



**JOYFULLY
DIFFERENT**

Sponsorship Opportunities 2025

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

Our mission is to **make self-employment accessible for neurodivergent people in the UK**, creating more sustainable, successful neurodivergent-led businesses.



About Joyfully Different

We're a UK-wide, online business support community and learning hub for neurodivergent entrepreneurs and freelancers.

We support neurodivergent people to gain the **skills, knowledge and confidence** to start and grow sustainable businesses.

We also provide a space for them to **connect with a supportive community of neurodivergent business owners** and experts who understand what it's like to grow a business with a brain that's wired differently.



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 we exist

Most business resources and programmes don't meet the needs of neurodivergent business owners.

They're often **inaccessible to different learning styles** and don't take the unique needs and challenges of many neurodivergent people into account.

Even worse, traditional business advice often **encourages neurodivergent people to mask** in order to be accepted – and this leads to exhaustion, burnout and lack of self-confidence.

We support neurodivergent business owners to **create and lead their businesses *their way***, while embracing every aspect of their unique neurodiversity, personality and strengths.



Why we're needed

- **Only 22% of autistic people are currently in employment.** And yet, the UK Autism Strategy focuses on employability, without any recognition that self-employment may be a better option for many autistic people to manage their energetic, communication and sensory needs.
- **40% of entrepreneurs are likely to be dyslexic, four times the national average.** And yet, so much business advice focuses on written materials and communication.
- **People with ADHD are 60%-80% more likely to have entrepreneurial intentions.** But they can often struggle with focus, prioritisation and motivation which traditional business frameworks demand of them.

These are just a few examples of the barriers we're helping neurodivergent people to overcome on the road to self-employment, supported by a **team of successful neurodivergent business owners with lived experience.**



Our Values

Integrity (Honesty, Trust)

We are who we say we are, we do what we say we will do, we always honour our word and communicate openly.

Authenticity (Being Yourself, Unmasking)

We do our best to always be our unmasked selves, and give others permission to do the same without judgement.

Community (Connection)

We REALLY get to know our members and encourage them to connect meaningfully with each other.

Collaboration (Working Together To Achieve Success)

We are always open to collaboration (even with “competitors”) and look out for ways members can collaborate with us and each other.

Compassion (Kindness, Heart-Led, Loving)

We always assume people are doing their best with the knowledge, resources and self-awareness they have. We can't do better until we know better.



Fulfilling our mission

Our mission is to **make self-employment accessible and joyful for neurodivergent people in the UK**, creating more sustainable, successful neurodivergent-led businesses.

We're achieving this mission through:

- Our **online, UK-wide community for neurodivergent business owners and freelancers** where they can access workshops, peer-to-peer support, a private and confidential online community and online and in-person networking events
- Cohort-based **business support programmes** which cover all the essentials of self-employment, delivered in a way that's accessible to diverse learning, thinking and processing styles



Who we're for

Joyfully Different is for neurodivergent business owners and freelancers in the UK, who want to gain the knowledge, skills and confidence to create and run their business their way.

We're for business owners who are...

- Anti hustle culture
- Aren't motivated by the "six figure holy grail"
- Know "mainstream" business advice doesn't work for them

We're for business owners who want...

- Sustainable, personalised business strategies
- To focus on wellbeing and anti-burnout as much as business progress
- A safe space to ask questions, share ideas and try new things
- Practical advice and workshops
- Mindset and coaching-style support
- Community and connection with fellow neurodivergent business owners, who are all at different stages of their journey



Our current goals

- Create a **thriving membership community** offering a wealth of exclusive member events including body doubling, live business support sessions, roundtables, workshops, useful 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



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**



Who should sponsor us?

- Organisations who want to support **truly inclusive, neurodivergent-led community, events and programmes**
- Organisations who want to **show they are committed to neuroinclusion** by supporting their neurodivergent employees, clients and customers
- Organisations who want to **market themselves to neurodivergent business owners and freelancers**
- Organisations who **believe in our mission, align with our values and want to support us** in the early stages of our business journey



Sponsorship Benefits

- **2025 sponsors will be recognised as founding sponsors in perpetuity** with a permanent link on our website
- **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



"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



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 Alice 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

PLATINUM

Sponsor 50 annual memberships
£12,500

GOLD

Sponsor 25 annual memberships
£7,000

SILVER

Sponsor 10 annual memberships
£3,000

BRONZE

Sponsor 5 annual memberships
£1,500

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

PLATINUM

Sponsor a 12-month online or in-person event series (12 events)
£7,200

GOLD

Sponsor a 6-month online or in-person event series (6 events)
£3600

SILVER

Sponsor a 3-month online or in-person event series (3 events)
£1800

BRONZE

Sponsor a one-off online or in-person event (1 event)
£600

Sponsorship Bundles



With our membership bundles, you'll get everything included in the individual events and membership packages, plus **consultancy or coaching hours** from the Joyfully Different team to advise on neuroinclusion and accessibility in a range of different areas of your business including:

- Customer experience
- Marketing and communications
- Recruitment
- Workplace culture
- Employee engagement

Consultancy / coaching hours are as follows:

- BRONZE = 3 hours
- SILVER = 8 hours
- GOLD = 15 hours
- PLATINUM = 30 hours

PLATINUM

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

£19,500

GOLD

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

£10,500

SILVER

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

£4,700

BRONZE

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

£2,000

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 the team at hello@joyfullydifferent.co and we will set up a meeting to discuss.

