



# AIR

## The Accessibility Internet Rally Sponsorship Opportunities

# About AIR

The Accessibility Internet Rally is a unique design competition that allows web developers and designers to practice their skills in a real-world environment for the benefit of nonprofits, their constituents, and artists.

In eight weeks, teams resign or create an accessible website for their partner organization. Over the course of the competition, teams learn about web accessibility standards, meet with expert mentors, and gain greater knowledge in the user experience of people with disabilities. Equally, nonprofits and artists learn how providing accessible content can increase interaction and engagement within their community and expand the skills needed to maintain an accessible website.

By working with these organizations and community groups, AIR ensures more people with disabilities are able to apply to critical social safety nets, connect with their communities, and actively participate in causes that are meaningful to them.



*Photo collage of AIR events and participants, sitting by their computers and showing off their a11y t-shirts.*

# AIR Sponsorship Levels



**\$25,000**

**PREMIER**

- Designated event "Producer"
- 10 Knowbility Learning Center accounts for 12 months to access previous AccessU training classes
- 6 hours of remote, native user testing on any site or platform of your choice.
- Sponsor 4 AIR teams (your company name or your name on freelance team)
- Logo and recognition at AIR training for teams and NPOs, and Logo prominently displayed at all AIR events.
- Your hyperlinked logo and company description will be displayed on Knowbility's website until the start of the next year's AIR competition.
- Logo with a link to your company/organization's website will be featured in newsletters & outreach until the start of next year's AIR competition.
- Logo and thanks in Knowbility annual report
- Optional seat on AIR advisory board
- Present opening keynote speech at AIR Kick-off event.
- Award presentation at closing ceremony



**\$15,000**

**PLATINUM**

- 6 Knowbility Learning Center accounts for 12 months to access previous AccessU training classes
- 4 hours of remote, native user testing on any site or platform of your choice.
- Sponsor 3 AIR teams (your company name or your name on freelance team)
- Your hyperlinked logo and company / organization description will be displayed on Knowbility's website until the start of the next year's AIR competition
- Your hyperlinked logo will be featured in newsletters & outreach until the start of next year's AIR competition
- Logo and recognition at AIR training for teams and NPOs, and logo displayed at all AIR events
- Logo and thanks in Knowbility annual report
- Optional seat on AIR advisory board
- Award presentation at closing ceremony
- Attend a virtual meet-and-greet with AIR 2024 Winners
- Promotion on social media channels

**\$10,000**

**GOLD**

- 3 Knowbility Learning Center accounts for 12 months
- 2 hours of remote, native user testing on any site or platform of your choice.
- Sponsor 2 AIR teams (your company name or your name on freelance team)
- Your hyperlinked logo and company description on Knowbility's website for 1 year
- Your hyperlinked logo in newsletters & outreach
- Logo and recognition at all AIR events
- Logo and thanks in annual report
- Optional seat on AIR advisory board
- Award presentation at closing ceremony
- Attend a virtual meet-and-greet with AIR 2024 Winners
- Promotion on social media channels

**\$7,500**

**SILVER**

- 1 Knowbility Learning Center account for 12 months
- Sponsor 2 AIR teams (your company name or your name on freelance team)
- Your hyperlinked logo and company description on Knowbility's website for 1 year
- Your hyperlinked logo in newsletters & outreach
- Logo and recognition at all AIR events
- Logo and thanks in annual report
- Optional seat on AIR advisory board
- Award presentation at closing ceremony
- Attend a virtual meet-and-greet with AIR 2024 Winners
- Promotion on social media channels

**\$2,500**

**BRONZE**

- Sponsor 1 AIR team (your company name or your name on freelance team)
- Your hyperlinked logo in newsletters & outreach for 3 months
- Verbal and listed recognition at AIR training for teams and NPOs
- Optional seat on AIR advisory board
- Thanks in annual report
- Promotion on social media channels

**\$1,000**

**SUPPORTING**

- Sponsor 1 AIR team
- Listed recognition at AIR training for teams and NPOs
- Thanks in annual report
- Promotion on social media channels

# AIR Reach

AIR participants come from all over the world, ensuring that people with disabilities -- wherever they are -- can benefit from accessible websites.

Nonprofit sectors served:



Justice and  
Legal Services



Economic  
Development



Housing and  
Shelter



Education and  
Literacy



Arts and  
Culture



Community  
Development



Human  
Services



Mental Health  
and Crisis intervention



Sports and  
Recreation

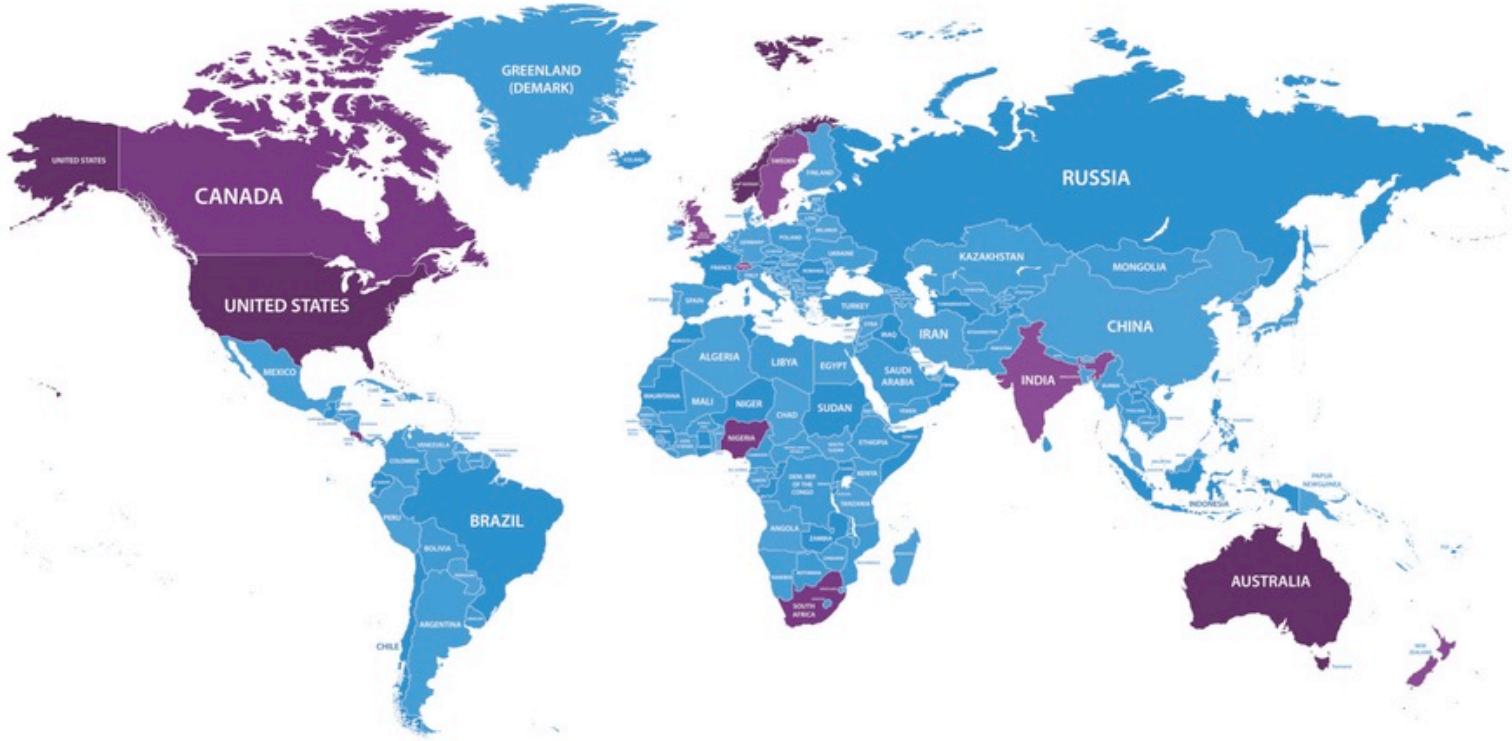


Animal  
Services

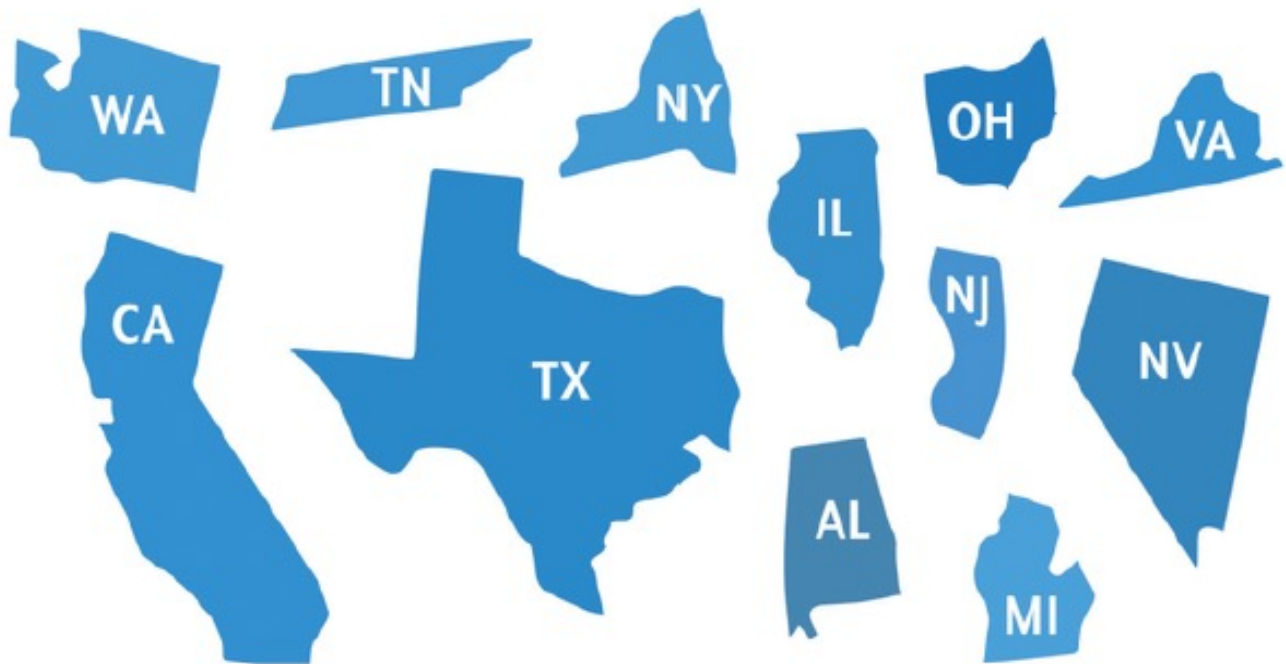


Health  
Services

Top countries in 2021: Canada, United States, Costa Rica, Nigeria, New Zealand, South Africa, UK, Sweden, Norway and Switzerland



Top states: WA, TN, CA, TX, NY, IL, OH, NJ, NV, VA, AL and MI.





*Photo of several members of an AIR team posing in front of a Knowbility banner.*

# About Knowbility

Knowbility is a 501(c)(3) charitable organization whose mission is to create a more inclusive digital world for people with disabilities. Knowbility achieves this through education, awareness, and advocacy. All programs and services are intentionally designed to teach and empower those who are committed to providing equal opportunity and access through technology. Since 1999, Knowbility has worked with thousands of businesses, schools and government agencies, and fellow nonprofit organizations to improve the lives of millions of people with disabilities worldwide.

Your support ensures that people with disabilities have equal access to opportunity. **Join us** as, together, we achieve digital equity by closing the digital divide.

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