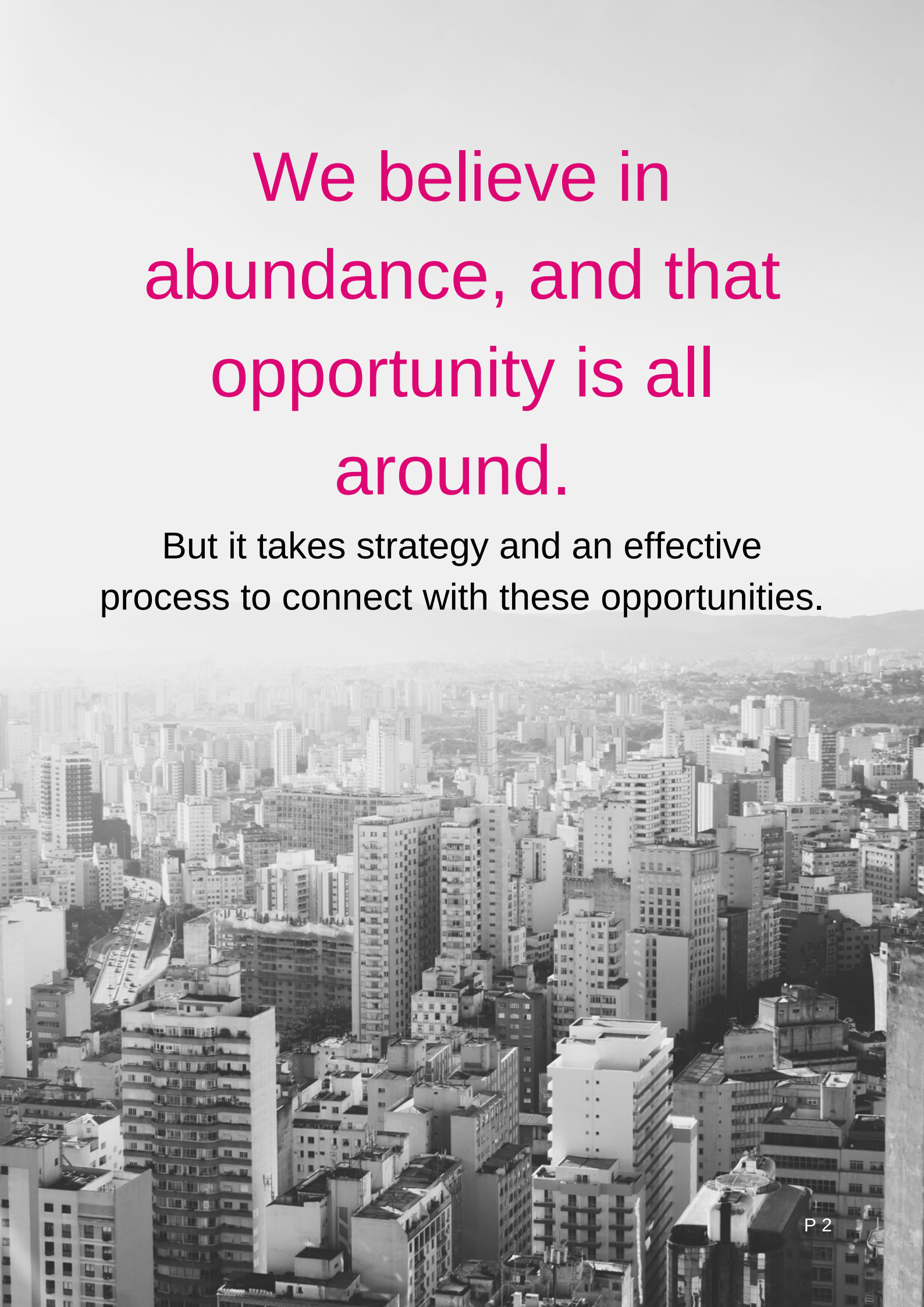


THE BRAND BUILDERS





We believe in
abundance, and that
opportunity is all
around.

But it takes strategy and an effective
process to connect with these opportunities.

LET'S BEGIN

WE LOOK FORWARD TO GETTING TO KNOW YOU...BUT HERE'S A BIT ABOUT US

We are experts in brand and sponsorship. Our approach is holistic, strategic and purposeful. Unlike an agency, our focus and commitment is on empowering our clients with knowledge, skills and resources to fulfil their needs and achieve their ambitions in all aspects of their journey.

Our work is global and diverse, from developing the sponsorship department of large companies, creating cultural change programs for government clients to delivering mentoring sessions to athletes to help them identify their unique brand. **Our team of passionate and skilful experts** are able to draw on our local and global knowledge and experience to provide exactly what is needed in every situation.

We've developed educational programs, resources, and training that provides our clients with a wealth of existing frameworks and content, which is further supported by our ever evolving and cutting edge understanding of **sport, business and social impact** which are the foundations of all we do.

But more than this. For our clients we are partners, supporters, innovators and thought leaders. We truly care about the work we do, the people we work with, and the impact that we collaboratively create.

We're different, in all the best ways, and if you choose to work with us, you're in great company with many of the world's leading organisations choosing us as their provider of choice.

OUR FOCUS AREAS



Local, State & Federal

GOVERNMENT PROJECTS & INITIATIVES

We work with government departments as topic experts and project managers, to develop, deliver and evaluate programs relating to sport, brand, sponsorship and cultural change.



Sponsors and Sponsorship Seekers

ORGANISATIONAL SPONSORSHIP

We work on all sides of the sponsorship table, and support the journey of sponsors and sponsorship seekers through consultancy, strategy, education and program delivery.



Businesses, Government and Sports Organisations

PROFESSIONAL BRAND & CULTURE DEVELOPMENT

We work with individuals and teams to identify and harness their uniqueness, and create cohesive and effective teams. We focus on cultural development and sustainability.



Sports Organisations - Athletes and Advisors

ATHLETE PATHWAY EDUCATION

We offer education, resources and programs for sports organisations that supports and develops the athlete during their time in sport and prepares them for life after sport.

GOVERNMENT PROJECTS AND INITIATIVES

WE PROVIDE ADAPTABLE AND UNIQUE EXPERTISE, SKILLS AND INSIGHTS.

We work closely with local, state and national government departments as subject matter experts, advisors and strategists, typically on projects and initiatives with a health, community, sport or social impact focus.

Our experience across multiple industries positions us as a valuable source of knowledge, insight, support and guidance, and we embrace the chance to create positive outcomes through our holistic approach and proven methodologies.

We often collaborate with other companies to be able to provide a full scope of service to support our government client's needs and requirements for all aspects and phases of the work.

Focus Areas

- Sponsorship expertise
- Brand and Culture expertise
- Sports industry insights
- Social Impact and Engagement

We Deliver

- Consultancy and Expert Advice
- Program Design, Development and Delivery
- Analysis, Evaluation & Recommendations
- Training, Mentoring and Facilitation
- Tailored Resources and Content

We work with

- ACT Health
- Victorian Government
- Tourism North East
- Qatar Aspire Academy

ORGANISATIONAL SPONSORSHIP

SPONSORSHIP HAS CHANGED. IT'S OPENED UP A WORLD OF OPPORTUNITIES AND CREATED BETTER REASONS TO CONNECT.

We work on all sides of the sponsorship table, with sponsorship seekers and sponsors, including sports organisations, small to large businesses, events, podcasts and government departments.

From grassroots sponsorship right through to facilitating and providing strategy for global B2B partnerships, we know what works.

Our holistic approach is underpinned by a proven, effective and forward-thinking approach, and what our clients love most about working with us is that THEY become the experts as we teach while we collaborate, guide and lead.

Connecting your sponsorship journey with your organisations unique brand allows you to connect your values and vision in strategic and purposeful ways. You can achieve commercial goals, while also creating positive impact in your organisation, community and beyond.

We Offer

- Sponsorship Strategy and Planning
- Sponsorship education
- Partnership facilitation

We Deliver

- Workshops, Seminars and Webinars
- Consultancy and Expert Advice
- Program Design and Delivery
- Training, Mentoring and Facilitation
- Tailored Resources and Content

We work with

- Australian Parachute Federation
- ASICS Asia
- Strength Matters
- Shimano Cycling
- Mountainbike Australia
- Bali Hope Ultra Marathon

PROFESSIONAL BRAND & CULTURE DEVELOPMENT

CREATING EMPOWERED, HIGH PERFORMING INDIVIDUALS AND COHESIVE TEAMS.

Empowered with knowledge of their own unique brand your people can confidently navigate and thrive in their role, how they work with each other, and the way they contribute to your organisation.

Relationships and communications are improved, new projects and changes are met with confidence and purpose, and your people are better equipped to manage challenging situations in a way that is congruent with the values and brand of your organisation.

New employees integrate more seamlessly into the team and retention rates will improve, resulting in more efficiency, productivity and success for your organisation, within a culture that is embraced and sustained by your people.

Focus Areas

- Professional Brand for Individuals
- Department and Team Brand Development
- Culture Development

How We Deliver

- Workshops, Seminars and Webinars
- Consultancy and Expert Advice
- Program Design, Development and Delivery
- Training, Mentoring and Facilitation
- Tailored Resources and Content

We work with

- Grosvenor Management Consulting
- SAGE Automation
- Judo Queensland
- Freedom Sports Medicine

ATHLETE PATHWAY EDUCATION

OUR SERVICES AND RESOURCES SUPPORT THE JOURNEY OF ATHLETES IN AND BEYOND SPORT.

We passionately support the needs and ambitions of sports organisations, large and small, all around the world, with a focus on the empowerment of development of athletes and staff.

We offer education, training and resources that support and enhance the journey of athletes and fit in with and enhance other education and programs already in place.

Our education and resources are tailored to the unique needs of each organisation, with online, in person and hybrid delivery modes available, and we're able to meet the challenges of budget, timing and logistics.

We have supported the journey of thousands of athletes in ways that allow them to sustain and thrive during their time in sport, and prepare themselves for a successful life after sport, and we look forward to working with your organisation.

Focus Areas

- Athlete Brand
- Sponsorship
- Career and Transition out of Sport
- Communications and Social Media
- Public Speaking and Media

We Deliver

- Workshops, Seminars and Webinars
- Online Courses and Resources
- Program Design and Delivery
- Training, Mentoring and Facilitation
- Text Books and Tailored Resources

We work with

- High Performance Sport New Zealand
- Sport England
- AFL Players Association
- US Olympic & Paralympic Committee
- Sport Singapore

OUR TEAM OF EXPERTS



PASSIONATE LEADERS

Our team are all experts in their field, and committed to deliver excellent results for our clients. We love collaborating, we thrive in challenging projects, and we are obsessed with empowering our clients to connect with opportunities, skills and knowledge that achieve their goals.



Vickie Saunders
FOUNDER

By her own admission, Vickie is completely obsessed with teaching others how to connect with opportunity.

Author of 4 books, and a popular speaker at sport and business events, Vickie is fast becoming the world's leading expert in brand and sponsorship education, and loves working with a diverse range of people and organisations.



Glenn Paul
BD & FACILITATION

Glenn has a passion for educating and supporting the development of individuals and organisations in their sponsorship and brand journey. His first-hand experience with sponsorship and branding enables him to mentor and guide our clients through the process as well as provide guidance on strategy.



Charlotte Woods
COMMUNICATIONS

Charlotte supports the journey of our clients and nurturing the relationships we create. Curating and managing the online content we offer, she provides support, guidance and creative ideas for our global client base. She is the co-author of The Athlete Brand, and has been instrumental in the development of our educational resources.

OUR PARTNERS



TOPIC EXPERTS

We are able to offer our clients the expertise and services of our partners, who, each successful in their own fields, are able to illuminate and educate on specific topic areas to support the needs and ambitions of our clients.



Shantelle Thompson
STORYTELLING

Mother of 3, and a world champion athlete in a male dominated sport (Brazilian jiu-jitsu) Shantelle is well versed with smashing boundaries, breaking stereotypes and challenging the status-quo. Shantelle is a powerful storyteller an innate quality and ability that she has harnessed as a part of her cultural inheritance as an Aboriginal woman, and empowers our clients with this skill.



Warwick Merry
PRESENTATION AND MEDIA SKILLS

Warwick is an Internationally accredited Speaker, Master MC, Exhibiting Expert and Author who has a passion for developing and mentoring new talent in these fields. Warwick brings a warm and witty style, a wealth of knowledge and experience gained through his successful business background and many years in the speaking industry, empowering athletes and staff with practical skills.



Joanne Love
MINDSET

Author of "Champions Are Made When the Stands are Empty", Joanne's coaching methods have influenced Australia's leading athletes including a number of Olympic medallists and world record holders. Joanne's unique approach draws upon decades of experience in creating successful outcomes and practical mindset development for professionals and athletes alike.

WE CARE ABOUT RELATIONSHIPS

Our people are the kind of people you'll want to work with.

We live by our values, and truly care about the positive impact we can contribute to through the work we do with our clients.

What you're going to love about us is we're real. And we're also really good at what we do.

The relationships we have with our clients are extremely important to us, and we are proud that many have spanned the entire 6 years of our time in business.

We passionately support their journey every step of the way and value the trust they put in us.

Unlike agencies, **we work collaboratively with our clients.**

We focus on up-skilling and empowering them, and ensuring that they too are able to be guided by their values, deal with real issues and challenges, and connect with incredible opportunities.

And the best bit; **we are committed to creating sustainability**, which means that what we do together supports your current and future needs.

We look forward to having great relationship with you too, and to help you create positive impact for your organisation, your people and the things you care about.



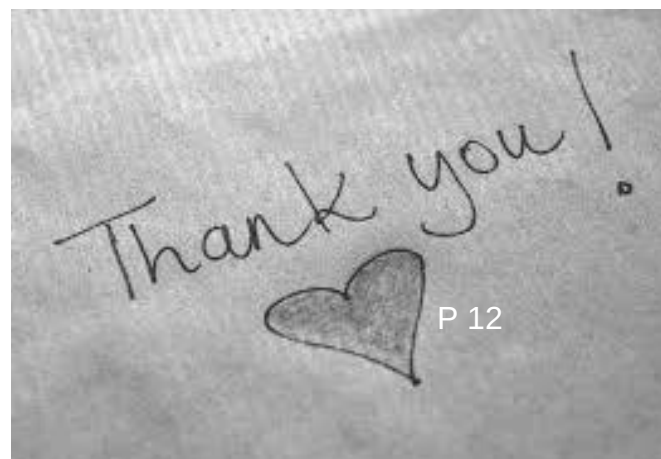
WE BELIEVE IN OUR VALUES

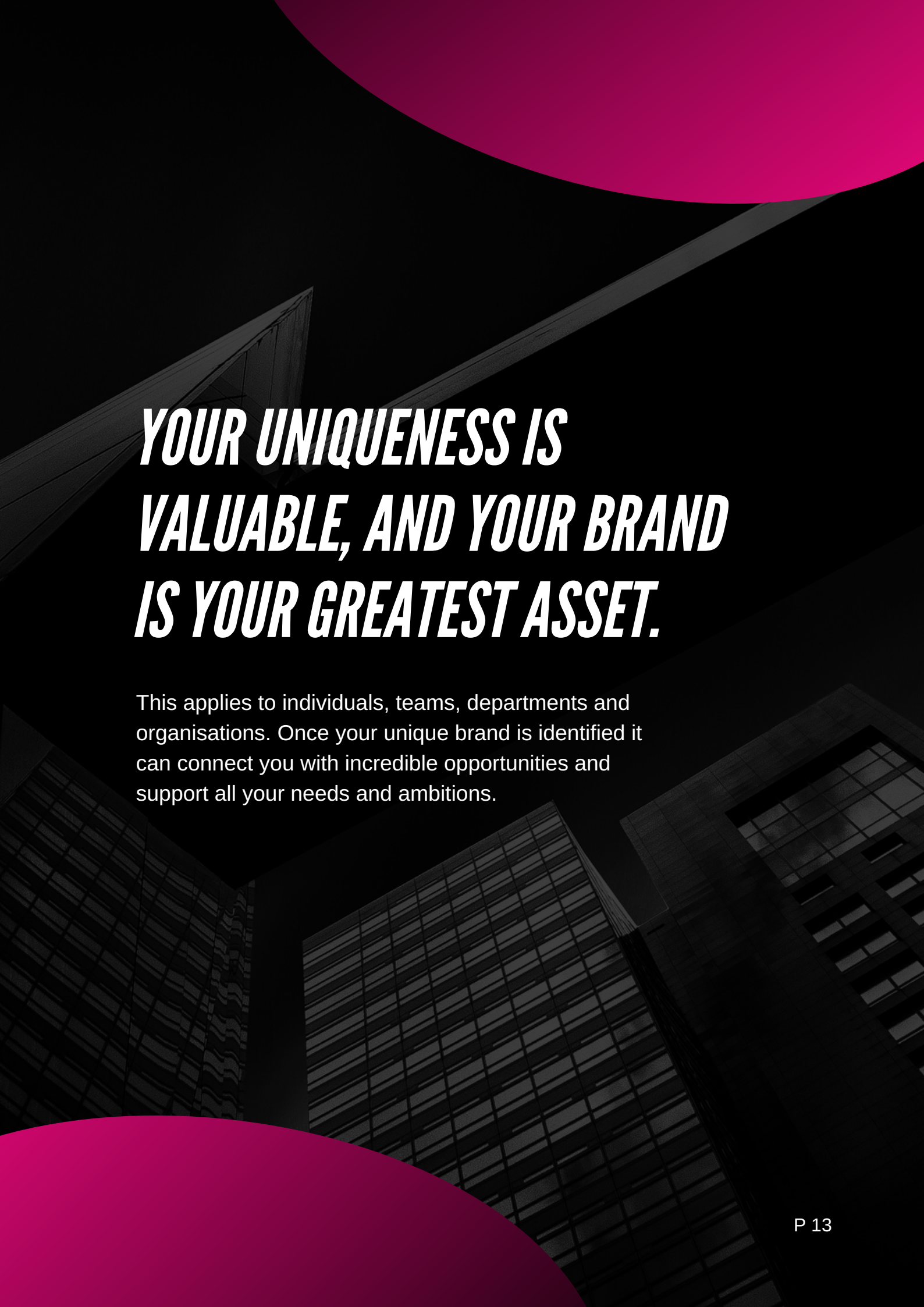
We put our values of **Honesty, Compassion, Purpose, Conviction and Faith** into action on a daily basis. We believe that values underpin organisational and individual journeys and it is vital to identifying, connecting with and sustaining our needs and ambitions.

Each week, our team complete a values challenge that ensures we are actively using our values to guide everything we do. This means, we lead by our hearts and we lead by example.

We practise what we preach, and encourage our clients to embrace this ethos in a way that works for them.

Values, when put into action are incredibly powerful, and should never just be words on a page.





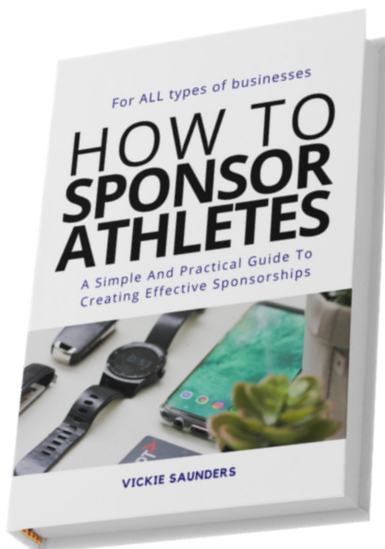
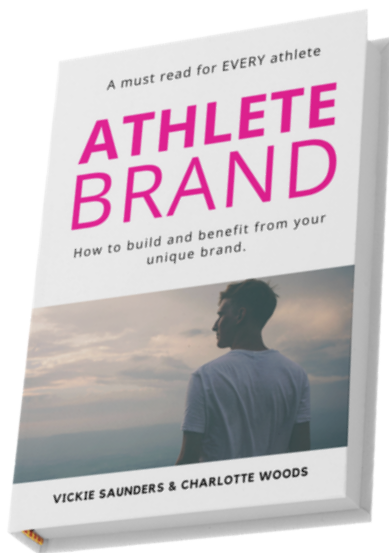
***YOUR UNIQUENESS IS
VALUABLE, AND YOUR BRAND
IS YOUR GREATEST ASSET.***

This applies to individuals, teams, departments and organisations. Once your unique brand is identified it can connect you with incredible opportunities and support all your needs and ambitions.

OUR BOOKS

As experts in our field, we are committed to producing text books that allow ease of access to learning, in both print and digital format.

We often collaborate with our clients to produce co-branded editions of our books, which are not only visually aligned with the organisation but also contain unique content and references.





THE BRAND BUILDERS



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