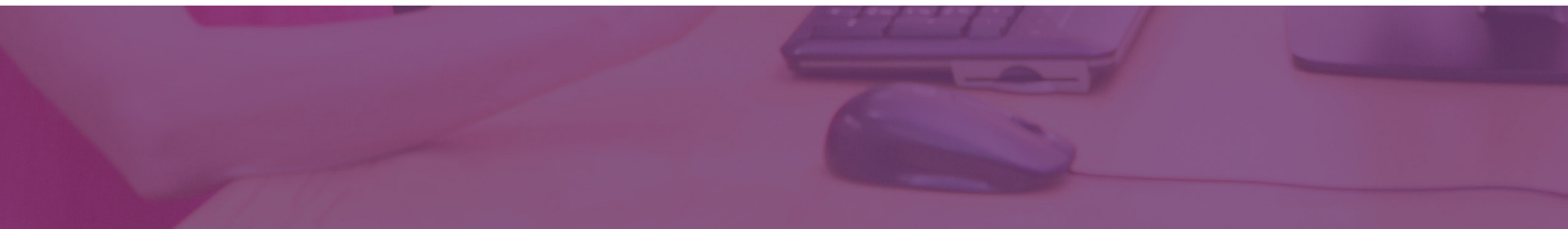




# AIR

## The Accessibility Internet Rally Sponsorship Package



# 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 redesign 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 montage of AIR events and partipants, sitting by their computers and showing off their a11y t-shirts.*

# AIR Sponsorship Levels

\$50,000

**PREMIER**

- “Presented By” hyperlink logo placement on Knowbility’s AIR website
- “Presented By” logo placement on all newsletters sent during the rally
- Participation in Advisory Board
- Opportunity to present an award at the Awards Ceremony
- Featured in Knowbility Newsletter (250 words)
- Featured in Knowbility Annual Report
- Attend a virtual Meet & Greet with the AIR 2022 winners
- Promotion on social media channels

\$25,000

**SUPERSONIC**

- Hyperlink logo placement on Knowbility’s AIR website
- Logo placement on all newsletters sent during AIR competition
- Opportunity to present an award for the AIR Awards ceremony
- Featured in Knowbility Newsletter (100 words)
- Highlight in Knowbility Annual Report
- Promotion on social media channels

\$15,000

**HIGH FLYER**

- Hyperlink logo placement on Knowbility’s AIR website
- Logo placement on all newsletters sent during AIR competition
- Featured in Knowbility Newsletter (50 words)
- Recognition in Knowbility Annual Report
- Promotion on social media channels

\$7,500

**JET PACK**

- Hyperlink logo placement on Knowbility’s AIR website
- Logo placement on all newsletters sent during AIR competition
- Recognition in Knowbility Annual Report
- Promotion on social media channels

\$2,500

**TURBO**

- Hyperlink logo placement on Knowbility’s AIR website
- Logo placement on all newsletters sent during AIR competition
- Recognition in Knowbility Annual Report
- Enroll 1 team to the Competition or your company’s name is attached to a team



# AIR Reach

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

Non-profit 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

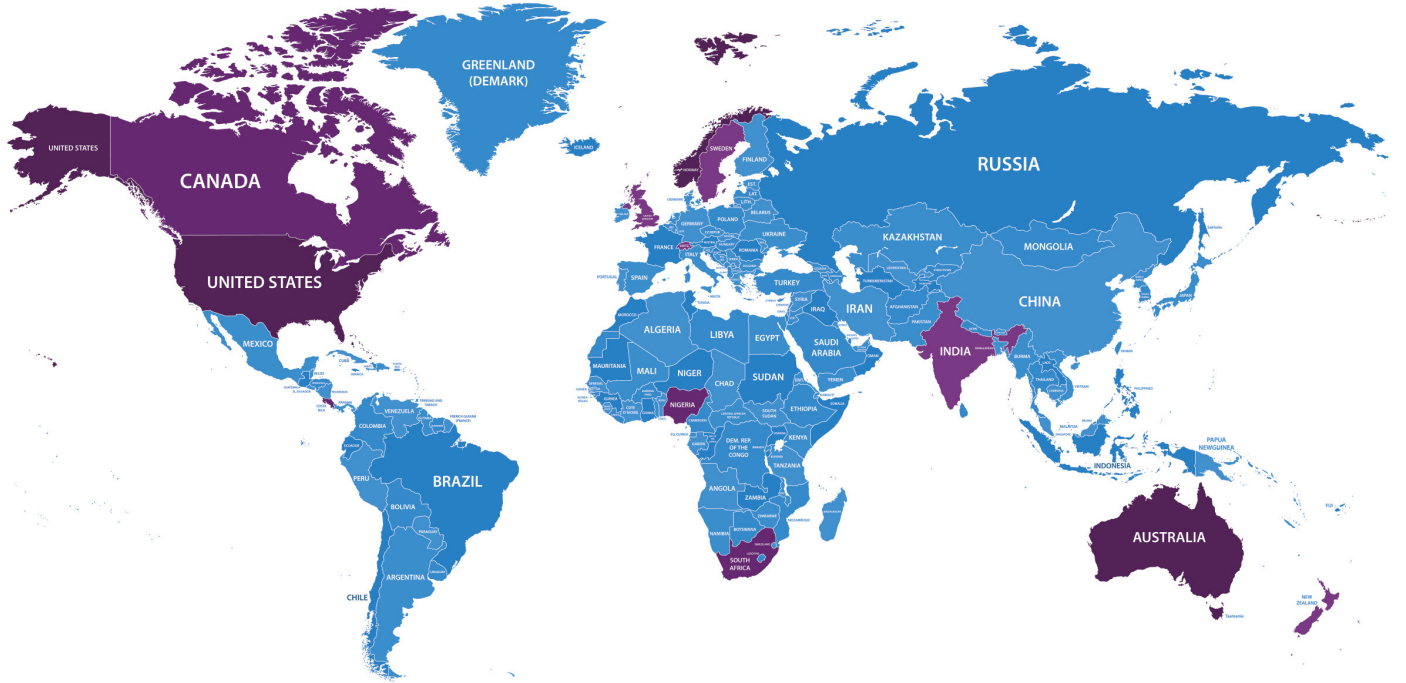


Animal  
Services

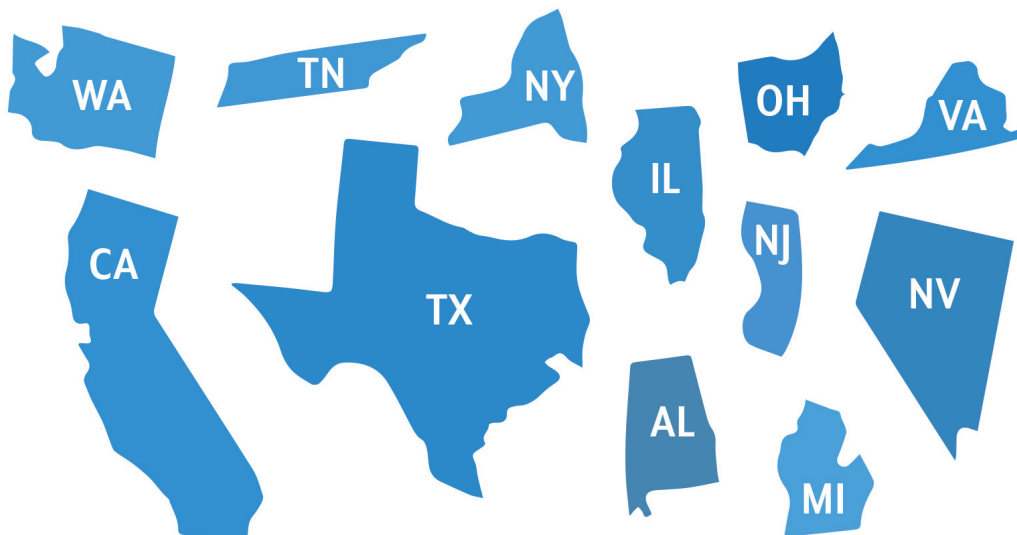


Health  
Services

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 the 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 in order 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.

512.527.3138

Ext. 107



1033 La Posada Dr Suite 307 Austin, TX 78752

