

SAM BLOOM

2 x World Para Surfing champion

Bestselling author

Keynote speaker



AN EXTRAORDINARY JOURNEY

In early 2013, Sam's dream life turned into a nightmare when on holiday in Thailand she unknowingly leant against a rotten balcony railing, falling through it and crashing six metres onto the concrete below. Her accident left her paralysed from the chest down.

Broken and hopeless, Sam reached her outer limits of physical and mental suffering. But with courage and determination, she made her way back from the edge – scarred but undefeated.

Since her accident, Sam has inspired a bestselling book and major film, co-authored her own bestseller and become a 2 x World Para Surfing Champion.

Today, she continues to defy the barriers in life and in sport, and to inspire other people around the world to do the same.

HIGHLIGHTS:

- ✦ 2 x World Para Surfing Champion
- ✦ Inspired #1 box-office hit *Penguin Bloom* starring Naomi Watts
- ✦ Highly sought-after, global keynote speaker
- ✦ Bestselling author
- ✦ Wings for Life Global Ambassador
- ✦ The Sapphire Project Ambassador
- ✦ 2022 Surfing Australia Female Para Surfer of the Year recipient



Winning Gold for Australia at the 2018 World Championships in La Jolla, California



HOLLYWOOD CALLING

Sam's powerful story inspired the movie *Penguin Bloom* starring Naomi Watts and Andrew Lincoln.

The movie premiered as one of only 50 films chosen for the 2020 Toronto International Film Festival. It was released globally in January 2021 with an Australian premiere and box-office, while it was purchased by Netflix to stream across key global territories.

The film became an immediate hit taking **#1 at the Australian box office** and trending on Netflix in North America and across Europe.



A woman with blonde hair and blue eyes is shown from the chest up, wearing a red sweater. A penguin is perched on her right shoulder. The background is a blurred outdoor scene with other people. The overall color palette is dominated by blues and greens, with a warm light source from the left.

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PENGUIN BLOOM

THE NETFLIX MEMBER EXPERIENCE

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SAM IN THE MEDIA

Sam's deeply moving story of courage, hope and determination has resonated globally, featuring in some of Australia and the world's most widely circulated and consumed publications.

People

AUSTRALIA
VOGUE

GoodWeekend

Los Angeles Times

TIME

 **insight**

The Guardian

The Sydney Morning Herald
INDEPENDENT. ALWAYS.

ABC NEWS

60
MINUTES

BBC NEWS

ELLE



A
MAGPIE
— CALLED —
PENGUIN

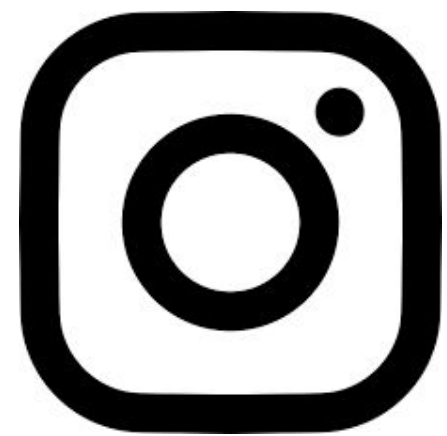
PRODUCER
BRYCE CORBETT

BYCE CORBETT
BRYCE CORBETT
BRYCE CORBETT

SOCIAL MEDIA

The Blooms have a collective, global following of 260k+ across their Facebook and Instagram channels.

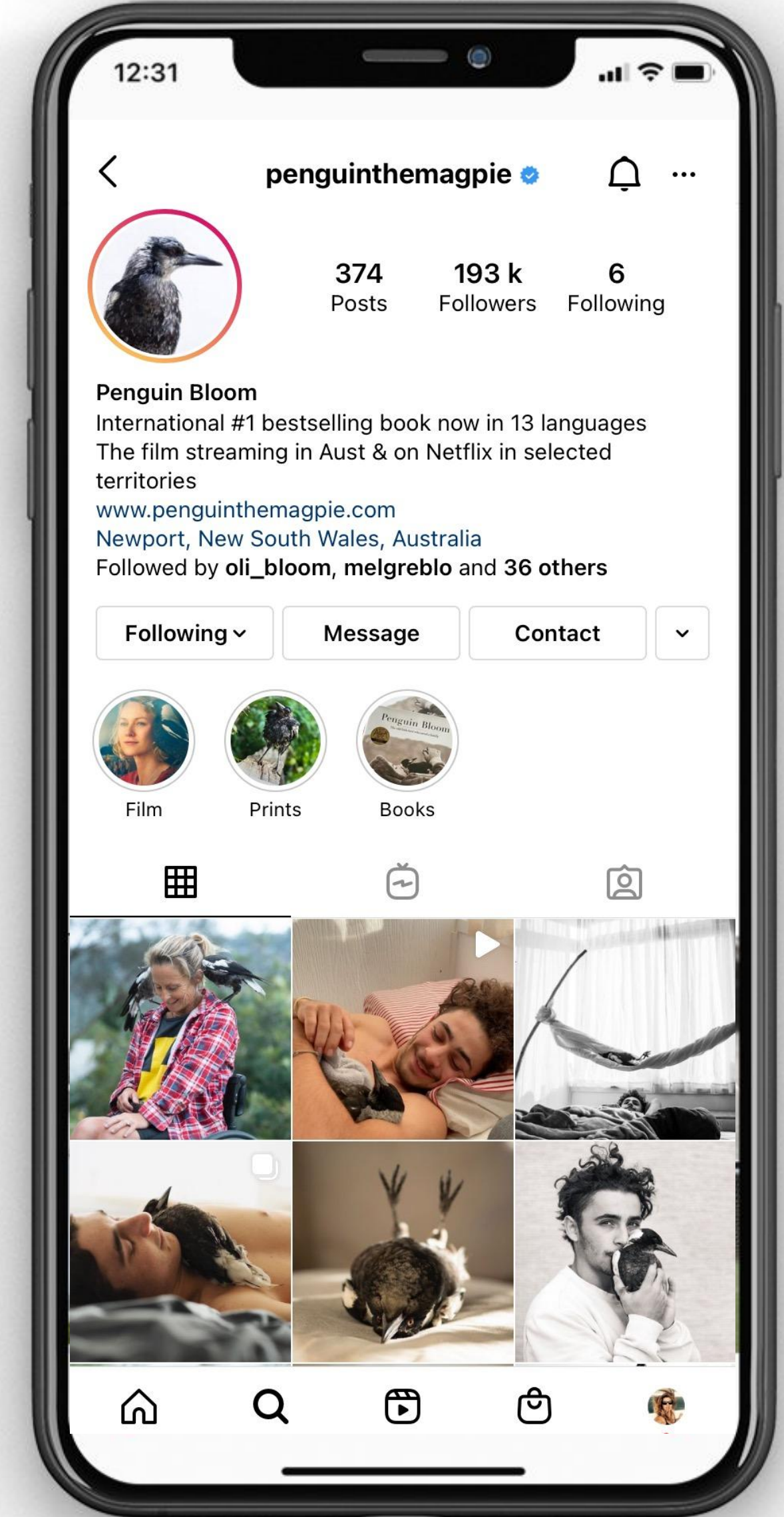
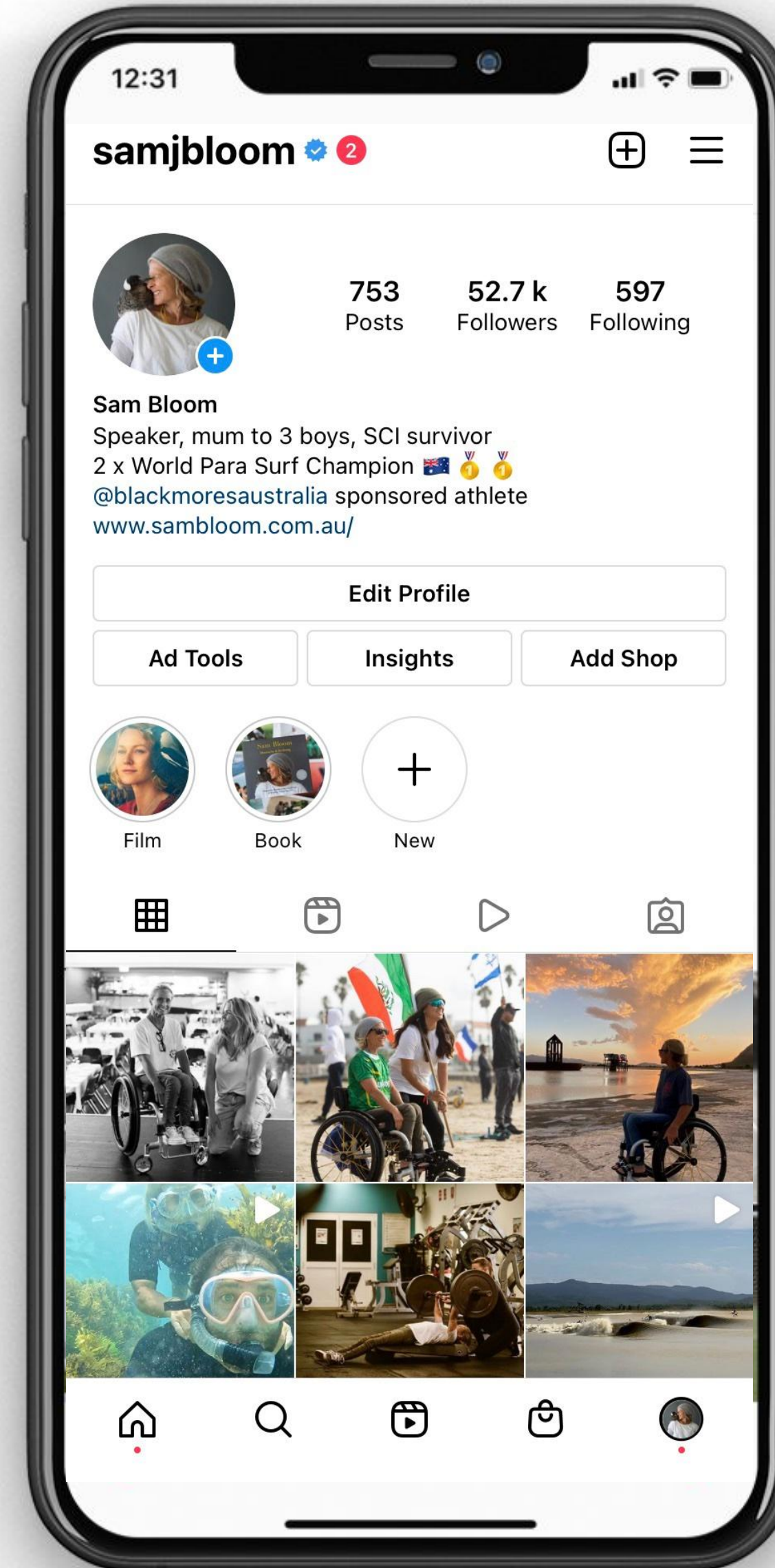
Followers are highly engaged and are seeking authentic inspiration and a positive, uplifting message.



240k+ followers
90% female
35-54 yrs



25k+ followers
85% female
35-54 yrs



SPEAKING FROM THE HEART

Sam is one of Australia's most highly sought-after keynote speakers, delivering powerful and inspiring presentations to audiences across Australia and around the world.

Set to Cameron's remarkable imagery, her personal story resonates deeply with audiences of all ages and backgrounds.

Sam speaks about:

- ✦ Cultivating resilience
- ✦ Adapting to change
- ✦ The power of family, hope and love
- ✦ Goal setting, grit and determination
- ✦ Mental health and wellness

Sam impacted our audiences with such humour and realness that we were moved to tears. Her storytelling brought us all to our feet for a standing ovation, I'll forever carry her message with me.

Emma Isaacs, Global CEO Business Chicks

I cannot thank Sam and Cameron enough for helping us create such a memorable event, they are beautiful people and this shines in everything they say and do.

Marie Ramos, Founder Oliver's Gift

It was such a pleasure to have had the opportunity to meet and listen to Sam. Life changing and something we will never forget.

Di Chanellor, General Manager GTS Westpac

Thank you so much for sharing your incredible story, it was truly inspirational on so many levels. I loved the passion in your partnership with Cam, it shone through the entire presentation. Amazing stuff!

Scott Thompson, CEO Lexus Australia

Sam captivated our audience with her incredible life story, which unfolded against a stunning backdrop of Cam's photography. The Bloom story is one of hope, and love and the incredible things you can conquer when you have the right support network around you. Thank you once again Sam & Cam. Both of you are an absolute inspiration!

Edwina Kho, Macquarie Bank

The audience of 1,000 gave Sam a full standing ovation at the Business Chicks International Women's Day event in Sydney, March 2019.



BACK TO BACK BESTSELLERS

After the success of international bestselling book *Penguin Bloom*, Sam decided it was time to share her story in her own words for the first time.

Teaming up with Bradley Trevor Greive again, Sam and Cameron created *Sam Bloom: Heartache & Birdsong*.

Released in September 2020, the book became an instant bestseller and was shortlisted for the ABIA 2021 Illustrated Book of the Year.

Sam offers in-person book sales and signings; discounts for large volume book purchases; corporate gifting packages and more.

An incredible story from a truly inspirational woman, shared with such vulnerability and strength. *Sam Bloom: Heartache & Birdsong* is an emotional rollercoaster – I loved this book!

– LAYNE BEACHLEY AO, 7 x World Surfing Champion





Sam Bloom
Heartache & Birdsong

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Samantha Bloom, Cameron Bloom
& Bradley Trevor Greive

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WHAT'S NEXT



SURF

Sam, currently ranked #1 in the world, will compete in the first Adaptive World Surfing Tour event in Hawaii in June, and is aiming for a 3rd World Title in December at the ISA World Para Surfing Championships in California.

Win or lose, she's committed to keep raising the profile of the sport as the global push for paralympic inclusion continues.



GIVE

Sam focuses her impact work in two areas - Environment & Climate Change, and Spinal Cord Injury.

Sam is an ambassador for **The Sapphire Project, Surfers for Climate** and **Wings for Life**, as well as funding groundbreaking scientific research by donating a % of book sales to **SpinalCure Australia**.



SPEAK

Sam has found purpose in motivating others to live their best lives today, not tomorrow.

From students to C-suite executives and all ages and backgrounds between, Sam's powerful story continues to inspire audiences globally.



WORKING TOGETHER

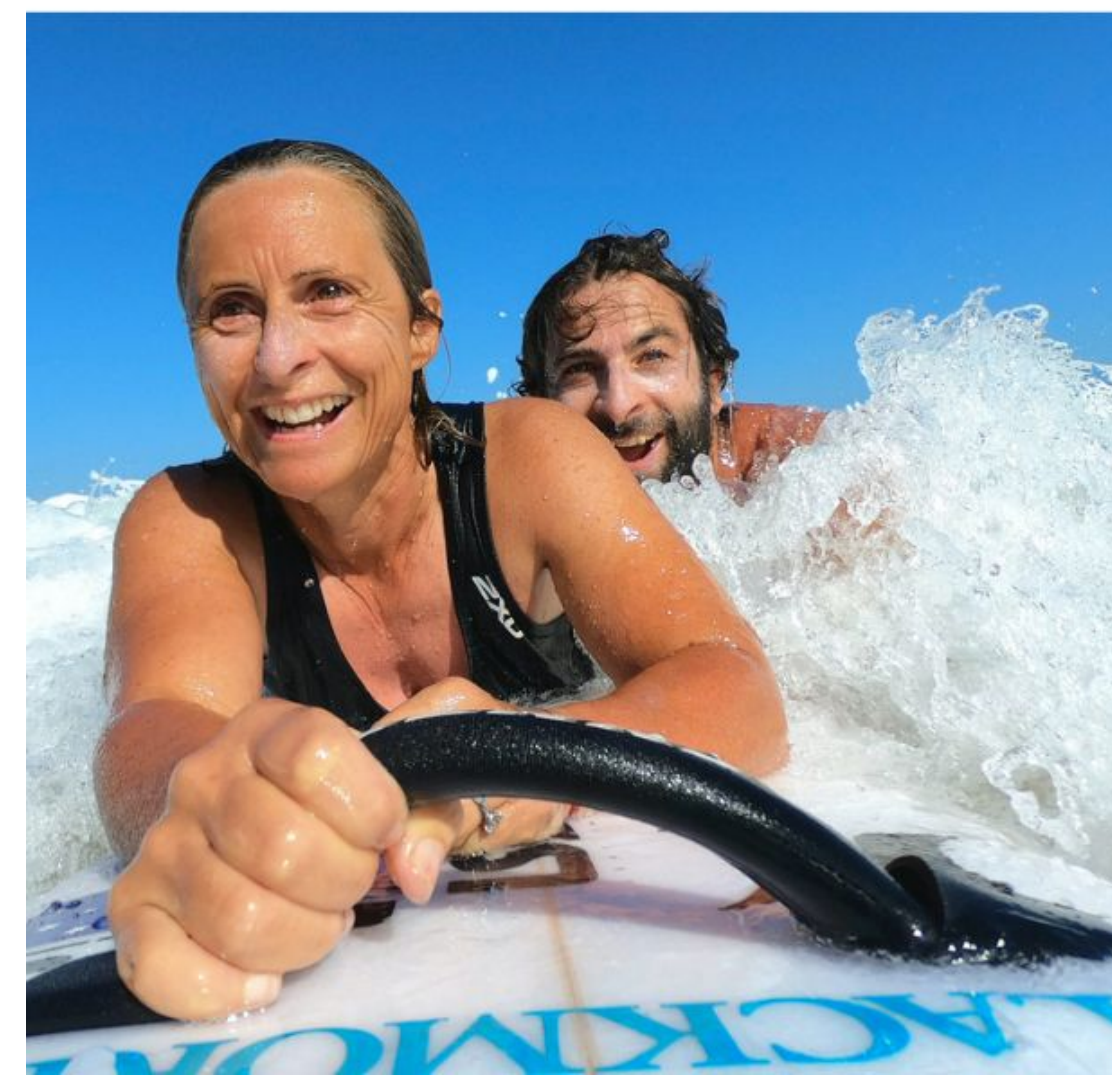
Sam is widely recognised, respected and admired, with a highly engaged following and community-base.

She welcomes the opportunity to align with brands that share her focus on a healthy and active lifestyle, and support her goals to keep pushing the boundaries in the water and in life.



PARTNERSHIPS

**Brand
Ambassadorships**



CAMPAIGN

**Sponsored content
Advertising
Social**



**EVENTS + STAFF
ENGAGEMENT**

**Keynote speaking
In Conversation
Q + As**

CASE STUDY - CAMPAIGN

Sam featured in Witchery's 2021 Mother's Day campaign 'Like No (M)other' showcasing strong and inspirational women and their unique stories.

Her content was the top performing among all campaign talent, attracting enormous reach and engagement, and became one of the most liked posts of all time on the Witchery Instagram feed.

Followers embraced the inspiring story and praised the brand for featuring groundbreaking content.

Sam's post is one of our top performers over the past 12 months, driving incredible organic reach, engagement and interaction on the outfitting. We had such positive comments from our community too. The team also found Sam brilliant to work with, down-to-earth but a total professional, we're looking forward to working together again.

- SARAH VENERIS, DIGITAL MARKETING MANAGER



CASE STUDY- BRAND AMBASSADOR

Blackmores has been a long-time supporter of Sam's - from representing Australia at the 2015 World Para Canoe Championships in Italy to her World Para Surfing Championship wins, they've been a crucial part of the journey.

Blackmores' sponsored social content is consistently among Sam's top performing, speaking to her ability to authentically weave partner messaging through her personal story and message.

Working with Sam has also brought extensive earned media opportunities to the brand, with \$350,000 in advertising dollars equivalent in the 2018 sponsorship year alone.

As well as earned and owned media, Sam supports Blackmores staff and customer engagement initiatives through major event appearances and keynote speaking.



ANNUAL REPORT 2019

Lead the
wellness
revolution



THANK YOU

If you'd like more information about Sam Bloom
or her speaking fee, please contact Carly at Talent Corp
on 0411 316 456 or carly.clelland@talentcorp.com.au