





# WHERE ABILITY LIVES

### Who We Are

ONE IN FIVE is a social enterprise that is focused on producing disability-led video content. Chris Lynch, our CEO has
Osteogenesis Imperfecta and has been a wheelchair user since the age of 6. With extensive experience across the media landscape, he has co-founded the organisation with two leading executives
Eamonn Devlin and Gerard Stratton that have a combined 50+ years experience across broadcast TV and film.

### Why Choose Us?

#### **DISABLED-LED CREATORS**

One in Five has a pool of film making talent combining some of the most exciting influencers and contributors from the disabled community across the UK & Ireland.

#### **OUR VISION**

Our goal is to encourage brands and organisations to realise the potential of aligning themselves with the disabled community and in doing so, generate the positive stories that showcase the abilities of individuals, not their limitations.

### UNIQUELY PLACED

In addition to being an integral part of the disabled community through the people within our organisation, we strive to employ and utilise individuals with disabilities to help our team deliver the content we produce

### What we do



### For Brands

We help brands demonstrate their commitment to disability diversity by producing engaging film content about their business and the great people they work with.



### For Individuals

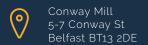
Our aim is to produce the largest, dedicated video-based magazine style platform for the disabled community that is filled with lots of great content including stories, tips and advice, news and reviews.

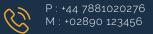


### For organisations

We work with other charities and organisations to produce video content on their behalf and are the only dedicated film production organisation that is specifically tailored for the 3rd sector.











### Brands, Businesses, Non-Profit

play a pinnacle role in helping communicate this by producing video content that highlights this on every level







- Professionally produced film
- Broadcast quality

five employees.

- All sound, lighting, professional camera equipment and crew
- Licensed music
- Distribution across the One in Five Social Media Network
- Corporate partnership enrolment with One in Five for 12 months with the ability to use One in Five marketing collateral in your communications during this time including our bronze One in Five digital stamp.

### from £1500

that brands can highlight the work

post production (editing).

### Silver



- Professionally produced film
- x1 social media video stinger
- Professional drone footage
- Broadcast quality
- All sound, lighting, professional camera equipment and crew
- Licensed music
- Distribution across the One in Five Social Media Network
- Corporate partnership enrolment with One in Five for 12 months with the ability to use One in Five marketing collateral in your communications during this time including our silver One in Five digital stamp.

from £2500

For SME's, this package delivers

### Gold



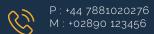
- For organisations with more than twenty five employees.
- Professionally produced film
- x2 social media stingers
- Professional drone footage
- Broadcast quality
- All sound, lighting, professional camera equipment and crew
- Licensed music
- Distribution across the One in Five Social Media Network
- Corporate partnership enrolment with One in Five for 12 months with the ability to use One in Five marketing collateral in your communications during this time including our gold One in Five digital stamp..

from £3500

For medium to large sized comprehensive film that includes broadcast-quality production.











### Content for the Disabled Community

One in Five recognise the growing need for people living with disabilities. It's not just about delivering the basic requirements to things such as access, travel and support, but things in life that have real meaning and value that can enhance and enrich lives, increase independence and deliver real equality.



### A new community

One in Five is working on launching the first video-centric magazine for people with disabilities. It revolves around our dedicated YouTube channel that we are filling with exciting content across a range of different topics. This content is uniquely produced by a range of diverse, disabled contributors and influencers across the UK & Ireland.



options available for brands that are looking to

sponsor content that we produce. Sponsorship creates a great

any partners we may be working with for a particular project.



Content for the disabled community, by the disabled community.

## how to get involved

Sponsored content is one of the great ways of aligning your organisation with the vision and values of One in Five and creating an opportunity to reach a targeted audience that can help you realise revenue through the 'Purple Pound'.



### The Purple Pound

'The Purple Pound refers to the spending power of disabled households. A disabled household is a household in which at least one of the members has a disability. Organisations are missing out on the business of disabled consumers due to poor accessibility (both physical and digital) and not being disability confident in their customer services approach.

opportunity to make a active contribution within the disabled community by visibly aligning your

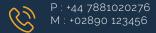
brand with one of the high quality films we produce that can be distributed both across our channels and

- 1 in 5 More than 1 in 5 potential UK consumers have a disability.
- $\pounds$ 2 billion Businesses lose approximately  $\pounds$ 2 billion a month by ignoring the needs of disabled people.
- £16 billion Taking averages per head, the online spending power of disabled people is estimated at over £16 billion.
- 13.3 million The number of disabled people is increasing: From 11.9 million (2014) to 13.3 million (2017).
- £249 billion The spending power of disabled people and their household continues to increase and is currently (2017) estimated to be worth £249 billion per year to UK business.

"source 'We are Purple'











### For non-profits

One in Five has established itself as the only dedicated film production company for the 3rd sector. Due to our unique position in the market, we offer subsidised rates to all non-profit organisations across the UK & Ireland and are able to deliver high quality films through our experienced in-house team and network





Chris Lynch (Chief Executive, One in Five), Emmet Colton (Producer)

#### Our commitment

One in Five is not just about helping brands tick boxes. Our organisation employs highly skilled crew, contributors and influencers at various stages of the production process that have a range of disabilities. In doing so, we feel we can make a positive contribution in how we help shape the creative content for the brands we produce. By working with us, you are not only helping promote disability diversity, but directly impacting the lives of people living with a disability and creating new opportunities for those looking to develop their career in the media industry.

### Interested in working with us?

We'd love to talk to you about what we can do for your brand to help you drive disability diversity forward in your organisation. Contact us at



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