



Community Programs Sponsorship Opportunities 2026



A note from our founder



Board of Directors, 2026

Chair

Dr. Danielle Smith

Treasurer

Richelle Gaceta
Evernorth

Members

Aimee Roundtree
Texas State University

Elle Waters
Workday

Elizabeth Hartmann-Dow
JPMorganChase

Jamie Revelle
The Cigna Group

Jamie Strawbridge
Brown, Goldstein & Levy

Dr. Dee Miller
Adobe

Immediate Past Chair

James Green
Visa

Executive Director

Sharron Rush

In Memoriam

Dave Dauber
Nelnet

www.knowbility.org

For more than 25 years, Knowbility has been a recognized leader in helping companies learn to integrate accessibility into digital communications technology. Community efforts directly serve thousands and have impact for millions of people with disabilities. Our programs raise awareness and cultivate skills that foster disability inclusion in schools, in the workplace, in government services, and in online commercial and social activities.

As a **Community Programs Sponsor**, you can help us continue this important work while associating your brand with award winning programs. Knowbility is recognized for excellence and leadership by the US Department of Labor, the Congressional Black Caucus, the Peter Drucker Foundation, the SXSW Interactive Festival - and dozens of others. Some of the milestones we achieved last year with the support of friends like you include:

- **John Slatin AccessU**, our two-day accessibility training conference, introduced two new features: a "Flipped Classroom" track for strategic problem solving of challenges to digital equity, and a vendor hall that will be expanded in 2026;
- **Accessibility Internet Rally (AIR)**, our flagship accessible design contest, connected participants from around the world and produced accessible websites for 16 nonprofit groups;
- **AccessWorks**, our database of 1,000 users across a spectrum of disabilities and assistive technology use, grew by more than 20% in 2025 and conducted studies for major tech companies, retailers, and educational institutions; and
- **Be a Digital Ally (BADA)**, our free, introductory monthly webinar series featuring accessibility leaders and experts, tripled attendance by the end of the year, smashing previous registration records.

Please help us continue to serve this critically important mission by becoming a Community Programs sponsor today. Thank you for your support!

Executive Director, Knowbility



Our programs

The Accessibility Internet Rally (AIR)

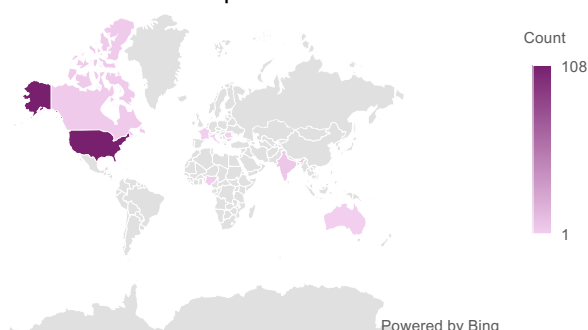
What started in 1998 as a one-day, in-person hackathon has since evolved into a global, eight-week online competition that unites people from around the world to build a better, more inclusive web.



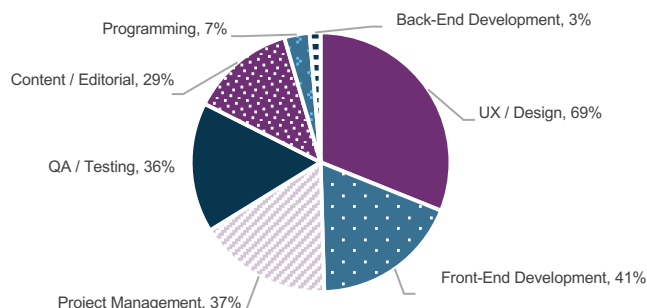
Since the program's inception, AIR has engaged over 5,000 participants to design websites that are accessible to everyone — especially people with disabilities. More than 200 participants from around the world join us for AIR every year, including:

- **Web professionals** who want to learn or improve their inclusive design skills.
- **Nonprofits, artists, musicians and community groups** who need accessible websites.
- **Experienced accessibility practitioners** to serve as trainers, judges and team mentors.

Countries Represented in 2025



Roles of AIR 2025 Dev Team Members



2.85

Average roles
per web team
member

AIR trains full-stack, cross-functional accessibility talent:

- UX designers who understand WCAG
- Front-end devs who can fix issues
- QA testers who validate compliance
- Content editors who fix PDFs, copy, forms
- PMs who can manage accessibility programs

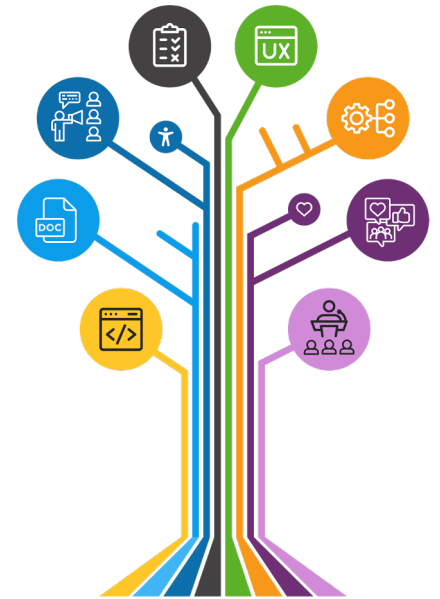
I am an individual that is blind and has a cognitive disability. This program provided me a concept of realizing what accessibility was about. How accessibility works, how advocacy needs to work alongside accessibility. You feel like you're changing the world.

Tamer Zaid, Author + AIR 2025 Client



Knowbility's annual accessibility training conference is a platform for accessibility experts, usability professionals, and technology leaders to provide practical, hands-on training to anyone who wants to learn about accessibility. The conference consists of keynote talks, workshops, and hands-on lab sessions in separate professional tracks: Design, Development, Content, AI, Gaming, Management, and Usability.

In 2025, AccessU welcomed more than 400 professionals from state and federal agencies, retail, nonprofit organizations, higher education, and financial institutions. Often called “summer camp for accessibility professionals,” AccessU offers a fun and intimate setting for interactive learning and impactful community-building.



days

professional tracks

classes

full day workshops



AccessU is truly a meeting of the minds... people with accessibility in mind coming together to learn from one another and support those who are new to the field of accessibility. Having attended AccessU three times, I'm always leaving with new knowledge and feeling energized when I go back to work to put to practice what I've learned.

37%

of last year's attendees held leadership, director, or management roles.

Industry	Percentage
Computer / Software / Technology	30%
Government Agency	22%
Education	19%
Non-Profit Organization	10%
Financial Services	7%
Prefer not to answer	5%
Other	3%
Social Services	2%
Mass Media / Film / Publishing	1%
Telecommunications	1%



AccessWorks

AccessWorks is Knowbility's inclusive user-research and usability-testing program, creating equitable digital experiences while generating paid employment for people with disabilities.

Through AccessWorks, organizations test websites, mobile apps, and digital tools directly with people who use assistive technologies and have lived experience navigating accessibility barriers. This ensures digital products are not just technically compliant, but genuinely usable, inclusive, and welcoming.

Our global panel includes 1,000+ people with a wide range of disabilities, ages, geographies, and assistive technology users. We also provide custom recruiting to meet specific research goals, including demographic representation, lived-experience expertise, and specialized skill sets.

AccessWorks transforms user testing into a powerful dual-impact model:

- Organizations receive expert accessibility insight
- People with disabilities gain paid, flexible employment opportunities



Who uses AccessWorks?

Researchers & product teams from:

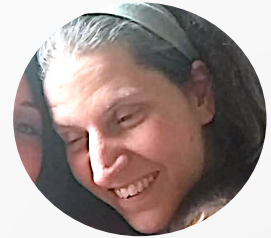
- Businesses & startups
- Educational institutions
- Government agencies
- Nonprofit and social-impact organizations

AccessWorks provides meaningful micro-employment for people with disabilities



Access Works allows my experience to be seen and heard. I especially enjoy when I notice that an app or website has taken advice that I have given them because of the testing that we have done. AccessWorks makes sure that my feedback is understood and presented in a way that companies will find valuable. I am proud that I have made a difference for myself and other users. When someone less tech savvy than I can access a website and complete an important daily task because of my input with a company, I feel proud that AccessWorks could team up to make it happen.

Jan Ahmed, AccessWorks Tester



Be a Digital Ally

Be A Digital Ally is Knowbility's free, monthly accessibility-education series that equips digital content creators with the foundational skills and principles needed to design and share content that is accessible to people with disabilities. This series breaks down barriers to entry in digital inclusion, making accessibility achievable for individuals and teams of all skill levels. The newest of Knowbility's programs, this series began in 2022 and has since tripled registration and attendance rates.



Be a Digital Ally provides engagement opportunities with professionals who are both new and seasoned in the accessibility community and is an ideal channel for an organization's go-to-market product marketing strategy.

General Packages

Your sponsorship supports AIR, AccessU, AccessWorks, and BADA. Custom payment plans available.

Item	Producing Sponsor \$50,000	Platinum Sponsor \$20,000	Gold Sponsor \$10,000	Community Partner \$5,000
General				
Brand recognition	Knowbility website, newsletters, events, annual report	Knowbility website, newsletters, events, annual report	Knowbility website, newsletters, events, annual report	Knowbility website, newsletters, events, annual report
Professional development	A custom, three-hour virtual workshop for your staff (valued at \$10,000) 10 licenses to Knowbility's Learning Center for 1 year	5 licenses to Knowbility's Learning Center for 1 year	3 licenses to Knowbility's Learning Center for 1 year	1 license to Knowbility's Learning Center for 1 year
Discount on additional licenses	30%	20%	10%	5%
AccessU				
Optional seat on AIR advisory board	Included	Included	Included	Included
AccessU registrations included	4 Premiere + 8 General (valued at \$8,740)	4 General (valued at \$2,580)	3 General (valued at \$1,935)	2 General (valued at \$1,290)
Discount on additional registrations	30%	20%	10%	5%
Event promotion	All promotion will include "Produced by Knowbility & Company Name"	--	--	--
Additional brand recognition	Company description on AccessU sponsors page with link to your website, conference planner & lobby signs	Company description on AccessU sponsors page with link to your website, conference planner & lobby signs	Company description on AccessU sponsors page with link to your website, conference planner & lobby signs	Company description on AccessU sponsors page with link to your website, conference planner & lobby signs

General Packages (continued)

Your sponsorship supports AIR, AccessU, AccessWorks, and BADA. Custom payment plans available.

Item	Producing Sponsor \$50,000	Platinum Sponsor \$20,000	Gold Sponsor \$10,000	Community Partner \$5,000
Ad space in AccessU conference planner	Whole page ad + sponsor page	Half-page ad + sponsor page	Quarter-page ad + sponsor page	General thank you sponsor page
AccessU sponsored track (8 available)	Included (on approved topic)	Included (on approved topic)	Included (on approved topic)	—
Expo hall	1 6-foot table with two chairs, wi-fi connection, and electricity	1 6-foot table with two chairs, wi-fi connection, and electricity	1 6-foot table with two chairs, wi-fi connection, and electricity	1 6-foot table with two chairs, wi-fi connection, and electricity
Recognition at conference events	Keynote, networking, social events	Keynote, networking, social events	Keynote, networking, social events	Keynote, networking, social events
Social media promotion	1 dedicated post	1 post recognizing all sponsors	1 post recognizing all sponsors	1 post recognizing all sponsors
AIR				
Optional seat on AIR advisory board	Included	Included	Included	Included
Meet and greet with winners	Included	Included	Included	Included
AccessWorks				
Remote usability testing hours (1 hour per Tester) - expires after 1 year	6	4	2	--

AccessU 2026: A la carte sponsor opportunities

You do not need to select a general sponsorship package to sign up for the opportunities below.

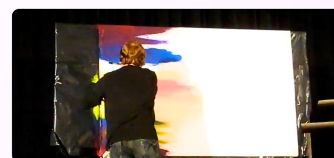
SightSoundSoul celebration recognizing Sharron Rush: \$5,000 (limited available)

Sponsor a once-in-a-generation moment.

This special closing celebration brings back a multi-sensory art experience that hasn't been seen at AccessU for 15 years. During SightSoundSoul, musicians with disabilities perform on stage alongside artists painting in real time. Energetic ASL interpretation, human captioning, and live audio description are provided. This year, our closing event will also honor Sharron Rush — Knowbility's founder and one of the original pioneers of digital accessibility — as she retires after decades of global impact. Your organization will be recognized as the partner that helped make this historic tribute possible and will receive:

- Branding in the conference planner as a sponsor of the celebration
- Logo placement on celebration signage and tribute materials
- Verbal recognition during the event
- Opportunity to provide a short congratulatory message or silent auction item
- Recognition in Knowbility website, email newsletters, social media, and post-event recap

Align your brand with legacy, leadership, and the future of digital equity, connecting you emotionally and visibly to the heart of the accessibility movement, and placing your organization at the center of one of the most meaningful moments in AccessU history.



Item	Description of benefits	Cost
Opening keynote happy hour featuring Lucy Greco (1 available)	Company branding on website, conference planner, social media, and email newsletter; logo placement on event and bar signage, verbal recognition during opening remarks, opportunity to provide branded swag or table-top materials	\$10,000
Conference shuttle sponsor	Logo displayed on conference shuttles all 3 days of the conference	\$10,000
Golf cart sponsor	Logo displayed on 2 golf cart all 3 days	\$2,000
Ice cream truck sponsor (for all 3 days)	Logo displayed on ice cream truck all 3 days	\$1,000
Lunch sponsors (4 available)	Logo displayed on an easel and at each table, option to provide promotional materials, announcement by Knowbility leadership	\$4,500
Breakfast sponsors (4 available)	Logo displayed on an easel and at each table, option to provide promotional materials, verbal recognition by Knowbility leadership	\$2,500
Refreshment sponsors (4 available)	Logo displayed on refreshment tables, option to provide promotional materials, verbal recognition by Knowbility leadership	\$1,500
Table at expo hall only	1 6-foot table (WiFi + outlets), 1 free registration to AccessU	\$2,500

AIR 2026: A la carte sponsor opportunities

Item	Description of benefits	Cost
Commemorative t-shirt sponsor	Your logo prominently displayed on a souvenir t-shirt	\$7,500
Kick-off ceremony (1 available)	Promotion of your brand during an in-person event Logo placement on AIR pages, email newsletters	\$7,500
Awards ceremony (3 available)	Promotion of your brand during an in-person event, presentation of an award Logo placement on AIR pages, email newsletters	\$5,000

Align your brand with organizations that support Knowbility’s mission. A few of the current and past supporters of our community programs include:





Custom sponsorships available

Want to pay it forward by providing scholarships for attendees? Want to be recognized for your contribution in another way? Would you prefer to donate a different amount? This option is for you. We'll guide you through creating a package just for you. Providing sponsorships for t-shirts, events, keynotes, or accessible transportation for attendees staying in selected AccessU hotels are just some of the additional options that you can choose from.

Write to us at sponsorship@knowbility.org and we will craft a package to suit your specific needs.

Executive Director, Sharron Rush, speaks to AccessU attendees



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.