

# Purple Tuesday

Accessibility Everyday, Everywhere for Everyone

## Sponsorship 2025



# Contents

## About Us

Find out more about the driving force behind Purple Tuesday



An overview of our company's background, achievements, and services. We also outline our vision and mission statements, along with our key brands and services.

## About Purple Tuesday

What is Purple Tuesday? And how can I get involved?



Learn all about the Purple Tuesday celebration day, as well as the other events we host throughout the year including our Disabled Customer Summit and Purple 365 Webinars.

## Sponsorship Opportunities

What opportunities are there for sponsoring Purple Tuesday?



An outline of our sponsorship tiers. From UK Headline Sponsorship, to Supporting Platinum, Gold, Silver and Bronze Sponsorships. Plus, sponsorship for our Purple 365 programme.

## Benefits to sponsors

What are some of the benefits of sponsoring Purple Tuesday?



From the explicit benefits of specific sponsorship plans, to the overall bonuses of working with Purple Tuesday. We outline our reach, ambassadors and expert team!

# Background

- We established our organisation in the United Kingdom in 2002.
- Over the years, we have provided support to 50,000+ individuals with disabilities.
- In 2018, we launched the Purple Tuesday initiative to promote accessibility and inclusion.
- By 2021, Purple Tuesday had expanded its reach and became an international movement.
- As of 2024, Purple Tuesday had gained recognition in nine different countries.





# What we do

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- **We support organisations to access the \$13 trillion disability market.** Partnering with us helps organisations tap into this significant economic opportunity and improve their accessibility and disabled customer service.
- **We improve the life experiences of disabled people.** Through initiatives like Purple Tuesday, we inspire organisations to enhance accessibility, benefiting over 7,000 participating businesses and millions of disabled people.





# Company Vision

Purple Tuesday's vision is to highlight the social and commercial benefits of accessibility, transforming lives and benefiting businesses and communities. By improving accessibility, we help organisations create a more inclusive environment for disabled customers and employees, enhancing their overall experience.



# Company Mission

Our goal is to change the disability conversation through awareness, shared understanding, and innovative products and services that benefit disabled people, businesses, and society as a whole.





# Purple Brands & Services

- **Purple Tuesday** – a global awareness initiative that is driving changes to the disabled customer experience, connecting brands with the disabled customer
- **Purple 360** – supporting organisations on an accessibility and disability inclusion journey
- **Purple Direct Payments** – supports disabled people to have choice, control and independence at home
- **Purple Surfers** – digital skills development for disabled people, improving access to information, services and opportunities
- **EnableAll** – offering an accessible online shopping experience for all





# About Purple Tuesday

Purple Tuesday is a global initiative that champions accessibility advancements to improve the disabled customer experience.

## Initiative Goals:

- Raise awareness of the commercial and social value of the disability market
- Connect organisations with their current and prospective disabled customers
- Share examples of good accessibility practices in action

## Target Audience

- Business leaders across industry and geographies
- The disability community that represents 1/3 of the world population



# Purple Tuesday Global Celebration day



## 4<sup>th</sup> November 2025

Purple Tuesday Global Celebration Day is a time to recognise the accessibility improvements made by organisations across the globe and their impact on disabled customers. A day to share good practice and connect disabled customers with brands. To get involved in Purple Tuesday, participating organisations must commit implementing at least one accessibility improvement each year which is then, recognised and celebrated each year in November.

“Being the Global Disability Partner for Purple Tuesday is an integral part of helping us inspire organisations, across all sectors, make positive changes to the shopping, travel, work and leisure experience for disabled people.”

**Paul White**

CEO - Hidden Disabilities Sunflower





# Purple Tuesday Disability Summit

## 16<sup>th</sup> September 2025

Our annual Disability Summit is an opportunity to bring the disability and business communities together to find solutions and innovations to improving disabled experiences. The summit features panel discussions, collaborative workshops, thought-provoking keynotes, and networking opportunities. It enables businesses to gain insights into issues they may not be close to and provides the disability community a platform to address daily barriers with businesses.

“We know there are millions of consumers and colleagues with disabilities who want access to services, information, and products... We know we’re on a journey, and there is plenty more to do, but Purple Tuesday are the best possible guides.”

**Peter Hamilton**

Disability & Access Ambassador – Zurich UK Life





## Monthly

Purple 365 is a learning and development resource for organisations, providing their employees access to live or on-demand training webinars alongside a library of resources in the Purple 365 Portal. This ensures staff at all levels gain the knowledge, understanding, and practical approaches needed to deliver a better everyday experience for disabled people as customers and employees.

“Purple's trainings have found the right balance of awareness raising with expert insights into a range of disability topics. My colleagues and I have found these regular sessions really engaging, informative and perfect for raising the skills of the wider team. I would recommend Purple Tuesday training to any organisation wanting to build the disability knowledge of their people.”

**Steven Foster**

Shopping Centre Director – Landsec



# UK Sponsorship Opportunities:



Supporting  
Sponsor:



Headline  
Sponsor:



Purple 365  
Sponsor:

**Purple 365**



Investing in Disability Training



# Headline Sponsor (£24,999) : **Unavailable for 2025**



## Benefits:

- Brand alignment on Purple Tuesday website
- Purple Tuesday brand license, accessible marketing toolkit and joint communication plan
- Announcement of your support across all Purple Tuesday socials platforms
- 12 months access to Purple 365 monthly training and resource library for all your employees
- Dedicated Partnership Manager



## Unique Benefits:

- Exclusive sponsorship recognition of Purple Tuesday Disability Summit
- Prominent sponsor recognition on all Purple Tuesday Global Celebration Day related marketing and promotional collateral
- Dedicated case study page on Purple Tuesday website
- Opportunity to speak at Disability Summit and VIP Purple Tuesday Celebration Day Reception
- Company name mentioned in all media advertising print, online, TV and radio
- Exclusive in-person visit by Mike Adams OBE, founder of Purple Tuesday to give a keynote address or equivalent
- 5 Delegate Tickets to Disability Summit



# Supporting Sponsor:



## Benefits:

- Brand alignment on Purple Tuesday website with URL link to your website
- Purple Tuesday brand license, accessible marketing toolkit and joint communication plan



## Unique Benefits:

### Supporting Platinum Sponsor – £9,999

- 3 Delegate Tickets to Disability Summit
- Disability Inclusion Diagnostic & Recommendations
- 1 Consultancy Session with Mike Adams or Purple Tuesday Ambassador
- 12 months access to Purple 365 training & resources
- Event pack

### Supporting Gold Sponsor – £7,999

- 2 Delegate Tickets to Disability Summit
- Disability Inclusion Diagnostic & Recommendations
- 12 months access to Purple 365 training & resources
- Event pack

### Supporting Silver Sponsor – £3,999

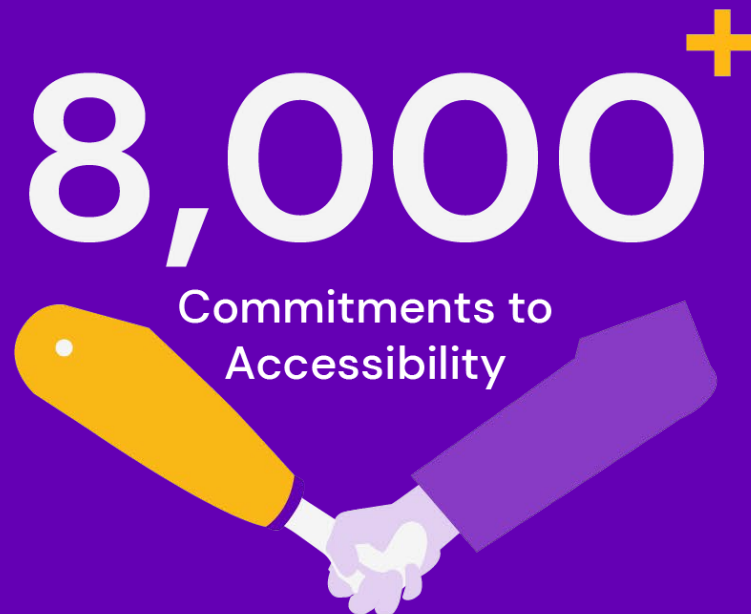
- 1 Delegate Tickets to Disability Summit
- 12 months access to Purple 365 training & resources
- Event pack

### Supporting Bronze Sponsor – £1,999

- 1 Delegate Ticket to Disability Summit
- Event pack

# Purple Tuesday

2024 Impact Statistics



9 Countries Celebrating



52

Disabled Ambassadors





# Purple Tuesday 2024 Sponsors:



The Architects of Dining





# The Purple Tuesday Team:



**Mike Adams OBE**

Founder & Creator



[Mike Adams](#)



**Charlene Overend**

Head of Purple Tuesday  
Global Operations



[Charlene Overend](#)



**Tammy Jones**

CEO – Purple



[Tammy Jones](#)



**Jabir Khalifa**

Head of Delivery



[Jabir Khalifa](#)



**Andrea Kennedy**

Head of Accessibility



[Andrea Kennedy](#)

# The Purple Tuesday Team:

**Dee Tunc**

Access Audit Manager



[Dee Tunc](#)

**Ellie Moore**

Membership & Events  
Manager



[Ellie Moore](#)

**Harvey Dunlop**

Partnership  
Development Executive



[Harvey Dunlop](#)

**Jessica Smith**

Strategic Partnership  
Manager UAE



[Jessica Smith](#)

**Kirsty Goodbody**

Executive Assistant to  
the CEO



[Kirsty Goodbody](#)

**Rami Abu Tawelah**

Project Manager UAE



[Rami Abu Taweelih](#)

**Jon Drackett**

Relationship Manager



[Jon Drackett](#)

**Julie Trajkovski**

Project Coordinator



[Julie Trajkovski](#)

**Nathan Tidmuss**

Marketing Executive



[Nathan Tidmuss](#)

**Martin Smith**

Administrator



[Martin Smith](#)

**Hari Veerapan**

Digital Accessibility  
Executive



[Harihara Veerapan](#)



# Purple Tuesday's Ambassadors:



With a worldwide reach of 5 million!



Dr Sani Dhanda



Nick Wilson



Amy Pohl



Martyn Sibley



Victoria Jenkins



Fred Maahs, JR



Jessica Smith



Andy Stevenson



Anne Wafula-  
Strike



Mark Esho MBA



Isaac Harvey



Tanzila Khan

**+40 National  
Ambassadors!**

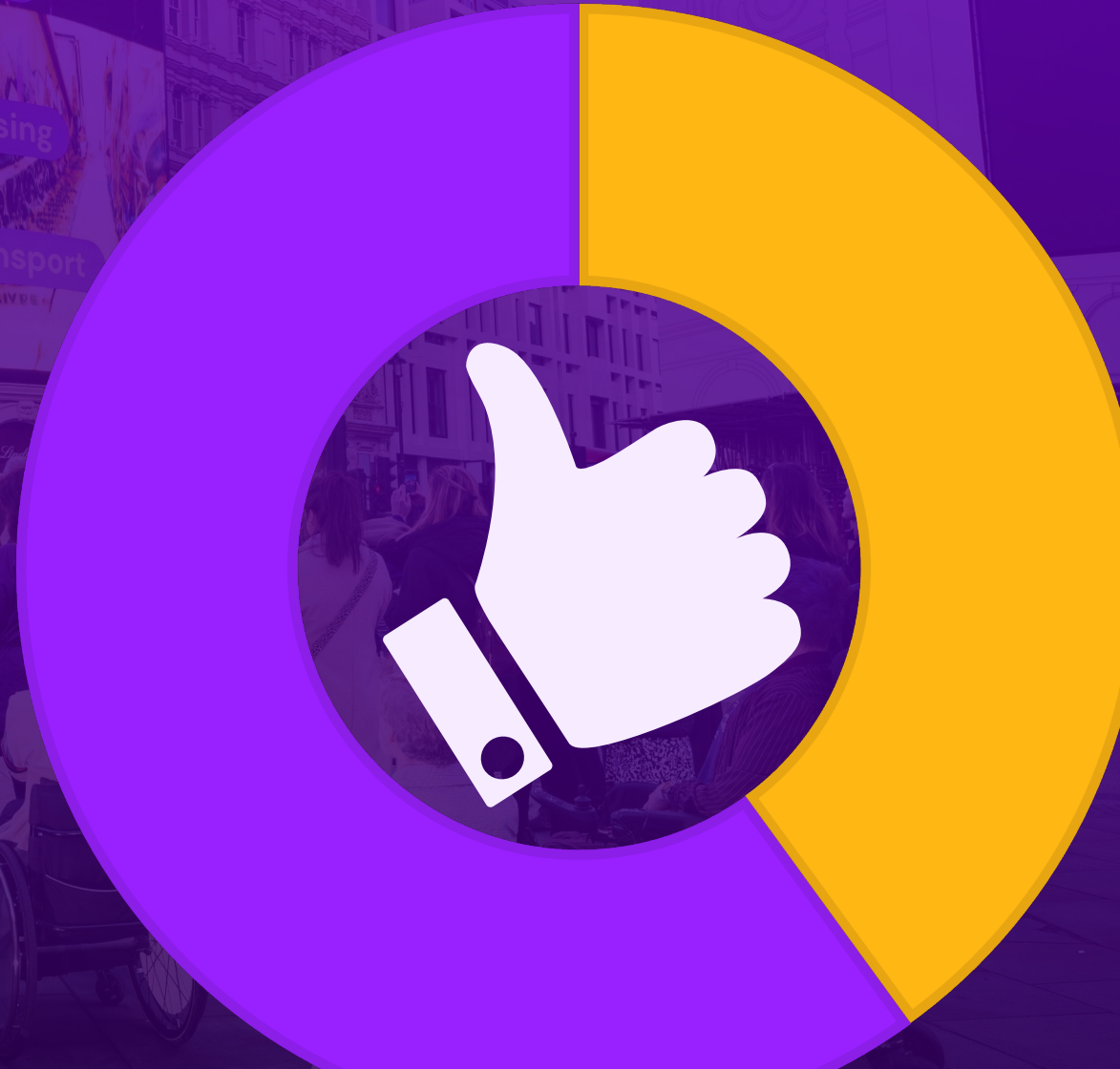
# Purple's Workforce:

40%

Disability Allies

60%

Disabled





# Testimonials:



"SHL remains a proud sponsor of Purple Tuesday. We value their mission to not only improve the customer experience for disabled people but to afford companies the opportunity to recognise the many benefits that come with access to the disability market. At SHL we are committed to providing fair and inclusive assessment experiences for our clients and their candidates. Our ongoing partnership with Purple will enable us to create the change and influence others to do the same"

**Andy Bradshaw**, CEO SHL



We're delighted to be supporting Purple Tuesday as a sponsor for the past four years. We know there are millions of consumers and colleagues with disabilities who want access to services, information, and products, while some will be looking for fulfilling careers within insurance. As a company, but also as an industry, we want to make insurance as inclusive and accessible as possible. We know we're on a journey, and that there is plenty more to do, but Purple Tuesday are the best possible guides.

**Peter Hamilton**, Head of Market Engagement & Disability & Access  
Ambassador, Zurich UK Life



# Recognised Countries

UK  
UAE  
Oman  
Jersey  
Germany  
Pakistan  
Malaysia  
Hong Kong  
North America







# Thank you,

For your time and for taking an interest in  
Purple Tuesday to take the next step,  
contact:

**Charlene Overend**

Head of International Partnerships

**Email:** [coverend@purpletuesday.co](mailto:coverend@purpletuesday.co)

**Phone:** 01245 214027

