offering support, strategies and environmental modifications to promote a sensory-friendly atmosphere and accommodate dietary restrictions;
 - ❖ [Inclusion Training](#) programs that promote disability awareness and understanding to foster more inclusive, accommodating environments for businesses, organizations, and first responders; and
 - ❖ [Inclusion Zones](#), sensory-supportive spaces that offer comfortable seating, regulating tools and toys, and more at community events and permanent locations.
- ❖ Please contact us to make a donation.



Contact

Thank you for taking the time to review our sponsorship opportunities for Inclusion Festival 2020! Please reach out to discuss the option that is best for *you*.

Contact Name: Amy Pinder (Co-Founder, Executive Director)

Email: inclusionfestival@gmail.com

Phone: (609) 954-8245

Website: www.inclusionfestival.com
www.accessiblefestivals.org