



**JOYFULLY
DIFFERENT**

Sponsorship Opportunities 2024

Let's make business joyful for
neurodivergent founders, together.

What is Joyfully Different?



A non-profit business support community and learning hub for neurodivergent, business owners, leaders and future founders.

We provide a space for neurodivergent entrepreneurs connect with a supportive community of business folk who think differently, lead differently and want to do business differently.

We support neurodivergent business leaders to understand and embrace their differences and show up as their authentic selves, so they can fulfil the vision they have for their life and business.



Who are we?



Mark Blake, Co-Founder & Director

I'm a 24 year old autistic man. I've known I was autistic since I was 11 but never knew what that truly meant for me and my life until much later. I have been involved in the neurodiversity sector since I was 18, when I started a lobbying non-profit organisation that campaigned across the Police and NHS. I have worked as a freelance trainer specialising in neurodiversity policy and have run events and workshops focused on neurodivergent leadership and personal development.

After taking a year away from entrepreneurship due to burnout, I saw that too many neurodivergent people were fighting for survival and access to what they needed – they were not thriving. My goal with Joyfully Different is to support neurodivergent people to create a life of absolute freedom, belonging and joy. Connecting with other neurodivergent leaders in a meaningful, authentic and generous way has freed my soul – and the light I see from the people I connect with is so bright, it has made me determined to help create a vehicle that gives neurodivergent people everything they need to start their businesses and ensure freedom in their lives.



Who are we?



Alice Reeves, Co-Founder & Director

I was diagnosed with ADHD at age 35, five years into running my own digital marketing business. I knew entrepreneurship would be tough, but I didn't understand why it felt SO tough for me compared to other people. I was successful, but I was also anxious, depressed and burnt out. I couldn't understand why all the advice from business courses and coaches didn't work for me. But getting my ADHD diagnosis made it all make sense.

For the last two years, I've been working on designing my business to support my neurodivergent brain instead of trying to make myself to conform to the 'norms' of business and the pressure I was putting on myself based on what I thought a business owner 'should' be. It's made a world of difference, and through Joyfully Different my goal is to support other neurodivergent business owners to create a life and career path that works for them instead of against them, bringing them fulfilment, enjoyment and success.



Why we exist

Mainstream business resources do not meet the needs of neurodivergent entrepreneurs. Business programs are largely inaccessible to neurodivergent people, and initiatives focused on neurodivergent people are focused on employability rather than leadership.

Additionally, most mainstream business support **encourages neurodivergent people to mask**, but this leads to exhaustion and burnout.

We support neurodivergent people to create and lead businesses, enabling them to be truly fulfilled through work, as many neurodivergent entrepreneurs are motivated by social purpose and social justice.



Member Testimonial



"I have found connecting with other neurodivergent people really helped me, so I didn't feel so alone and misunderstood. Joyfully Different is the first community where I've felt understood and I'm excited to be a part of and contribute to it. I've always struggled with communities and lurked on the outskirts, but I feel like I've come home and found my people within the Joyfully Different Community and where I can drop the mask and be truly myself. It feels like freedom."

– Lucy Brand, Coach & Healer



Why our work is needed



Only 22% of autistic people are currently in employment.

The current Autism Strategy focuses on employability, with no recognition that for many neurodivergent people, entrepreneurship will meet their needs better than any job.

Additionally, the UK currently only has a strategy to support autistic people – there is none dyslexia, ADHD, dyspraxia, BPD, or other kinds of neurodivergence.

Often facing many employability challenges which make entrepreneurship a better option, these groups cannot be overlooked:

40% of entrepreneurs are likely to be dyslexic, four times the national average

People with ADHD are 60%-80% more likely to have entrepreneurial intentions

We aim to create a bespoke, holistic approach to support neurodivergent folk to get into business while protecting their wellbeing, supported by neurodivergent entrepreneurs with lived experience.



Fulfilling our mission



Our mission is to make business joyful for neurodivergent business owners.

We view joy through the holistic lens of meaning, fulfilment and genuine connection – and we embody that in our work.

To achieve our mission:

- We provide the tools and the skills necessary for neurodivergent business owners to shape their businesses to offer them the lives and the fulfilment they deserve.
- We have created a community and a home for our neurodivergent founders where they are supported and accepted for who they are and where they feel safe to be vulnerable.
- Through our events and programmes, we will take our members on a journey of personal growth, where they can recover from workplace trauma and build genuine connections with those who understand them and their unique challenges.



Member Testimonial



"It was the best, most inclusive networking event I've ever been to! As a neurodivergent person, networking events can be really overstimulating, exhausting, and require a lot of masking. And lots of recovery time to recharge the battery. Not today. I actually felt energised after and sad when it was over. As I was walking home, I felt so grateful to Joyfully Different for running the event and for being part of their amazing community of fabulous neurodivergent entrepreneurs."

– Veronika Hoffman, Inclusion & Wellbeing Advocate



Our current goals

- Create a **thriving membership community** offering a wealth of exclusive member events including body doubling, healing spaces, business support sessions, roundtables, workshops, discounts and more
- Roll out **regional in-person events** for neurodivergent business leaders and founders in East Sussex, West Sussex and Kent (with additional regions to follow, led by the locations of our community members)
- Develop a **business startup accelerator programme**, delivered in partnership with exceptional neurodivergent-focused business mentors, experts, coaches, trainers and facilitators
- Develop and deliver a **regional entrepreneurship strategy** to multiple regions across the UK, which provides a live business support programme with mentoring and peer to peer support between sessions
- Launch a **startup incubator for neurodivergent-led businesses** in partnership with regional innovation hubs



Who should sponsor us?

- Organisations that want to challenge the cottage industry of equality, diversity and inclusion and instead **support real action and solutions led by lived experience founders**
- Organisations that understand that true equality, diversity and inclusion work is more than a tick box exercise and want to **create an authentic, genuine connection between their company and the communities they serve**
- Organisations that understand embracing vulnerability is just as crucial to successful business as embracing strengths
- Organisations that are tired of seeing the same old business strategies and approaches rehashed and repackaged as neurodivergent, accessible or revolutionary when they are not
- Organisations that **understand supporting genuinely inclusive communities, events and initiatives is beneficial to their business**, because it creates connection and builds trust with customers



Sponsor Testimonial



"I'm so excited and happy to be sponsoring Joyfully Different's launch event! As someone with both ADHD and Dyspraxia, I am absolutely passionate about supporting neurodivergent people in life and business. As soon as I stumbled across Alice's and Mark's trailblazing enterprise for neurodivergent founders, I knew that I had to get involved! I am honoured to be part of this exciting event and to support Joyfully Different in this awe-inspiring stage of their business!"

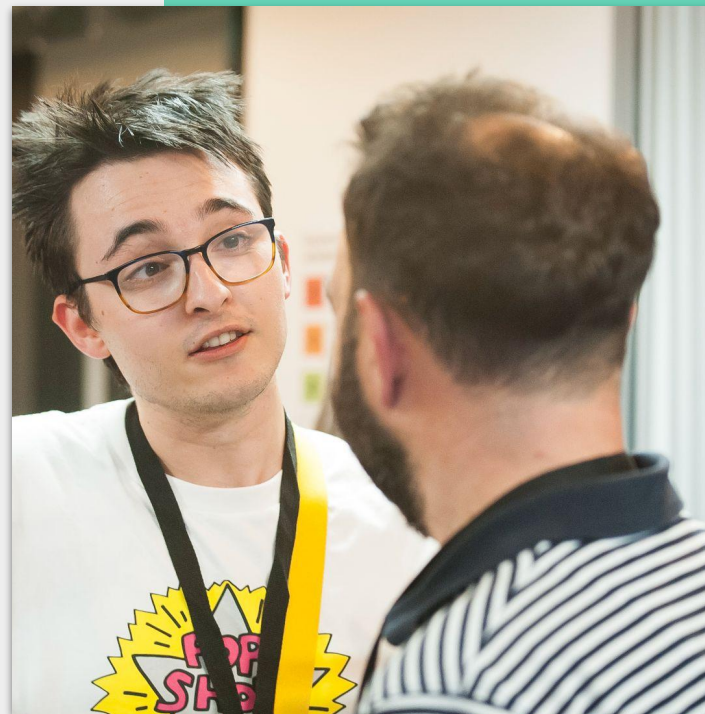
– Hayley Comber-Berry, Founder of ADHD Planned



Sponsorship Benefits

- **2024 sponsors will be recognised as founding sponsors in perpetuity** with a permanent link on our website homepage
- **We will work with you to review neurodiversity policy within your organisation** through employee and leadership training or policy review (*when you purchase our membership bundles*)
- **We will support you with internal and external comms around sponsorship** such as press releases, content for social media, blog posts, emails, or any other content related to sponsorship

We are also happy to tailor our sponsorship packages to your organisational needs.



Sponsorship Opportunities

- **Sponsor a number of memberships** for those in the neurodivergent entrepreneur community who may not be able to afford it – particularly those from low incomes and marginalised communities.
- **Sponsor a series of events for Joyfully Different** – either online or in person – which would allow you to directly reach members of our community with your products or services.

We have provided suggested sponsorship levels and bundles on the next slides, but we are happy to tailor any sponsorship agreement to suit your budget or preferences.



Sponsor Testimonial



"At Plus Accounting, we believe in championing inclusivity and neurodiversity in the business world. Joyfully Different's mission to empower neurodivergent entrepreneurs and leaders to thrive on their own terms aligns with our values. We are proud to support their work in building a more authentic and supportive professional community. Knowing both Alice and Mark from the business community, we are excited to be on this journey with them and their members."

– Victoria King, Marketing Manager, Plus Accounting



Sponsor Memberships



- Allows **neurodivergent founders with financial barriers and from marginalised communities** to access support that would not ordinarily be available to them
- Supports a diverse range of founders, allowing us to make a **greater social impact** and bring more diversity, equality and inclusivity to business
- A **special membership fund will be created with your name** which people can apply to
- Your **sponsorship will be publicised on our social media and a press release** and we will include your logo on our website and in all of our event presentations
- We can **recruit members for you**, or you can **promote them as an add-on for your product**
- For Scaling & Corporate, we will create your own **branded landing page** for sign ups

CORPORATE

>£50 million turnover

Sponsor 50 annual memberships

£12,000

SCALING

<£50 million turnover

Sponsor 25 annual memberships

£7,500

SMALL

<£10 million turnover

Sponsor 10 annual memberships

£3,600

MICRO

<£2 million turnover

Sponsor 5 annual memberships

£1,800

Sponsor Events



- Sponsor events such as our networking events, workshops, roundtables or power hours which will allow us to **pay expert event facilitators** to support neurodivergent attendees
- Supports **neurodivergent founders with financial barriers and from marginalised communities to access business support** that would not ordinarily be available to them
- **Attend and speak** at sponsored events or provide a sponsor script for us to read out
- Have your **branding on all visuals for the event**, your logo on our website, and promote offers at our events
- Display a **banner or promotional materials with your branding** at our in-person events

CORPORATE

>£50 million turnover

Sponsor a 12-month online or in-person event series (12 events)

£9,000

SCALING

<£50 million turnover

Sponsor a 6-month online or in-person event series (6 events)

£4,500

SME

<£10 million turnover

Sponsor a 3-month online or in-person event series (3 events)

£2,250

MICRO

<£2 million turnover

Sponsor a one-off online or in-person event (1 event)

£750

Sponsorship Bundles



With our membership bundles, you'll get everything included in the individual events and membership packages, plus **consultancy or coaching hours** from Mark Blake and Alice Reeves to advise on:

- Diversity and inclusion policy reviews
- Marketing / recruitment campaigns around neurodiversity and inclusion
- Training on neurodiversity accessibility and inclusion for leaders and teams
- Coaching for neurodivergent individuals in your organisation

Consultancy / coaching hours are as follows:

- MICRO = 3 hours
- SME = 8 hours
- SCALING = 15 hours
- CORPORATE = 30 hours

CORPORATE

>£50 million turnover

Sponsor a 12-month online or in-person event series + 50 memberships

£19,500

SCALING

<£50 million turnover

Sponsor a 6-month online or in-person event series + 25 memberships

£11,500

SME

<£10 million turnover

Sponsor a 3-month online or in-person event series + 10 memberships

£5,750

MICRO

<£2 million turnover

Sponsor a one-off online or in-person event + 5 memberships

£2,500

Get in touch with us

We understand that different companies and departments have different budgets and commitments to ESG related social programs.

We are happy to work with you to tailor a sponsorship opportunity to your budget and resources.

Email Alice and Mark on hello@joyfullydifferent.co and we will set up a meeting to discuss.

