



Grace BRIMELOW

Australia's next Para-sport star

December 2024: awarded the Chris Hewitt Emerging Athlete Award, making history as only the second Para-triathlete to receive the honour.

SPONSORSHIP PROSPECTUS 2025





GRACE'S STORY

Grace Brimelow is a 17-year-old **Para-triathlete and swimmer from the Sunshine Coast** and as of April 2023, she has been representing Australia in Para-Triathlon.

Grace was born in Nambour with **Cri Du Chat Syndrome** (missing the top tip of the short arm of the 5th Chromosome) however, she was not diagnosed until she was six and a half years old.

Long before her diagnosis, at just four months old, Grace started swimming lessons, and at age five she joined Little Athletics. Although she was diagnosed at six and a half years old, Grace did not receive a para classification in sport until she was 12. For the purposes of her sport, she has ataxia, athetosis and neurological dysfunction. Grace has a speech and language impairment, impaired coordination and fine and gross motor skills, eating and swallowing difficulties, and learning and cognitive difficulties. Cri Du Chat Syndrome is a condition that affects her whole being.

Despite this, Grace started her sporting career competing against mainstream kids and, as a consequence, has always been 'chasing people down'. Grace continues to seek recognition as a Para-athlete but also takes part in able-bodied races whenever she can.



WHAT IS PARA-TRIATHLON?

Para-triathletes swim 750m, cycle 20km, and run 5km. They race for over an hour and there is **no prize money**.

Para-triathletes race in their classes, of which there are six – Wheelchair (WC), PTS2, PTS3, PTS4, PTS5, and Vision Impaired (VI). Grace races in the PTS4 classification.

When competing internationally, all Para-triathletes race on the same course, with each class starting two minutes after the other. This means all classes and genders of para triathletes end up on the same course at the same time.

The athletes are classified based on the physical impairments that impact their ability to swim, cycle, run, and undertake transitions. The rules for the classification in triathlon refer to physical impairments only. There is no recognition of cognitive functioning or executive processing. The class of athletes grouped together have a similar physical impact on their race from their disability.

The description of impairment types in the World Triathlon Para Classification Rules are Impaired Muscle Power, Impaired Passive Range of Movement, Limb Deficiency, Hypertonia, Ataxia, Athetosis.

SUNSHINE COAST LOCAL TAKING ON THE WORLD

Grace's recent successes have included representing Australia internationally where she won four of her last six races.

But Grace's **biggest achievement**, and the realisation of her dream, was qualifying and selection to represent Australia at the **Paris 2024 Paralympic Games** in Para-triathlon.

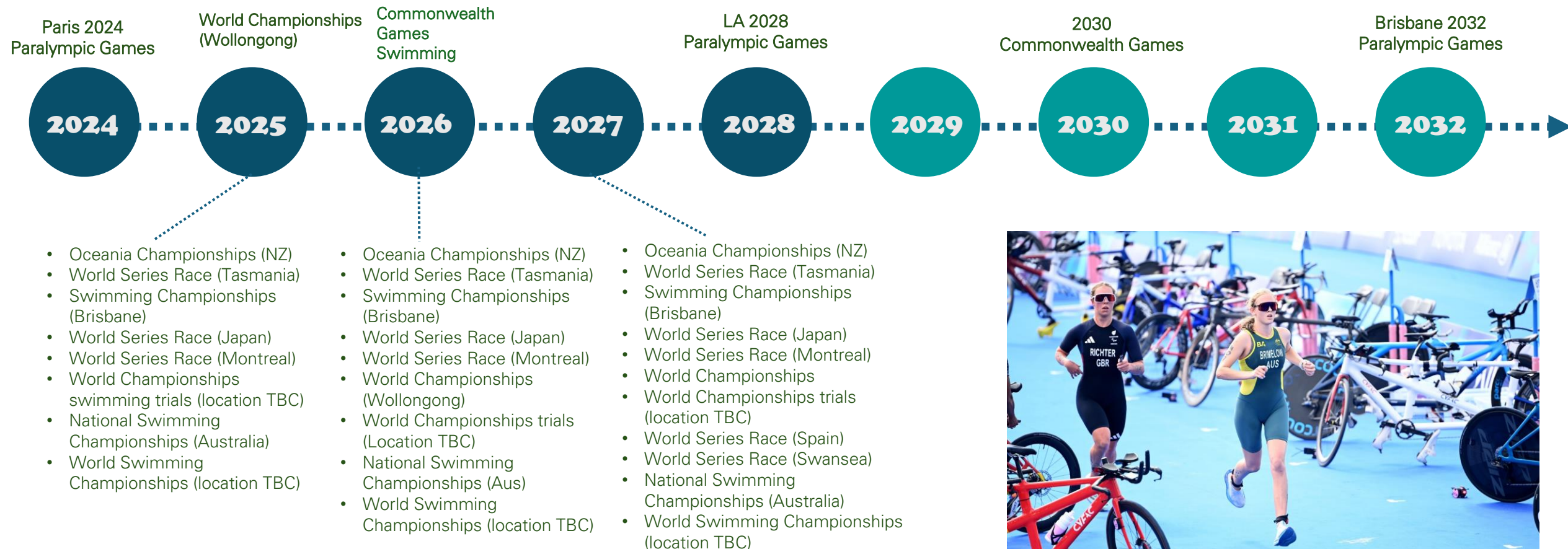
In Paris, Grace competed in the **Women's Individual PTS4 Para-triathlon**. She was in first place after the swim leg but was unfortunately disqualified after missing a turn on the bike leg, which incidentally meant that she rode further than everyone else. Grace continued regardless and was ahead of the eventual winner when in a cruel twist she was mistakenly sent back out on the run course to run an extra lap – and she still finished and crossed the line in 6th place after running an extra 1.4km.

Grace showed remarkable resilience to finish the race, and know she was the fastest out there... all at the age of 17. Grace is now **even more motivated to succeed at her next Games**.



GRACE'S ROAD AHEAD

Now that Grace has reached an elite level in competition, in order for her to improve her international ranking and gain experience, she needs to travel interstate and internationally at regular intervals throughout each year in addition to the major competitions like the Paralympics and Commonwealth Games.



IMAGINE WHAT WE CAN DO



RISING INTEREST IN PARA-SPORT

In late 2021, Gemba research* found those surveyed placed interest in the Australian Paralympic Team at 28%, marginally behind the Australian cricket team (32%) and ahead of the Australian Boomers basketball team (24%).

The findings complement Sport Australia's Community Perceptions Monitor, which found 68% of those surveyed watched at least some of the Tokyo Paralympics and 58% of those who watched felt "proud to be Australian".

UNDAY

life

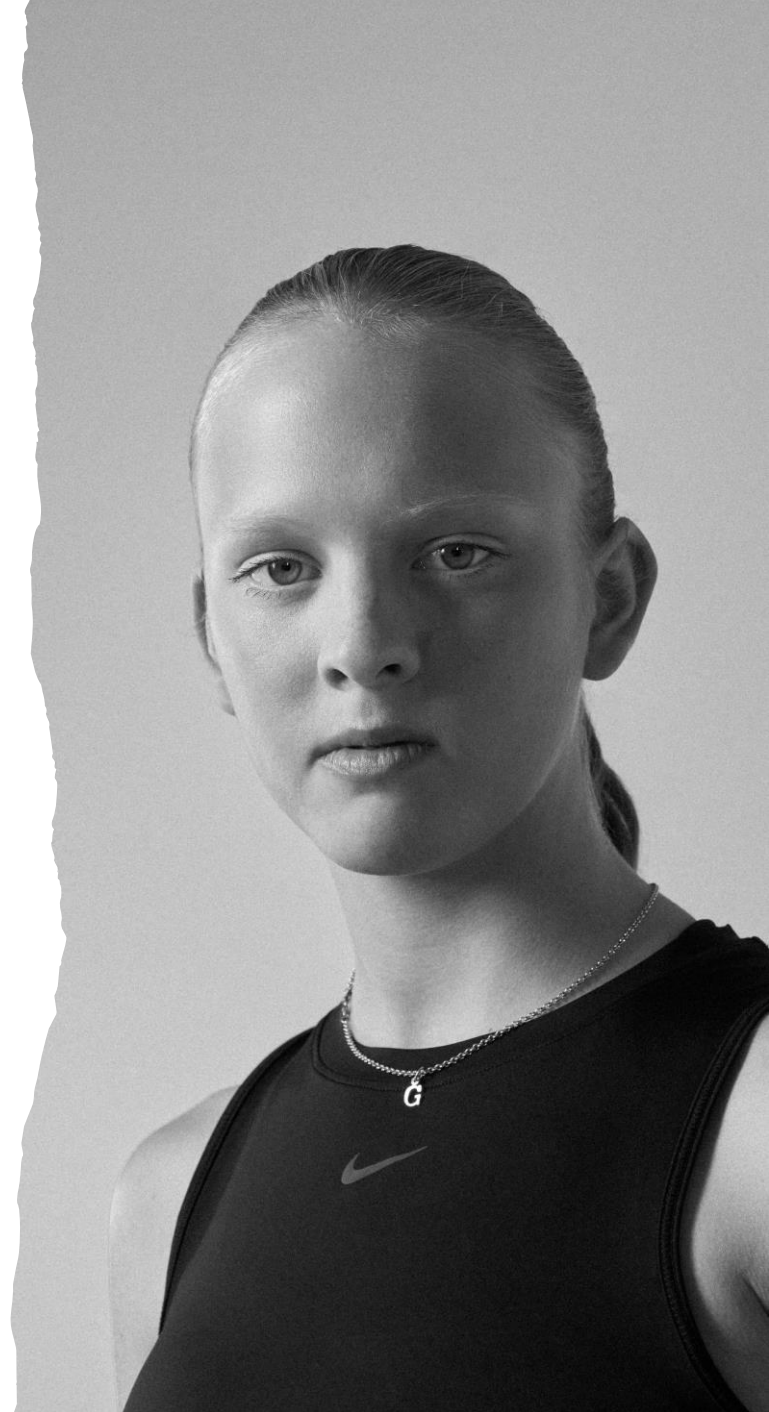


THE TRAILBLAZER
25 WOMEN RESHAPING AUSTRALIA

THE RISE OF PARA-SPORT IN AUSTRALIA

Since Sydney hosted the 2000 Paralympic Games on the heels of the Olympics, Para-Sport has grown in both participation and popularity.

Para-athletes, such as Dylan Alcott, Madi de Rozario, Ellie Cole and Curtis McGrath, are now **household names** alongside their Olympic compatriots.



PARALYMPIANS MARKETABILITY IS TRENDING UPWARDS

The Gemba research also stated, “the majority of Paralympians we tracked saw strong increases in their asset power (marketability) during the Tokyo Paralympic Games”.

At the top of the list was wheelchair tennis gold medallist Dylan Alcott, whose asset power rose during the Games from a rating of 1646 to 3072. Alcott was followed by wheelchair racing champion Madison de Rozario (1056 to 1486), wheelchair rugby captain Ryley Batt (no previous rating to 863), Para-swimming great Ellie Cole (453 to 821), Para-canoe champion Curtis McGrath (427 to 804) and Parathletics star Isis Holt (645 to 783).

Alcott’s rating placed him as “one of the most marketable athletes in Australia”, Gemba said, alongside Australia’s top cricketers, swimmers and tennis world No.1 Ash Barty while De Rozario was found to be “one of the most likeable” sportspeople in Australia.



- **Aus Triathlon—Queensland**
Grace was awarded Aus Triathlon's 2024 Paratriathlon/Multiclass Athlete of the Year (Female) and Most Inspiring Performance 2023-24 season.
- **Aus Triathlon—Australia in 2024** Grace was awarded Emerging Athlete of the Year –only the second Para triathlete to be awarded the honour in almost 20 years, Lauren Parker was the other in 2018.
- **Dylan Alcott Academy**
Grace is one of 11 inaugural para-athletes selected to be a part of the **Dylan Alcott Academy**, which has the support of Nike.
- **Dylan Alcott Foundation**
The **Dylan Alcott Foundation** supported Grace with the purchase of a new tri bike which helped her campaign to get to the Paralympics in 2024.
- **Swim Aus Dolphins development squad**
Grace is a member of the Australian Dolphins development squad and has a goal to represent Australia in two sports – swimming and triathlon.
- **Sunshine Coast Grammar school**
Grace has a **scholarship at Sunshine Coast Grammar school**. Grace has been Sportsperson of the year for 3 years running.
- **Swimming Queensland**
In 2023, was granted a **Hancock Prospecting scholarship by Swimming Queensland**. Grace received one of only two para scholarships awarded and was also the only Para-woman awarded).



SPONSORSHIP PACKAGES

We are offering three levels of Sponsorship: Platinum, Gold, and Silver.

Package	\$/year	Contract duration
1x Platinum	\$15,000	2 years *
3x Gold	\$7,500	2 years *
1x Silver	\$5,000	2 years *

* Including first option to renew.



SPONSORSHIP BENEFITS

Platinum

Gold

Platinum (\$15,000 p/year)*

- Your logo in central position (A) on Grace's race suit featuring in all suited photos.
- Attribution and large size logo on gracebrimelowsport.com including in-depth profile and link back to your website.
- 12 social media posts per annum promoting your business as Platinum sponsor.
- Media mentions when interviewed.
- Athlete appearances for your staff (or on behalf of your brand) – 4 per year.

Gold (\$7,500 p/year)*

- Your logo in position C (one of left or right side) OR position E on Grace's race suit.
- Attribution and medium size logo on gracebrimelowsport.com including link back to your website.
- 6 social media posts per annum promoting your business as Gold sponsor.
- Media mentions when interviewed.
- Athlete appearances for your staff (or on behalf of your brand) – 2 per year.

Silver (\$5000 p/year)

- Your logo in position D on Grace's race suit.
- 3 social media posts per annum promoting your business as Silver sponsor.
- Attribution and small size logo on gracebrimelowsport.com including link back to your website.

Uniform FRONT



Uniform BACK



* Including first option to renew.

WHERE WILL YOUR SPONSORSHIP DOLLARS GO?

EQUIPMENT

Grace has been lucky enough to have been provided a GRANT for a race bike by Dylan Alcott. She needs other equipment such as wind trainers (\$1500), cycle computers (\$1500) power metres (\$1500), watches (\$1500), helmets, shoes, wetsuits, goggles etc. It quickly adds up!

TRAVEL

Flights and accommodation. Because of her impairments, Grace requires her mum (AKA carer & guide) to travel with her and support her for races. In 2023, travel expenses were \$25,000 and in 2024 (excluding Paris Paralympics), travel costs exceeded \$30,000.

MAINTENANCE

Triathlon bikes require regular servicing. The cost of services, tyres, tubes, gears etc averages \$500 per month.

“I can’t believe where I am at and I still can’t interpret those feelings; that’s how much I am blown away with what has happened. But that result is just one of a whole journey that is really only just starting.”

- Grace Brimelow, after representing Australia in 2023



When she’s on the podium at the Brisbane 2032 Paralympics, wouldn’t you like to say that your brand was with Grace Brimelow from the start?

KEEP IN TOUCH

Please contact Simone Pearce.



0418 744 725



GraceBrimelowSport@gmail.com



www.gracebrimelowsport.com

THANKYOU





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