



ONE IN
FIVE



ONE IN FIVE
MEDIA
PACK





ONE IN FIVE



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A time for new,
brilliantly
diverse content

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.



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FOR BRANDS

Brands, Businesses, Non-Profit

There is no doubt that more and more brands are demonstrating their commitment to disability diversity. 1 in 5 play a pinnacle role in helping communicate this by producing video content that highlights this on every level through the amazing people in your organisation, through to the work you do on the customer facing side of your business.



Bronze



- For organisations with less than five employees.
- Professionally produced film
- 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 bronze One in Five digital stamp.

from
£1500

This film is a great entry level way that brands can highlight the work they are doing. This film will typically be shot across a half day and include one day of post production (editing).

Silver



- For organisations with more than five employees but less than twenty five.
- 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 some additional areas of production including some professional drone footage and a social media stinger video that is produced from your shoot.

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 organisations, our gold package is a comprehensive film that includes up to a day of filming, two days of post production and a substantial crew that will deliver a high-end, broadcast-quality production.

All our packages include 12 month membership of our corporate partner programme including a downloadable PDF certificate and access to an online media toolkit including our digital One in Five stamps (Bronze, Silver and Gold) including a license to use these within your communications.



FOR INDIVIDUALS

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.



Content for the disabled community, by the disabled community.

We have a range of options available for brands that are looking to sponsor content that we produce. Sponsorship creates a great 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 any partners we may be working with for a particular project.

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.

- 1 in 5 – More than 1 in 5 potential UK consumers have a disability.
- £2 billion – Businesses lose approximately £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'





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 FOR
ORGANISATIONS

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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