

Sponsorship Pledges can readily be made online using the [Ability Axis Registration Form](#). If you would prefer to discuss sponsorship opportunities, or have any questions, please contact Rob McInnes rob@diversityworld.com or 204-487-0307.



Sponsorship Levels

Platinum Sponsor	Contribution of \$5000 or more
<ul style="list-style-type: none"> • Prominent Recognition on our website and our newsletter through the year. • A Lead Role on our Employer Advisory Council (quarterly meetings). • At the Annual Employment Expo: <ul style="list-style-type: none"> ○ Two (2) Corporate Tables at the Best Practices Breakfast ○ One (1) Premiere Exhibit Booth ○ Full page display ad in the Expo Program. ○ Maximum Recognition on large screens in the Exhibition Hall. 	
Gold Sponsor	Contribution of \$2500 - \$4999
<ul style="list-style-type: none"> • Recognition on our website and in our newsletter throughout the year. • Participation on our Employer Advisory Council (quarterly meetings). • At the Annual Employment Expo: <ul style="list-style-type: none"> ○ One (1) Corporate Table at the Best Practices Breakfast ○ One (1) Standard Exhibit Booth ○ Half-page display ad in the Expo Program. ○ Recognition on large screens in the Exhibition Hall. 	
Silver Sponsor	Contribution of \$1000 - \$2499
<ul style="list-style-type: none"> • Recognition on our website throughout the year • At the Annual Employment Expo: <ul style="list-style-type: none"> ○ Four (4) Individual Registrations for the Best Practices Breakfast ○ One (1) Standard Exhibit Booth ○ Quarter Page display ad in the Expo Program Booklet ○ Recognition on large screens in the Exhibition Hall. 	
Bronze Sponsor	Contribution of \$500 - \$999
<ul style="list-style-type: none"> • At the Annual Employment Expo: <ul style="list-style-type: none"> ○ Four (4) Individual Registrations for the Best Practices Breakfast ○ Recognition in the Expo Program Booklet 	
Donor	Contribution of \$150 - \$499
<ul style="list-style-type: none"> • At the Annual Employment Expo: <ul style="list-style-type: none"> ○ One (1) Individual Registration for the Best Practices Breakfast ○ Recognition in the Expo Program Booklet 	

Sponsorship Recognition

We proudly give high visibility to all sponsors of the Ability Axis Employment Expo - at the event itself and throughout the calendar year. This includes:

During the Breakfast – Leading up to the formal presentations, Sponsor Logos will be continually rotated on two large screens at the front of the room.

Throughout the Exposition – Throughout the day, Sponsor Logos will be continually rotated on large screens prominently located inside the Exhibit Hall.

Printed Expo Programs – Sponsors will be featured in the formal printed “programs” which will be handed out to all attendees.

Preferred Exhibit Booth – Sponsors who elect to have Exhibit Booths will be given high-traffic, high-visibility locations in the Exhibit Hall.

Ability Axis Website – As soon as sponsorship is confirmed, Sponsors will be announced throughout our electronic network and their logos will be added to our website. Sponsor logos will remain prominently displayed on the Ability Axis website throughout the year.



Return on your investment

We know you want to invest your sponsorship dollars carefully and we intend to maximize the visibility, recognition and benefits that you will experience as a Sponsor of Ability Axis.

Recruiting – Further your success in attracting applicants from over 55,000 Manitobans with disabilities who are active in Manitoba's workforce - and over 20,000 (including almost 3000 with post-secondary degrees) who are not engaged in the workforce but are able and willing to work.

Workforce Development – Promote your company and/or sector as a career choice for high school students, college students, and folks with disabilities who are seeking new jobs or charting career changes.

Employment Branding – Heighten your company's visibility as a leader in workforce diversity and an employer of choice for people with disabilities.

Networking – Network with representatives from community agencies, educators, government programs, suppliers, and other employers who are engaged in increasing the workforce participation rates of people with disabilities.

Marketing – Affirm the "disability-friendliness" of your company and its goods or services - creating goodwill within the community of 170,000 Manitobans with disabilities... and their friends and families. (Note: Manitobans with disabilities, themselves, represent over \$1 Billion in consumer spending.)



Five Basic Facts

FACT: Approximately 15% of Manitobans are considered to be disabled. They face barriers that keep them from doing things that others take for granted.¹

FACT: To fill available jobs and sustain the health of our economy, Manitoba needs to increase its net workforce by 75,000 workers by 2020.²

FACT: The unemployment rate for Manitobans with disabilities is roughly double that of Manitobans without disabilities.³

FACT: Additionally, there are an estimated 20,000 working-age Manitobans who are not in the workforce (not counted in the unemployment statistics) – many of whom, with some workplace and job accommodations, could be working.⁴

FACT: Reducing the unemployment rate among persons with disabilities in Manitoba by just one per cent could reduce the need for income assistance payments by over \$6 million annually.⁵

One Obvious Conclusion

People with disabilities need to be more successfully included in Manitoba's workforce - and Manitoba employers need to be better prepared to effectively engage, support and develop employees with disabilities.

¹ Discussion Paper for Made in Manitoba Accessibility Legislation, November 2010.

² Province of Manitoba – Speech from the Throne, November 19, 2012.

³ Statistics Canada, Participation and Activity Limitation Survey, 2006: The unemployment rate of persons with a disability in Manitoba was 8.9%. The unemployment rate of persons without a disability in Manitoba was 4.6%.

⁴ From 2001 Health and Activity Limitation Survey: there are 33,190 working-age Manitobans with disabilities not in the workforce. From 2006 Disability in the Workplace report by Cara Williams: only 40% of working-age people with disabilities not in the workforce are unable to work. Those remaining are likely to require workplace and job accommodation.

⁵ Discussion Paper for Made in Manitoba Accessibility Legislation, November 2010.

Ability Axis

"Celebrating and advancing the participation of people with disabilities in Manitoba's workforce!"

Located in Winnipeg, Diversity World is a small training and consulting company. For over 10 years, we have been supporting companies and organizations throughout North America to increase workforce diversity by assisting people with employment barriers to enter or re-enter the workforce. Here in Manitoba, we have a special initiative, Ability Axis (www.abilityaxis.com), which is focused on increasing the workforce participation rate of Manitobans with disabilities.

In summary, here are three things we believe.

- It doesn't make sense to "sideline" Manitobans with disabilities – incurring the expense of supporting them through public assistance, while losing out on the contribution they could be making to our economy.
- As our economy grows, and we face a severe labour shortage, we need to engage the productivity of all Manitobans.
- Manitobans who are born with or acquire disabilities should no longer have their future careers and livelihoods limited by policies or practices which are based on discriminatory attitudes, restrictive environments, or erroneous information.

There is a lot of work to be done! We are inviting you to support our efforts through both your involvement and financial SPONSORSHIP.

Our request for sponsorship is focused on the flagship of our efforts, our highest visibility event - the annual Ability Axis Employment Expo.

But, by sponsoring the Expo, you are also supporting our efforts throughout the year, to:

- Educate & inform interested parties about news and developments that affect employment opportunities for Manitobans with disabilities.
- Use our resources and/or expertise to support the work of other organizations.
- Participate actively on advisory committees, special events, and collaborative forums.

