



Where human spirit and technology meet

A11y Camp 2024

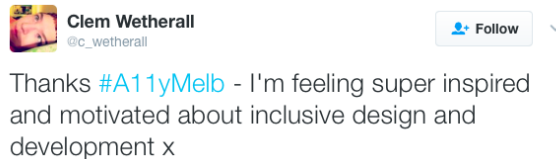
Sponsorship Prospectus

## About A11y Camp 2024

Date: 23 October 2024

Venue: Clarendon Auditorium, Melbourne Convention and Exhibition Centre

[A11y Camp website](#)



## A11y Camp

Accessibility and inclusive design are increasingly being recognised as an essential skillset for digital professionals in Australia and across the world. This has led to a growing community of diverse professionals who are passionate about making the web a more inclusive place for all users.

A11y Camp is Australia's premier annual conference on digital accessibility and inclusion where people can share, learn, geek out, and mix with their peers and colleagues.

It is a professional development event that in 2024 will include a 1-day hybrid conference and 1 day of workshops. There will also be a social event in the evening for everyone to come together and connect.



A11y Camp is about creating a digital world with no barriers. It is Australia's largest event for anyone interested in digital accessibility and inclusive design.

Your support helps us to:

- organise and run our events
- bring leading international experts to Australia to share their experiences and knowledge
- make our events inclusive for everyone e.g., live captioning for all presentations
- create lasting artefacts of our events through presentation videos and Sketch notes
- create accessibility champions that help organisations embrace accessibility
- expand awareness and build up expertise so that more digital services and websites are accessible to everyone!

A11y Camp is a project of A11y Bytes, a community initiative focused on raising the profile of digital accessibility.

[A11y Bytes website](#)

## Audience

A11y Camp 2024 is anticipating bringing together a mix of 200 – 250 experienced professionals, trailblazers, accessibility champions, and those who want a better understanding of just what accessibility is and how they can help to make it happen. They include:

- Developers
- Designers
- Content creators
- Business analysts
- Project managers
- Product managers
- UX/CX researchers
- Accessibility experts



**Herin Hentry**  
@HerinHentry

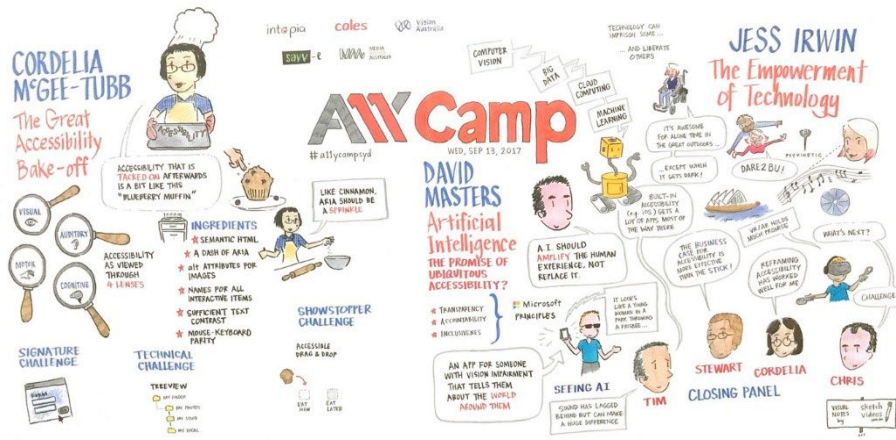
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It's over... but my head is spinning with all the presentations from #A11yMelb. Good job @a11ybytes. Looking 4ward to the next one already.

And work for government departments, agencies, authorities, and not for profits; working solo or as part of team in corporate, commercial, small agency environments.

## Program

The 2024 A11y Camp program will feature keynote addresses and presentations by accessibility professionals. It will showcase diverse accessibility and inclusion topics from digital design and development through to policy and strategy.



## Sponsorship Packages

Sponsoring A11y Camp is an opportunity for brand exposure, team development and networking, and demonstrating community impact.

You'll help bring together the digital accessibility community, enabling passionate people to share experiences and insights with each other to create a digitally inclusive world.

There are sponsorship packages to suit all budgets. If you do not find one quite right for you, just contact us to chat about customising a bespoke package.

If you would like to sponsor A11y Camp 2024, or discuss tailoring an option for you, simply contact us by email at [camp@a11ybytes.org](mailto:camp@a11ybytes.org)

## A11y Camp Sponsorship Packages

Sponsorship	Gold \$12,000	Silver \$7,500	Bronze \$5,000
<b>Marketing and promotion</b>			
Organisation logo with recognition of sponsorship level displayed as a on promotional materials, including conference website, event signage, e-Newsletters, conference program and holding slides	Yes	Yes	Yes
Dedicated Social Media post and newsletter spotlight	Yes	Yes	No
Branding displayed on the website for the event with recognition of sponsorship level	Yes	Yes	Yes
Company description displayed on the website	Yes	No	No
<b>During the event</b>			
Conference registrations	6	4	2
Livestream registrations	8	6	4
Discount on additional registrations	20%	15%	10%
Verbal and visual recognition of your support prior to each session of presentations	Yes	No	No
Display self-supplied branded banners throughout the venue and on or near the stage	2	1	0
Your promotional material inserted into digital conference packs	Yes	Yes	Yes
<b>After the event</b>			
Dedicated mention in the wrap up email to attendees	Yes	No	No
Organisation logo with recognition of sponsorship level in the wrap up email to attendees	Yes	Yes	Yes
Your organisation's logo at the start of all videos of the 2024 presentations shared on YouTube after the conference	Yes	Yes	Yes

### Exclusive Livestream Sponsor - \$15,000

1 available

Live streaming makes A11y Camp more inclusive and accessible for everyone! Your brand will be in front of a global audience. It also means we have recordings of all the presentations to put on YouTube for a wider audience to learn from after the event.

- Gold level sponsor benefits
- Your logo featured prominently on the livestream
- Prominent recognition on all 2024 presentation videos on YouTube
- Recognition as 'Livestream sponsor' with company logo on promotional materials including conference website, event signage, e-Newsletters, conference program and holding slides

### Exhibitor Table \$2,500

5 available

Engage with conference attendees throughout the day by showcasing your organisation's products and services.

- 1 Table with two chairs in the pre-function area where breaks are held for the duration of the conference day
- Organisation logo and brief description with a link to your website in the Exhibitor list on our website.

## ADD ONS For Gold, Silver, and Bronze Sponsors

### Exclusive Lanyard Branding \$2,000

1 available

Have your organisation/brand prominently on display throughout the whole conference with lanyards printed with your logo distributed to and worn by every attendee.

- Your organisation's logo on all conference lanyards
- Recognition as 'Lanyard sponsor' with company logo on promotional materials including conference website, event signage, e-Newsletters, conference program and holding slides

### Exclusive Barista Station Branding \$3,000

1 available

One of the most popular hubs at any conference. Help us upgrade from ordinary urn to a much more satisfying barista made coffee for the day and be at the centre of conversations!

- Recognition as ‘barista cart sponsor’ with company logo on promotional materials including conference website, event signage, e-Newsletters, conference program and holding slides
- Logo recognition on the barista stations
- Opportunity to display 1 banner next to barista stations

### Exclusive Sensory Room Branding \$3,000

1 available

We all know events can be a bit overwhelming at times, with lots of noise, bright lights, and people everywhere. Sensory rooms are an essential element of event accessibility by creating a quiet space designed to be calming for people with sensory sensitivities. They provide a space where people can take a break, regroup, and then return to the event when they are ready. By sponsoring our Sensory Room, you will be assisting us to provide things like mood lighting, beanbag chairs, tactile items, and lava or bubble lamps.

- Recognition as ‘Sensory Room sponsor’ with company logo on promotional materials including conference website, event signage, e-Newsletters, conference program and holding slides
- Logo recognition outside the Sensory Room
- Opportunity to display one (1) banner next to Sensory Room

### Exclusive Donut Wall Branding - \$5,000

1 available

Everyone loves donuts! Attract attention for your brand with this unique opportunity by sponsoring an all-day donut wall for that wow (and yum) impact.

- Customise the donuts to your organisation’s colours and branding

- Recognition as ‘Donut Wall sponsor’ with company logo on promotional materials including conference website, event signage, e-Newsletters, conference program and holding slides
- Opportunity to display 1 banner next to the donut wall

If you are interested in getting involved, contact us by emailing  
[camp@a11bytes.org](mailto:camp@a11bytes.org)

Thank you for your support!