



Adapted Sport LABS 2026

2026 Sponsorship Opportunities

Where Disability, Sport and Business Converge

LABS 2026: Oct. 21 & 22

Virtual Event | Accessible Worldwide

What is LABS?

LABS is the ONLY platform where disability, sport, and business collide.

LABS convenes architects of sport's next chapter — Paralympians, brands, practitioners, operators, advocates, and innovators — to drive commercial growth, fan engagement, and innovation across sport.

LABS is where adapted sport becomes business



1 Commercial Growth

Driving revenue models and business frameworks for adapted sport.

2 Fan Engagement

Expanding audiences and deepening community connection through inclusive experiences.

3 Sport Innovation

Accelerating technology, design, and accessibility breakthroughs across the ecosystem.

THE LABS MISSION



THE OPPORTUNITY

Adapted sport is one of the fastest-growing sectors in sport - \$164M in revenue and double-digit YOY growth. The economic opportunity is undeniable.

THE CONFLICT

Yet sport and business leaders aren't recognizing this impact. There's a critical gap in the mainstream sports conversation – and we need to take steps to close that gap.

THE QUEST

We're on a mission challenging misconceptions and conformity to ignite sport into the mainstream. Boldly. With no spin.

THE SOLUTION

That's why we created LABS – **THE** space for bold sessions and raw conversations to spark real, lasting change across disability and sport.

THE MARKET OPPORTUNITY

\$164M +

Adapted Economic Impact

of adapted sport sector, with
double-digit YOY growth

\$1T

Annual Purchasing Power

gain understanding of the 61M +
Americans with disabilities – an
underleveraged market

LA28

Paralympic Games

U.S. hosting the Games –
unprecedented global spotlight

#1

Platform of its Kind

Only event where disability,
sport & business fully converge

Adapted sport is one of the fastest-growing sectors in the sports industry – yet it remains dramatically underrepresented in mainstream sports business conversation. LABS is fixing that.

WHO YOU'LL SEE AT LABS

Global Brands

Microsoft, Adidas, Toyota, Visa – brands investing in disability inclusion

Sport Business Leaders

Event operators, broadcasters, and venue managers

Innovators & Practitioners

Sports medicine, assistive tech, adaptive sport pioneers

Paralympians & Elite Athletes

The voices and faces of adapted sport excellence

National Sport Organizations

USOPC, FIFA, IPC, the governing bodies shaping the movement

Academics & Researchers

Universities, think tanks, and disability sport scientists

LABS IS YOUR ROOM

If you aren't in the room, you're missing the conversations shaping adapted sport's future.

SESSIONS SPAN THE FULL SPORT ECOSYSTEM



Paralympic Movement & Systems

Explore the growth and impact of the Paralympic movement and the development of adapted sport systems.



Media, Content & Narrative

Shift the narrative through media innovation, storytelling, and inclusive content that elevates adapted sport visibility.



Accessible Fan Experience/Venue Design

Design accessible venues and fan experiences that ensure inclusivity and engagement for all attendees.



Technology & Accessibility Solutions

Leverage cutting-edge technology to create new accessibility solutions enhancing athlete performance and fan interaction.



Product Apparel & Inclusive Design

Innovate in adaptive products, apparel, and inclusive design to meet the diverse needs of athletes and consumers.



Sport Tourism & Major Events

Highlight the role of sport tourism, host cities, and major events in promoting adapted sport on a global scale.

WHY PARTNER WITH LABS

Disability inclusion is not charity. It's strategy.

Global leaders like Microsoft and Adidas have already recognized this. LABS puts your brand at the center of this shift – ahead of the curve, ahead of LA28.



Market Access

Reach a high-growth, underserved audience of 61M+ Americans with \$1T in annual purchasing power.

Business Relevance

Disability inclusion drives revenue, fan loyalty, and product innovation – not just goodwill.

First-Mover Advantage

With LA28 on the horizon, early partners secure the most strategic positions in a booming market.

Credibility & Voice

Align with the most trusted platform in disability, sport and business. The IPC, USOPC, Toyota and more have been in the room.

A YEAR-ROUND PLATFORM

LABS Connects Leaders Across Disability, Sport and Business

PRE-EVENT

- Email campaigns to LABS community & beyond
- PR & press releases
- Social media activations
- Partner co-branding

DURING EVENT

- Session Sponsorships
- Brand integration across event platform
- Speaking and panel positioning
- Real-time audience engagement

POST-EVENT

- Content & storytelling distribution
- Ongoing social media presence
- Continued website presence
- Year-round ecosystem access

Partners Gain: Sustained Visibility • Strategic Positioning • Direct Ecosystem Access

PROVEN IMPACT – 2025 PARTNER RESULTS



13,000+

Sponsor Impressions

1,850+

Sponsor Website Visits

300+

Hours of Content Engagement

LABS delivers year-round value – not just event-day exposure.

It was clear how powerful this platform is – not just for adapted sports, but for building inclusive, community-driven impact.

-Consuelo Sanchez, Tourism Deputy Director, Florida's Sports Coast

Learning directly from athletes about their experiences, alongside hearing from organizers working to build truly inclusive environments for fans and athletes, gave me perspectives I hadn't encountered elsewhere.

-Josh Barney, CEO, SEAT Conference

LABS far exceeded my expectations – it was truly incredible. It was exceptionally well put together.

-Jeff Runnels, CEO, UpliftLexiaSolutions

Presenting Partner | Own the Platform, Define the Moment

Investment: \$10,000

LABS Presenting Partner is fully integrated across the event with exclusive 'Powered By' designation around all LABS assets

- **Sustained Brand Visibility:** Featured presence across website, event platform and all marketing channels
- **Thought Leadership Positioning:** Co-create thought leadership content, contribute insights, and align your brand with the future of inclusive sport
- **Year-Round Content Integration:** Inclusion of sponsor spotlight features (e-newsletter + website + social)
- **Community Engagement:** Direct connection to curated community with engagement each day through sessions
- **Influence Conversations:** Strategic advisory role on LABS Advisory Committee

Amplification Across: Website • Event Platform • E-Newsletter • Social • Media • Press

Economic Impact Partners | Own the Narrative

Investment: \$5,000

Position your organization at the center of the industry's leading economic conversation.

- **Exclusive Study Alignment:** Official partner of the **Adapted Sport Economic Impact Study**—the industry's leading data asset
- **Featured Session Integration:** Prominent role within the Economic Impact session—positioned at the center of the conversation
- **Year-Round Content Integration:** Sponsor spotlight features across e-newsletter, website, social, and Economic Impact infographic, with year-long placement across LABS and Economic Impact Study digital platforms
- **Premium Visibility & Media:** Elevated exposure across LABS platforms, press releases, and targeted media outreach

Align with Impact

LABS Ally Partners| Activate the Experience

Ally Partners are embedded within the LABS experience—aligned directly with programming, audience engagement, and content delivery.

- **Session Integration & Visibility:** Prominent brand placement across the event platform and LABS channels
- **Audience Engagement & Access:** Opportunity to shape session content
- **Content Integration:** Inclusion of sponsor spotlight features (e-newsletter + website + social) and alignment with key themes and conversations shaping the industry
- **Alignment with LABS Programming** – Aling your brand with the ideas, leaders and conversations driving the movement

Scalable Investment Options:
\$7,500 — Full Day Sponsorship
(4 sessions)

\$5,000 — Two Sessions

\$3,000 — One Session

** All Partners will receive complimentary LABS registrations

Activate the experience. Engage the audience. Align with the movement.

Custom Partnerships | Built to Support LABS

Tailored partnerships are designed to enhance the LABS experience and elevate sponsor impact through targeted accessibility, technology, and media integration.

- **Accessibility Partner:** Support and elevate accessible experiences across LABS—ensuring inclusive engagement for attendees, speakers, and partners
- **Technology Partner:** Power solutions that enhance the LABS platform, sponsor visibility, and audience engagement
- **Media Partner:** Lead the LABS storytelling narrative through media channels that amplify the event across the broader sport business ecosystem

Powering the platform. Elevating the ecosystem.

Join LABS 2026 — Lead What's Next in Sport



Build Credibility

Align with the most trusted platform in disability, sport and business.
Be seen as a leader before the masses arrives.

Develop Strategy

Gain data, frameworks, and relationships that directly serve your
business goals – now and in the lead up to LA28.

Establish Presence

Early partners define the market. Secure your position in a high-growth
sector before others follow.

**LABS isn't about
buying ads and logo
placement — it's
about seizing the
opportunity to claim
a position in the
market.**

*Let's align LABS with your business goals and identify the right
partnership to drive mutual value.*



Own Your Place in the Movement

Secure your partnership. Maximize your exposure.

**Contact: Dawna Callahan
Founder & CEO, All In Sport Consulting
dawna@allinsportconsulting.com**

303-475-7030

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