



To begin our conversation about sponsorship

# **SPONSORSHIP SNAPSHOT**

**Nicole Christodoulou  
ParaMatilda and Stroke Survivor**



# ATHLETE PROFILE

At the age of 21, I had two strokes that left me paralysed down the left side of my body. With the incredible support of my medical team and family, I relearned to walk and had to rehabilitate for years due to the multiple other challenges that resulted from these strokes. This situation sparked my determination to recover and I was rewarded when I was selected to represent Australia with the ParaMatildas squad at the IFCPF World Cup in Spain in 2022. I am a high school teacher, a passionate coach and supporter of young footballers, whilst embarking on the most exciting journey of my life as I represent Australia and the 4.4 million Australians living with a disability, on the world stage.



## MY PROUDEST MOMENTS

Being selected to represent Australia in our National Football Team for players with Cerebral Palsy, Acquired Brain Injuries and Stroke.

Relearning to walk and proving many doctors wrong regarding the level of my recovery.

Scoring a goal from the half way mark against the Japanese team on the 4th of September 2023 in Osaka, Japan.

## MY VISION FOR THE FUTURE

I would love to help make a difference to society by:

Helping others realise their true potential and to give hope to those that need it the most.

Educating and informing others that participating in sports can benefit their mental sharpness and cognitive abilities.

Advocating and raising awareness about stroke, recognising the symptoms and preventing them from occurring/improving the quality of life of stroke survivors and their families.

# MY APPROACH TO SPONSORSHIP

## UNIQUE, VALUABLE AND PURPOSEFUL

My focus is on tailoring a sponsorship offer that directly supports your business objectives and needs.

I will take the time to work with you to create a relationship that is not only commercially valuable, but supports your broader ambitions such as community engagement, charity and other areas of importance to you.

I am guided by my values of perseverance, respect, inclusion and acceptance I am hoping to share these values with the sponsors I engage with.

I look forward to creating a valuable and lasting relationship with you and your team.



## WHY SPONSORSHIP?

“I believe sponsorship can be an incredible way to share value, opportunities and aspirations, and I want to be able to give back to the businesses who support me”

# A FEW WAYS I CAN OFFER VALUE

Based on my understanding of businesses and the kind of areas that sponsorship can benefit them, here are a few ideas of the ways I could offer value to your business.

- **Keynote speeches and motivational talks** (for small to large groups, which could be to your staff, members or any other group of your choice).
- **Workshops** (or small group and one on one mentoring) on my topics of expertise which include resilience, mindset and my unique insights into neuroplasticity.
- **Social impact and community engagement** - Attending events, being a spokesperson, hosting activities e.g. learn to play football or speaking at charity events.
- **Content development** - Co-create content for your marketing and communications e.g. videos, blogs, social media posts, educational materials.
- **Ambassador** - I can be a representative for your business, featuring in social media and advertising campaigns and engaging media attention.
- **Business development** - I can be available to attend expos, trade fairs and client events, for example, with your business.
- **Sharing my story** of surviving two strokes at 21, having to learn to walk, talk, and feed myself again and becoming an elite athlete, representing Australia on the world stage. This can be for talks, Q&A sessions, media interviews, social media and marketing content, for example.

Please let me know which are of most interest to you so that I can create a tailored sponsorship proposal for you after our meeting.

# EXAMPLE PACKAGES

1

**\$11,000**

Keynote Speech - 1 hour  
Motivational Talk - 1 hour  
Appearance - 2 hours total

Content Co-Creation - 4 hours  
Social Media Post - 4  
LinkedIn Post - 2

2

**\$22,500**

Keynote Presentation - 1 hour  
Motivational talk - 1 hour  
Appearances - 4 hours total  
1-1/group Mentoring - 4 x 1 hours

Content Co-Creation - 6 hours total  
Social Media Post - 6  
LinkedIn Post - 2

3

**\$30,000**

Ambassador - 12 months  
Keynote Presentation - 1 hour  
Motivational Talk - 2 x 1 hour  
Appearances - 10 hours total  
1-1/Group Mentoring - 4 x 1 hour

Team Building Workshop - 3 hours  
Content Co-Creation - 10 hours total  
Social Media Post - 10  
LinkedIn Post - 4



# MY FEATURE ON THE PROJECT TV

**IF YOU HAVE 5 MINUTES TO SPARE...PLEASE WATCH**

Out of all the interviews I have done, and there have been many, this is the one that I believe truly captures my journey, my story, and what I am able to bring to the world and to my sponsors.



<https://www.youtube.com/watch?v=g328A8Z4onA&t=4s>



# THANK YOU

## NEXT STEPS

1. After our initial meeting, I will create a tailored proposal for you providing specific details on my offer to you.
2. It would then be great to discuss with you what our sponsorship arrangement could include
3. Hopefully we can create and launch a fantastic partnership together!

## CONTACT ME

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