

SAM BLOOM

4 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 4 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:

- ✦ 4 x World Para Surfing Champion
- ✦ Inspired #1 box-office hit *Penguin Bloom* starring Naomi Watts
- ✦ Highly sought-after, global keynote speaker
- ✦ Bestselling author
- ✦ Ambassador - Wings For Life | Blackmores | Tourism Australia
- ✦ 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.





PENGUIN BLOOM

THE NETFLIX MEMBER EXPERIENCE



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**

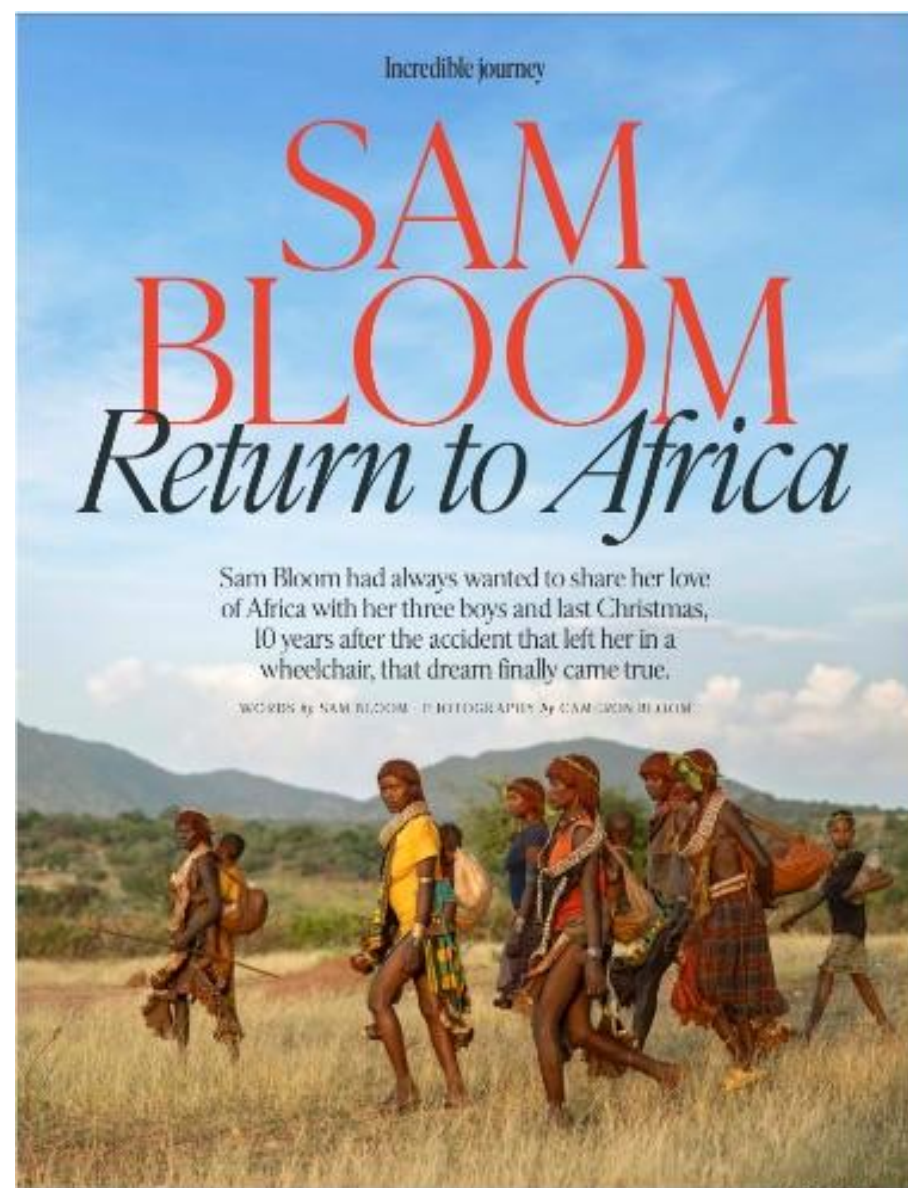
The Sydney Morning Herald
INDEPENDENT. ALWAYS.

7 NEWS

60
MINUTES

BBC NEWS

ELLE





A
MAGPIE
— CALLED —
PENGUIN

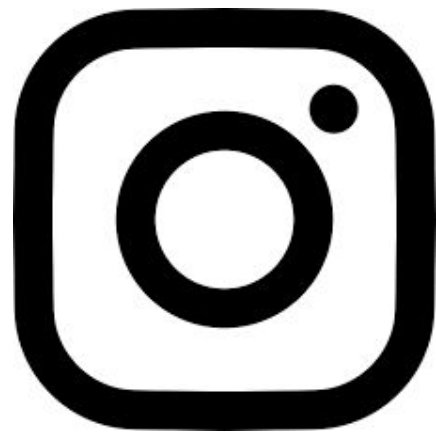
PRODUCER
BRYCE CORBETT

PRODUCED BY
BRYCE CORBETT
PRODUCED

SOCIAL MEDIA

The Blooms have a collective, global following of 280k+ across their Facebook and Instagram channels.

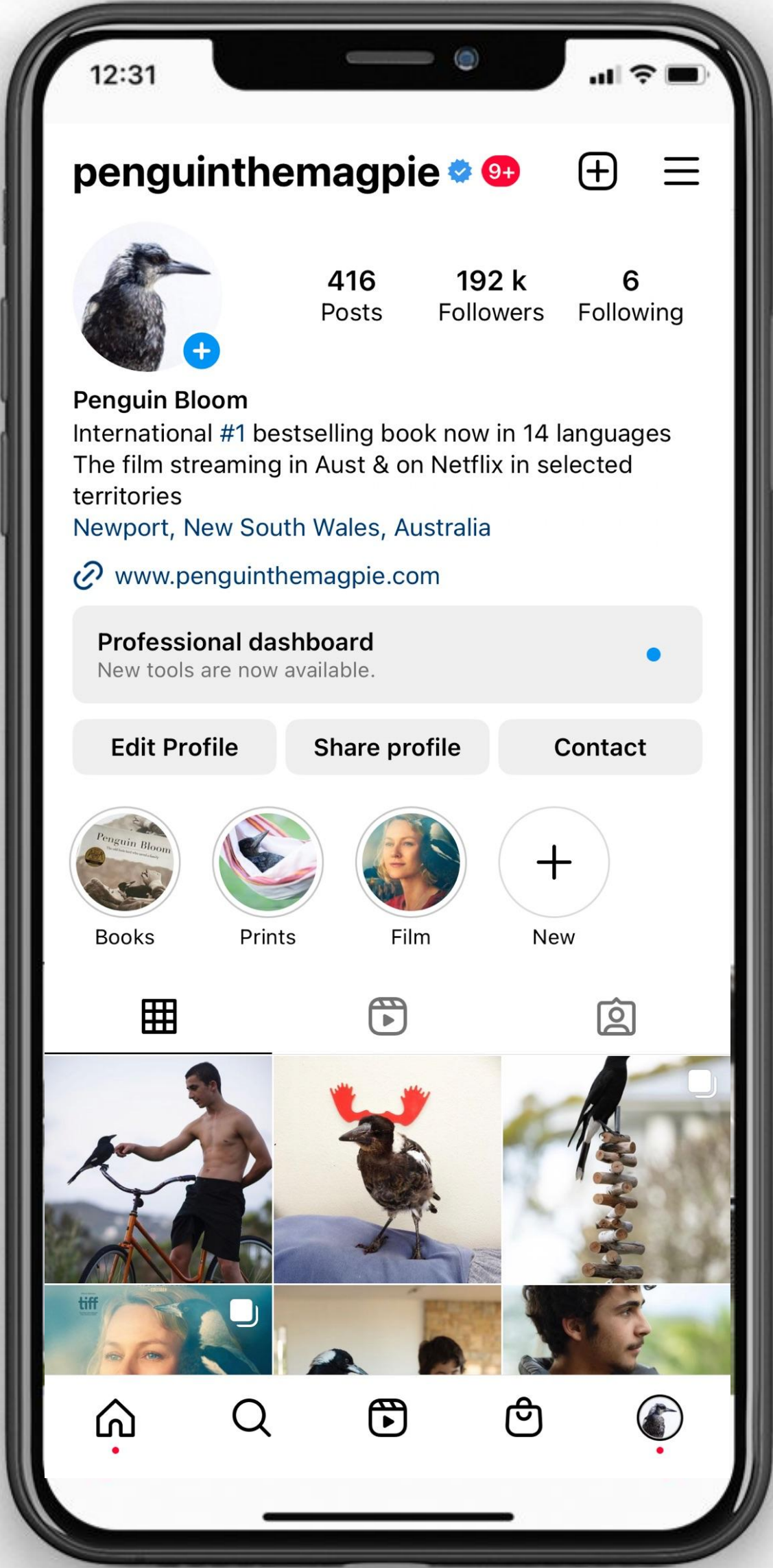
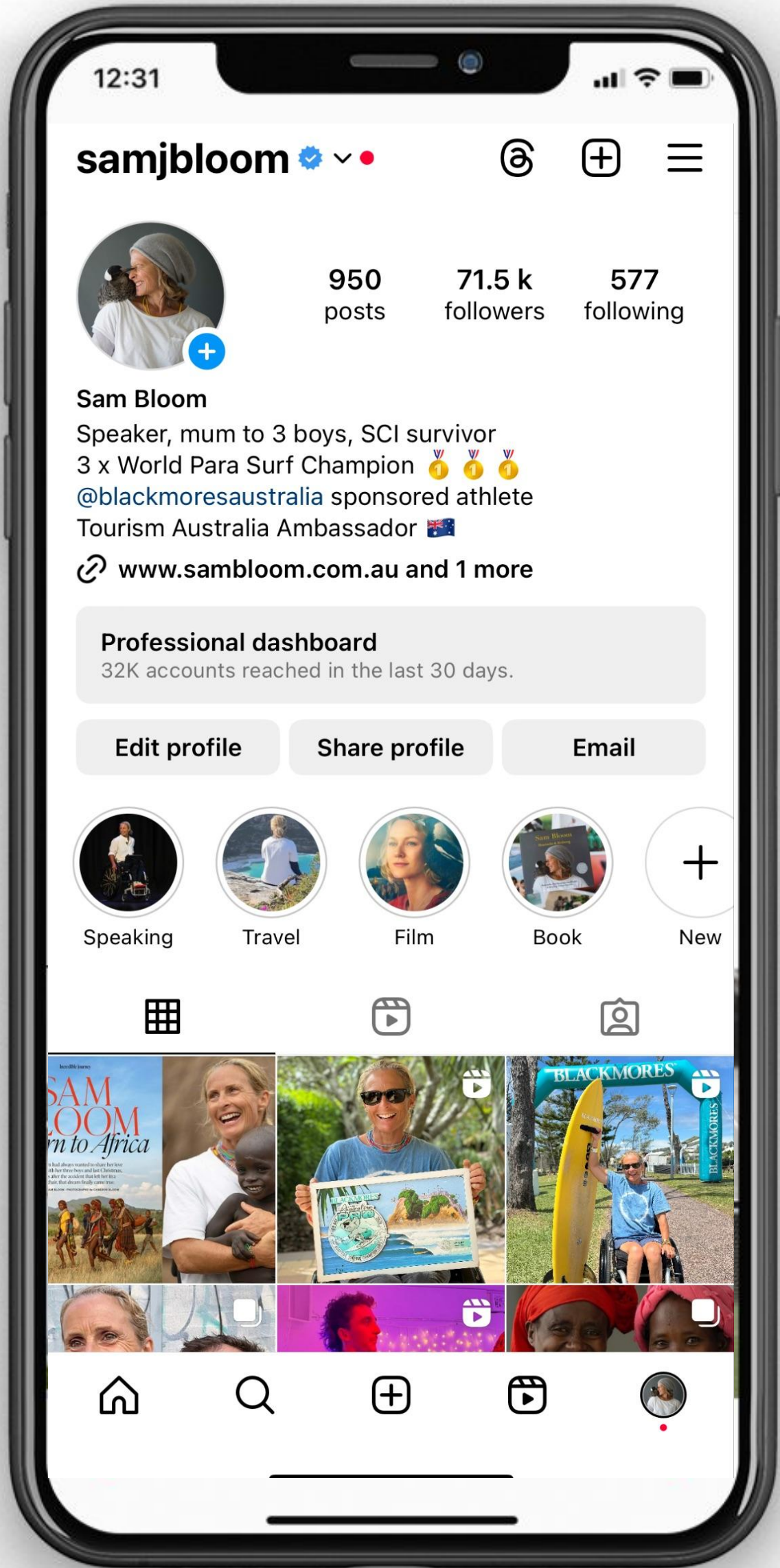
Followers are highly engaged and seek authentic inspiration with positive, honest and uplifting messages.



252k+ 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:

- ✚ Overcoming adversity
- ✚ Adapting to change
- ✚ The power of nature
- ✚ Finding purpose through passion
- ✚ Loss of identity
- ✚ Mental health
- ✚ Creating a positive mindset

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

Sam's storytelling ability is genuine and raw, her keynote is by far the most inspirational that I have experienced.

Dan Burns, Executive Manager Events, Commonwealth Bank of Australia

I have received amazing feedback from so many people. The two of you had the room absolutely captivated. It was also really inspiring to see how positive you both are and how you embrace life. Thank you for making our event so special.

**Matthew Bouw
Chief Executive Asia Pacific
Cushman & Wakefield**

We were all so moved and inspired to hear your story Sam, and appreciate your vulnerability in sharing this so openly with us. You articulate this so beautifully. The resilience and love of your family speaks volumes.

Michelle Gore Human Resources Business Partner, Industrial Light & Magic, Lucas Films

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





WHAT'S NEXT



SURF

Sam, currently ranked #1 in the world on the AASP pro tour, winning in Byron, Hawaii and Costa Rica.

Sam is committed to keep raising the profile of the sport as the push for paralympic inclusion continues.



GIVE

Sam focuses her impact work in two areas - Environment and Spinal Cord Injury.

Sam is an ambassador for **Surfers for Climate** and **Wings for Life**, as well as funding groundbreaking scientific research by donating 10% of book sale royalties to **SpinalCure Australia**.



SPEAK

Sam has found purpose in sharing her story with others creating positive change in their lives by providing inspiration and hope.

From students to multinational corporates and large scale conferences virtually and in person. 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
Campaign
Events
Keynotes



TOURISM
AUSTRALIA



 KANGAROO
ISLAND

CASE STUDY - CAMPAIGN

Sam Bloom - Courage

in 2023 The Cadbury Australia 'A Cheer & A Half' campaign was set up to encourage Aussies to support their local sporting clubs via donations and volunteering. Cadbury Australia released ten specially designed Dairy Milk blocks to shine a light on some of Australia's iconic sporting heroes and moments all of which embody the spirit of generosity both on and off the field.



Sam has been an invaluable asset to our Cheer & a Half campaign – her presence in the specially designed packs helped to bring to life stories of generosity in sport, representing the para-surfing community. Sam's social media engagement was particularly high, delivering 12.5% average engagement across her posts (vs the average of the other ambassadors in the campaign of 8.3%), which indicates that our audience was extremely engaged with Sam's content and story.

- Julia Lippmann Sponsorships Manager (Cadbury) at Mondelez International

The Cadbury logo in its signature blue script font.



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 - AMBASSADORSHIP

In May 2022, Sam joined the Surf Lakes family as their newest ambassador.

An innovative, QLD-based technology company, Surf Lakes is a leading artificial wave provider with an expanding national and global footprint.

The Surf Lakes team chose to work with Sam because of her passion and fighting spirit. Sam chose to work with the Surf Lakes team because of their dedication to using tech to bring the sport of surfing to people of all ages, locations and abilities.

The partnership has already put Surf Lakes in the media spotlight when Sam arranged to shoot a segment with Dr Chris Brown for popular Channel 10 show The Living Room airing October 2022 on location in Yeppoon.

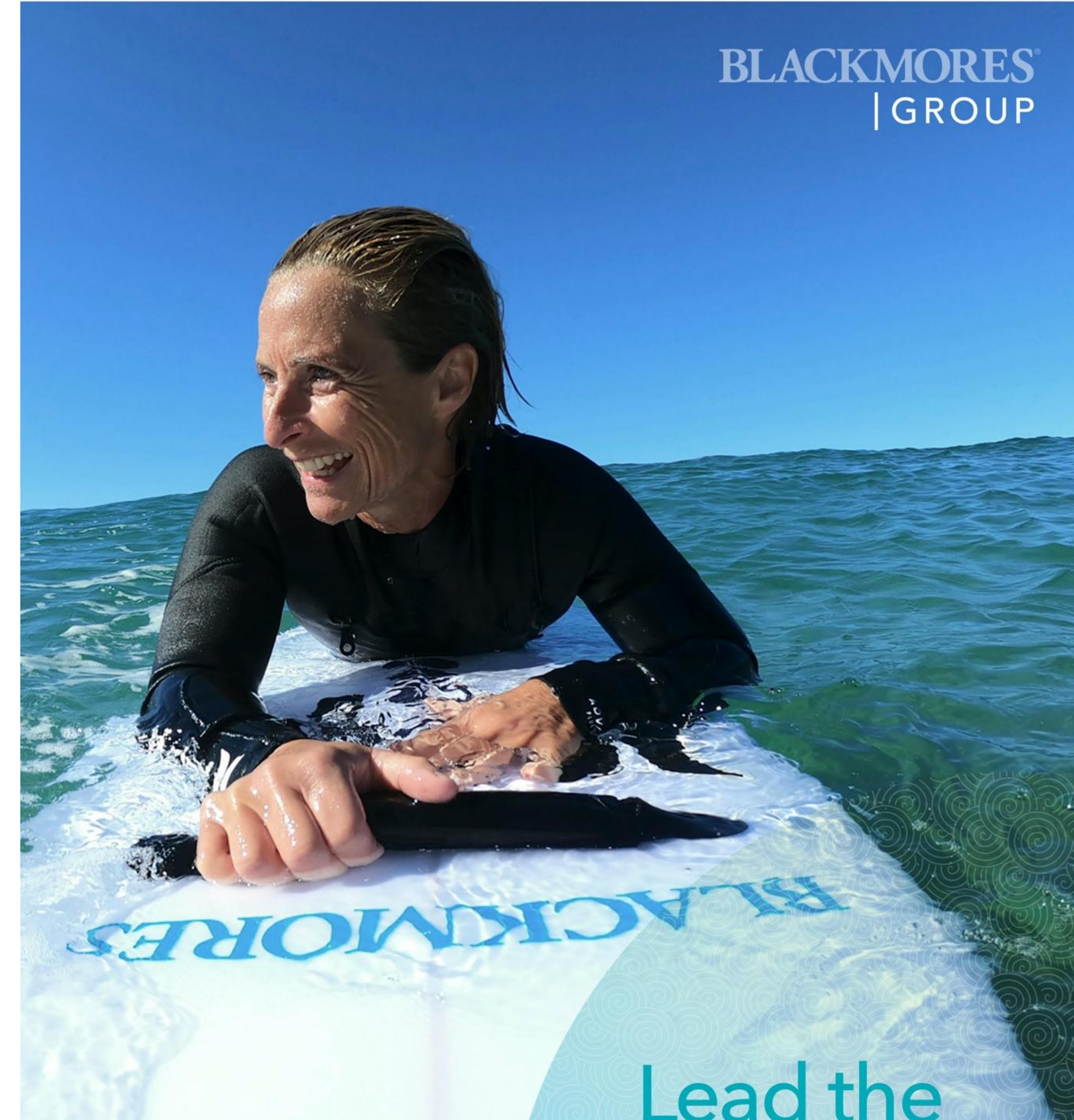
Sam has continued to help bring awareness to the Surf Lakes brand through earned media opportunities, including Stellar Magazine a nationally syndicated print feature published October 2022.

CASE STUDY- SPONSORSHIP

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.

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 sporting events and appearances.



ANNUAL REPORT 2019

Lead the
wellness
revolution



CONTACT

Looking to discuss partnering with Sam to elevate your brand, campaign or upcoming event? Get in touch today.

hello@sambloom.com.au

THANK YOU

www.sambloom.com.au



[@samjbloom](https://www.instagram.com/samjbloom)



[@sambloomaustralia](https://www.facebook.com/sambloomaustralia)