

Universal Practices By Design

 **thebrandgirls.co**



about bgb.

A growing network— one simple vision.

show industry leaders
& entrepreneurs how to
bake universal design
into the design process.

2 parts mission, 1 part vision:

Creation and refinement of existing brand strategies that are universally accessible to create inclusive brand experiences, and creating and refining existing and future industry leaders and designers by making brand education fun and engaging.

The vision is to foster more inclusive brands by combining design fundamentals with accessibility frameworks through workshops and educational programs.

You'll see how accessible design is not just good design but a key ingredient for achieving results, saving time, money, and resources while ensuring a positive, inclusive experience for all.

Universal design is a recipe for success that benefits *everyone*.

“Accessible design is good design — it benefits people who don't have disabilities as well as people who do.”

— Steve Ballmer , Former CEO of Microsoft



the challenge.

Many business owners, leaders, working designers, and students may not realize their brand and digital content aren't meeting all users' needs.

Lack of education surrounding universal design and accessibility in branding and its importance greatly impacts overall business reputation, the financial goals and the legal bottom line.

The World Health Organization reports that 1 in 5 adults have a disability¹, yet only 3% of websites designed are accessible.²

our plan.

brand girls is committed to tackling inclusive brand education challenges by expanding our network with industry leaders and entrepreneurs to drive support and innovation toward universal design. We will address these challenges through the following goals:

1.

Hosting monthly topic workshops centered around accessibility in design that engages and educates service based entrepreneurs and industry leaders. 61% of business owners said they wanted more accessible and affordable education around branding.

2.

Increasing business audience through designer-entrepreneur connections and partnerships. Only 9% of business owners feel they can easily connect with a knowledgeable graphic designer.

3.

Creating more inclusive digital spaces, habits, and awareness around the impact of accessible design, and how inclusion shapes design. 78% of entrepreneurs feel having a better understanding of design, brand strategy & design can make them a more knowledgeable business owner.



the founder.

amy robinson

founder, high-energy baker of brands

Amy Robinson, founder of Tiny Fox Creative and the *brand girls' bakery*, blends her design expertise with humor to support small businesses. A graduate of The Design School at Arizona State University, Amy's career includes nearly five seasons designing for the Arizona Cardinals and leading her own successful design firm. Since the pandemic, Amy has continued to push for the inclusion of Universal Design Education for small business owners, designers, and students alike as an Arizona State University Graphic Design Professor.



workshop overview.

build it.
bake it.
brand it.

We address the need to educate those who unintentionally and unknowingly design digital barriers through advocacy and empathy. Entrepreneurs can learn to stay current with accessibility and branding standards through our one day intensives and industry-specific topic deep-dives from February to September.

workshop highlights.

In February 2025, the *brand girls bakery* will launch a series of all-day Universal Design Education workshops.

The workshop will cover the “ingredients” that make up a well-designed brand and the steps to stay compliant while building a brand and designing in the workplace. Topics include:

- brand strategy
- brand inclusivity
- web accessibility
- digital accessibility

Entrepreneurs, industry leaders, designers, and students will be encouraged to network and explore digital awareness and empathy through hands-on moderated exercises with digital and accessible aids.

the benefits.

- **Engage with a Captive Audience:** The workshops attract curious minds from all walks of life, eager to learn and grow. Your brand will be front and center, gaining visibility and recognition as one illuminating and inspiring others for universal design equality.
- **Showcase Your Commitment to Education:** You'll be supporting educational initiatives that make a difference. It's more than just branding; it's about designing better while removing barriers, and advocating for more inclusive spaces.
- **Empower Women in STEM:** Your sponsorship helps us stay committed to keeping the bakery doors open for current and future women business owners, fostering diversity, inclusion, and unity as we uplift one another.
- **Improve Lives Through Accessibility:** Did you know that 15% of the world's population experiences some form of disability? By sponsoring our workshops, you'll support curriculum that emphasizes digital accessibility, ensuring inclusive education for all.

“Amazing content and super valuable info that puts your attendees ahead of the curve! I didnt know anything about accessibility, now I do.”

—Food for Thought Workshop Attendee

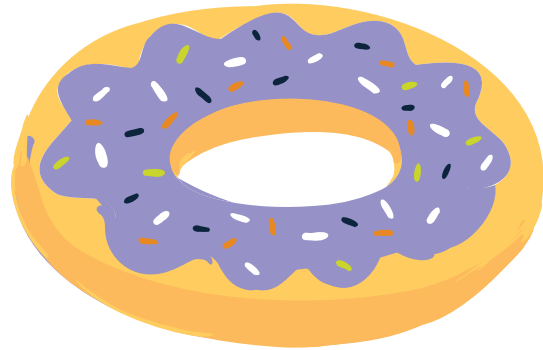


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How can
***you* help?**

the benefits.

Sponsor a workshop, *bake* a more inclusive community.



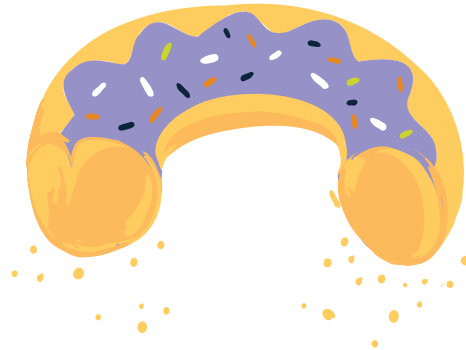
CHOCOLATIER
\$10,000
INVESTMENT

- Exclusive Sponsorship Opportunities + Events
- Workshop Branding
- Full Sponsor Recognition: Print + Digital Spaces
- Complimentary Workshop tickets
- Workshop Creation Collaboration
- VIP Speaker Events
- Event Reporting
- Access to exclusive pre-recorded content or materials from the workshop.
- Your brand on workshop swag!



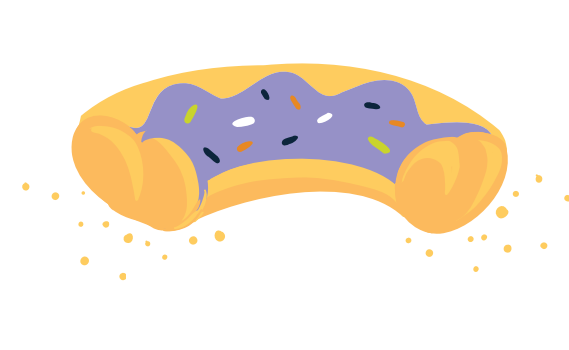
PASTRY CHEF
\$5,000
INVESTMENT

- Complimentary Workshop tickets
- Workshop Branding
- Sponsor Recognition: Print + Digital Spaces
- Workshop Collaboration
- Event Reporting
- VIP Speaker Events
- Access to exclusive pre-recorded content or materials from the workshop.
- Your brand on workshop swag!



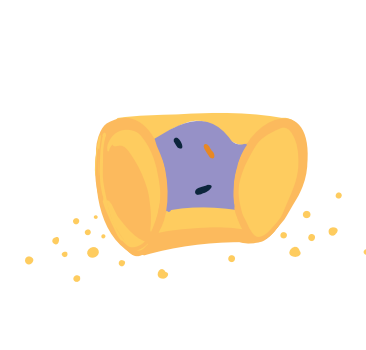
CAKE DECORATOR
\$2,500
INVESTMENT

- Complimentary Workshop tickets
- Workshop Collaboration
- Co-branded Materials
- VIP Speaker Events
- Supporter Recognition: Digital or Print Spaces
- Access to exclusive pre-recorded content or materials from the workshop.
- Your brand on workshop swag!



BAKER
\$1,000
INVESTMENT

- Discounted Workshop tickets
- Co-branded Materials
- Supporter Recognition: Digital Spaces
- Access to exclusive pre-recorded content or materials from the workshop.
- Swag bag inclusion!



DOUGH MAKER
\$500
INVESTMENT

- Discounted Workshop tickets
- Supporter Recognition: Print Spaces
- Swag bag inclusion!

For a detailed list of Sponsorship Benefit tiers, visit www.thebrandgirls.co/sponsorship

Want to contribute but don't exactly know how? We know every chocolate chip counts and we'd love to hear it! Reach out to amy@thebrandgirls.co.

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chandler, az**

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