

# The IDA Spectacular



## **SPONSORSHIP of the Inclusive Disability Action Spectacular**

<http://includedisability.com.au/>

**We are offering YOU the opportunity to be recognised as a leader in the Social Change to a greater commitment to INCLUSION**

**Organisation:** Disability Awareness Spectacular Limited was established specifically to celebrate, advocate, demonstrate and publicise the lives of people with disabilities. It is a Company Limited by Guarantee and registered with the Australian Charities and Not-for-Profits Commission as a charity. The company is solvent and it is fully compliant with all regulatory requirements and has lodged all appropriate reports. The initial key event is the Inaugural Inclusive Disability Action Spectacular.

The Inclusive Disability Action Spectacular is a civil rights movement, 'disability pride' march and a grassroots campaign for and by people with disability to celebrate, advocate, demonstrate and publicise their lives by marching through the city streets and participating in celebrations of inclusion with time at a festival in the park.

**Event:** The community joining together in The IDA Spectacular: a march and festival to highlight the significance of the Disability Community – and to celebrate! The current estimates are that approximately 20,000 people will participate in various parts of the event.

**Inaugural Date and Time:** Sunday 4<sup>th</sup> October 2020 between 7am and 1pm.

**March: Path:** Musgrave Park – city circle – Musgrave park.

Commence at Musgrave Park and return to Musgrave Park after travelling through the CBD (starting in Glenelg Street, then left into Grey Street, turn at right at Melbourne Street, cross the Victoria Bridge, left into North Quay, right in to Adelaide Street, right in to Edward Street, right into Elizabeth Street, right in to George Street, left into Queen Street and back over the Victoria Bridge before turning left into Grey Street and right into Glenelg Street to finish back in Musgrave Park).

**Festival:** The march will be followed by a short session of entertainment in Musgrave Park. Snacks and non-alcoholic drinks will be available for purchase.

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## YOUR BENEFITS from Sponsoring: The Inclusive

GENERAL: There will be substantial benefits of sponsorship of (and thus association with) the Inclusive Disability Action Spectacular. The benefits flowing to your organization will be socially outstanding and importantly will also be justifiable on a purely financial basis.

Your organization will gain most of the benefits of a full social business – which are typically better customer relationships, improved insight, employee satisfaction, increased productivity, more innovation, enhanced reputation and better understanding of your audience. Varying degrees of these benefits will automatically accrue throughout the public perception created by your association. Specifically, the following financial benefits will be identifiable.

*Increased production:* Better utilization of your human resources will occur through a range of changes. These include:

- a. greater motivation through recognition of all staff (ie including those with a disability being fully recognised).
- b. greater pool of candidates for roles as people with disabilities will be less likely to feel excluded from applying – leading to better new recruits.
- c. a ‘better’ pool of candidates as reputation grows as a ‘preferred employer’.

*Increased sales:* The network of connections your organization will develop through involvement with Inclusive Disability Action Spectacular will ensure a wider range of options are available. These include:

- a. a wider market as your services will be highlighted to the 20% of Australians who currently have a disability while remaining key consumers.
- b. an opportunity to extend your product range as you discover the numerous niche markets which have yet to be developed for Australians with a disability – and importantly their cares and other associated parties.

ENSURING YOUR BENEFITS from Sponsoring: We will undertake the following set of actions to ensure that your organization accrues the benefits described. The specific items will be dependent on your level (Bronze, Silver or Gold) sponsorship.

Sponsor investment amounts: **Bronze** \$10,000, **Silver** \$20,000 **Gold** \$100,000.

**All sponsors** will receive:

- a. Inclusion of your organization’s logo on the banner at the beginning of the march.
- b. Inclusion of your organization’s logo on the stage advertising at the festival.
- c. Inclusion on the main website <http://inclusivedisability.com.au>

**Silver** and **Gold** sponsors will also receive

- a. Personalized mention in every social media post – at least weekly for over 6 months.
- b. Personalized mention in every media release - at least weekly for over 3 months.

**THE Gold** sponsor will also receive

- a. Speaking rights at the Festival (2 sessions of 15 minutes).
- b. First choice of location for an VIP tent during the festival.
- c. Inclusion on the relevant Facebook page.
- d. Inclusion on the relevant LinkedIn page.

Note: Please feel welcome to discuss any additional matters which will then be negotiated.