

# Purple Tuesday

Improving the disabled customer experience



## National Sponsor Brochure

PurpleTuesday.Co

# Purple Tuesday

Purple Tuesday is a global social movement working to improve the customer experience for disabled people and their families 365 days a year.

The initiative supports organisations to have a better relationship with existing and potential customers by raising awareness and understanding of accessible solutions to practice.

Participating organisations make at least one commitment each year to improve accessibility or practice that will enhance the customer experience of disabled people. These commitments are recognised each year as part of a global disabled customer celebration day.

For more information visit: [www.PurpleTuesday.co](http://www.PurpleTuesday.co)

## Celebrate change

Purple Tuesday has become the #1 global brand for improving the disabled customer experience.

In 2022, over 6000 organisations got involved in Purple Tuesday across five different countries, namely the UK, USA, UAE, Pakistan and Malaysia. The November celebratory day reached over 23 million people; involved nearly 40,000 social media interactions; and received 100 pieces of broadcast and print media.

## Testimonial

“At Recite Me we are passionate about opening the conversation about accessibility and inclusion, so we are delighted our Partnership with Purple Tuesday allows us to do just that! Together we can raise awareness and create change. We can support the millions of people worldwide with a disability, who do not have equal access to services, experiences, information and products.”

**Ross Linnett, Recite Me Founder and CEO**



# Why Purple Tuesday is important:

1.8 million people globally have some type of disability  
...this is one in every five

The disposable income for the worlds largest minority group  
...is \$13 trillion annually

Yet, the number of businesses who have a strategy, plan or resources dedicated to engaging this vastly under-developed and underserved market  
...is only 10%.

73% of disabled people prefer brands that allow them to be spontaneous without having to plan before a visit  
.... is your business one of them?

70% of disabled people will not return to a business after receiving a poor customer service  
... Can your organisation afford to lose their business?

Purple Tuesday is a solution for people with disabilities AND organisations who want to improve their social awareness, market share and performance results.

## Support the Movement

Purple Tuesday needs your involvement. Support us and together we will continue to raise awareness, educate and inspire organisations to take steps towards providing better customer experiences for disabled people.

We want the movement to be recognised and celebrated across more industries and in more countries so millions more disabled people and their families benefit from a better customer experience. And to help your organisation reap the financial and social rewards of becoming more accessible and inclusive.

# The role of a Purple Tuesday Sponsor

Purple Tuesday Sponsor organisations lead by example to deliver greater accessibility to their disabled customers. They are committed to going on the journey.

Each Purple Tuesday Sponsor organisation:

- Commit to make at least one change to practice or accessibility each year that will improve the experiences of disabled customers.
- Implement the change and recognise the improvements as part of the global celebration day in November.
- Get involved in Purple Tuesday organised events including the Global Conference, webinars and national celebration events to share their disability inclusion journey and inspire others.
- Promote participation in the movement across the year and encourage others in their network to join.

## Example Commitments

- Awareness training for staff to build confidence and understanding to provide a better customer experience for disabled people.
- An accessibility audit of your premises to better understand the barriers that exist for disabled visitors.
- An accessibility review of your website to put plans in place to remediate the barriers identified.
- Survey your disabled customers and ask how their experiences could be improved.
- Implement disability related initiatives such as Hidden Disabilities Sunflower Scheme, Quiet Hour or Not Every Disability is Visible signage.
- Review customer service policy and process to ensure they are disability inclusive.

# Purple Tuesday Sponsorship Packages

In each country that celebrates Purple Tuesday there is an opportunity to sponsor the movement at different levels and be recognised for that support. Set out below are the benefits:

Package Benefits	Fee	Bronze Sponsor £1,499	Silver Sponsor £3,999	Gold Sponsor £6,999	Platinum Sponsor £9,999
Purple Tuesday Sponsor Logo (category aligned)		✓	✓	✓	✓
Recognition on Sponsor's page Purple Tuesday website (fee category aligned)		✓	✓	✓	✓
Access to Purple Tuesday Resource Portal		✓	✓	✓	✓
Enhanced - Access to Purple Tuesday Resource Portal				✓	✓
Access to non-ticketed Purple Tuesday events		✓	✓	✓	✓
Linked logo and name on the Purple Tuesday website				✓	✓
Testimonial/Case Study on Purple Tuesday website					✓
Partner announcement on Purple Tuesday social media			✓	✓	✓
Complimentary Tickets: Purple Tuesday virtual Global Conference		X1	X2	X5	X10
Logo featured on Virtual conference event programme			✓	✓	✓
Speaking opportunity at virtual Purple Tuesday Global Conference					✓
Dedicated blog/featured post on Purple Tuesday social platforms or newsletter					✓
Ad space (tbc) between speakers at virtual conference			Times played X1	Times played X5	Times played X10
Highlights reel - Logo to feature in promo video for (in country) PT 2023				✓	✓
Personalised recorded address announcing partnership by Mike Adams, founder of Purple Tuesday for internal and external communication					✓
VIP Invitation to Celebration Event					✓
Discount on Purple Business Services		5%	5%	10%	15%

# Purple Tuesday 2023 Calendar of Events

<b>January–March</b>	Purple Tuesday official launch and key sponsor announcements
<b>March/April</b>	Purple Tuesday Leader Roundtable meetings in participating countries
<b>April–September</b>	Purple Tuesday Masterclass Programme
<b>May</b>	Wider Sponsor Announcements on Social Media and Trade Press
<b>June</b>	Purple Tuesday Global Virtual Conference
<b>September</b>	Purple Tuesday Sponsors Networking Event
<b>November</b>	Purple Tuesday Celebratory Day (7 <sup>th</sup> November) USA, UAE, UK, Pakistan, Malaysia (potentially others)
<b>January' 24</b>	Purple Tuesday Recognition Awards

## Testimonials

“Purple Tuesday has been important to eBay because our purpose as a business is to create economic opportunity for all, and accessibility is a fundamental pillar of that. We’ve taken great strides over the past 10 years or so at eBay, but as technology and the needs of our customers change, so must we. There is always room for improvement and through partnering with Purple we committed to continually adapting and evolving our site as we progress on the journey. We know that small changes can make a world of difference to people with a disability who use our platform, and we would encourage any retailers with an online presence especially to do the same.”



**Eve Williams, Chief Marketing Officer eBay UK**



“Zurich in the Middle East is proud to partner with Purple Tuesday and support its vision to improve the customer experience for disabled people. Through this partnership, we have started to enable our employees with the skills and tools to better serve people with disabilities, providing an inclusive customer experience while reaffirming our commitment to creating a brighter future together.”

**Mufazzal Kajiji, Chief Executive Officer, Zurich Middle East**



# Purple Tuesday

To sign up as a Purple Tuesday  
National Sponsor, please contact:

**[Hello@PurpleTuesday.Co](mailto>Hello@PurpleTuesday.Co)**

or call

**+44 (0)1245 392 307**

