

EMBRACE KIDS.

Building better body image

Together we have an opportunity to change the lives of young people - now and for generations to come.





We are in the midst of an epidemic
of *body image distress*

The pressure kids feel about their appearance is holding them back from reaching their full potential.

OUR KEY PROGRAMS

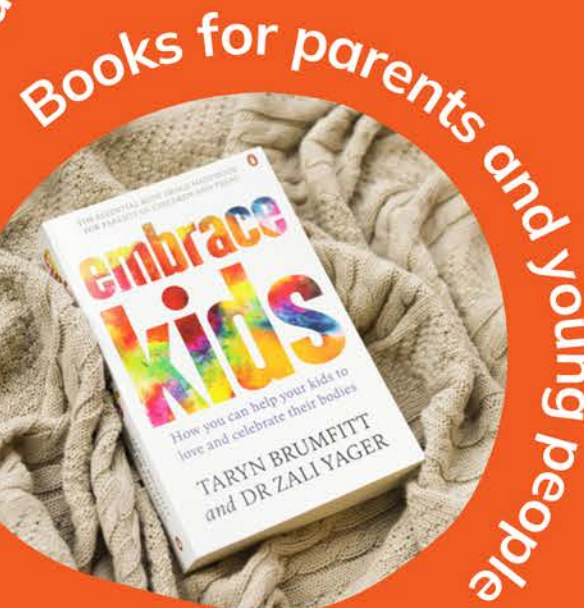
are in all of the places where kids live, learn, and play

HOME

EMBRACE Magazine

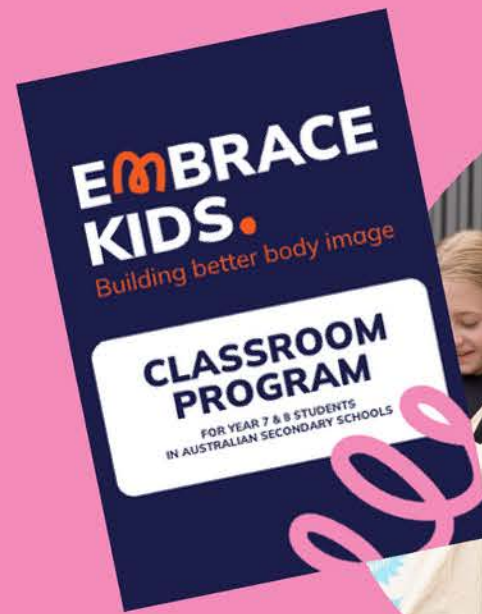


Parent Masterclasses



Books for parents and young people

SCHOOL AND EARLY LEARNING



School Programs



Professional Learning for Educators



COMMUNITY

ACTIVATE Resources for Sporting Clubs



EMBRACE KIDS Film Screenings



EMBRACE KIDS LIVE Youth events



To build better body image from the beginning

So that all young people can achieve optimal
physical and mental health - *and to thrive.*



OUR **KEY** MESSAGES

Celebrate diversity


Focus on functionality

Be kind to yourself (and others)

Recognise real role models



Resonating with **conscious consumers**



A global study by Accenture cites half of Gen Y and Gen Z say they've shifted a portion of their spending away from a company that's disappointed them around a social issue.

76%

of Australians believe corporates should partner with charities to help solve social issues



53%

of global consumers say they've changed their purchase to support a cause



We can align **to support your** social impact goals



- Improving youth mental health
- Getting in early with prevention
- Reaching the people who need it



- Employee engagement opportunities
- Access to our community of passionate people
- Doing good in the world

with our brand **values** and **personality**

Celebration, **Kindness,**



Diversity,



Kindness,

authenticity,

innovation,

Collaboration,

Determination





A known name, a **vital cause**



Throughout 2023, Taryn Brumfitt and The Embrace Collective secured 2,300 unique pieces of coverage with more than 8,000 syndications, for a total media reach of 131,560,090.

Mental health issues were the second most popular cause in 2022 that prompted brand switching behaviour among consumers.

Achievements and reach

Spreading the Embrace message across Australia and the world



Reached 1
Million kids
in 2023



Database
10,000+



Website
22K visits
p/a



Network of
experts and
advisors



6,000 people
expected at
events in 2024



Social media
TEC: 12,000+
BIM: 500K+



Media reach
131 million in
2023*

**Isentia*

Core audiences and channels

Communities

Teachers/Educators

Sport clubs

Parents

Influencers/Leaders

Coaches



Marketing and fundraising

There are many opportunities to promote our partnership to Australians that support us



Program Sponsorship **opportunities**



Education Sponsor

Power the change that protects kids from feeling shame about their bodies at school.



Event Sponsor

Build better body image for young people through exciting, high energy events.



Community Sport Sponsor

Empower every child to move their bodies and keep playing sport - focussed on what their bodies can do rather than what they look like.

A partnership with **TEC** can deliver:

Strategic positioning opportunity: Opportunity to bring to life your long-standing commitment to doing the right thing, always improving and empowering people

Resonate with customers in our key audience segments - parents, teachers and sports coaches/administrators

Support a cause that your customers care about and reach thousands of young Australians through the adults around them

Brand differentiation: Category exclusivity at partnership level

Enhance trust in X brand: Aligning with our good name, experts and an established global network

Marketing benefits and direct reach: Marketing materials and events reaching at least x million Australians

Maintain staff motivation, civic engagement and pride: Meaningful tailored community engagement opportunities



TEC.

Opportunities for involvement

Marketing resources

Co-branding opportunities

Activate events

Leaders and ambassadors - Taryn Brumfitt and X

Digital campaigns

Donor eDMs

TEC website

Pop-up opportunities

Staff engagement/volunteering opportunities





**EMBRACE
KIDS.**

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