

1ST

2023 NSW STATE TITLE
2022 MERIMBULA CLASSIC
2021 WORLD CHAMPIONSHIP
2021 NATIONAL CHAMPIONSHIP
2021 NSW STATE TITLE
2020 NSW STATE TITLE
2017 NATIONAL CHAMPIONSHIP
2017 MERIMBULA CLASSIC
2015 NSW STATE TITLE

Peri Roberts

1X WORLD CHAMPION

2X MERIMBULA CLASSIC CHAMPION

2X NATIONAL CHAMPION

4X STATE CHAMPION

1ST IN THE WORLD

2024
SPONSORSHIP
PROPOSAL

SPONSORSHIP
PROPOSAL



Peri Roberts

INTRO

*kiting is passion
and passion is what I wake up
every morning to find.*

An adventurous and driven young female, Australian athlete Peri Roberts has taken her passion for watersports and hunger for a challenge to the world stage.

From Newcastle, NSW, she has climbed the ranks of the kitesurfing world at local, state and national competitions. Starting in her mid teens- Roberts made a name for herself as the only junior female kitesurfer in the ‘wave riding’ competition scene. Grabbing the attention of the industry and brands alike; the Kitesurf World Tour was calling.

After receiving a wildcard into the last World Cup event of 2018, Roberts’ thirst for competition and the ultimate desire for a championship title grew. After being invited back to the Tour for the 2019 season, Roberts joined at the second event in Sylt, Germany- formerly a prestigious Windsurfing Championship location, this Kitesurf World Cup was the first of its kind.

An expected 60,000 spectators over the course of the week give Peri the incentive she needed to perform in a competition combining both disciplines of strapless wave riding and strapless freestyle. This motivation flourished, helping her to 4th place and a podium finish for her first event.

Great success followed Roberts’ remaining Rookie Year events, leading her to 5th on the final rankings for the year. The following year’s tour was stopped by Covid, like many sporting events around the world, and Peri spent her time creating content, travelling throughout Australia to film for her sponsors.

As the World Tour resumed in 2021, Roberts’ found herself leading the rankings through the entire season, scoring 2nd place podiums and a 3rd place. A challenging year Roberts’ claims, as she had to search for funds to support her world tour campaign “I worked 3 jobs and sold my car, while training, just to travel and compete”. This taught her the strength of her will power, and the determination she had to make it to the top “It was the hardest year of my life. I was exhausted...but so proud of the never-faulting drive I had within myself to succeed. It definitely made the result so much sweeter”.

Roberts became the 2021 World Champion, after only one previous season of being on tour. The fastest climb to the top in Kitesurfing History.

Peri's determination to succeed has been highlighted all over the world, recently recognised on National television and radio in Australia. She is a spokesperson for Women in Sport Australia, Women in Business and school education, as well as appearing in multiple podcasts and news stories. Her efforts of her world title campaign in 2021 landed her runner-up in Newcastle Sports Stars that year and a personal recognition in the Parliament House of Australia for outstanding sportsmanship.

Roberts has inspired many through her short film creations, based on creative short stories. Her films "Hustle" and "Parataisi" were both nominees for "Video of the Year" in 2021 and 2022. Alongside a plethora of Magazine articles; her efforts have landed her a scholarship the Torrens University of Australia to study film in 2023.

What's next? Peri's is ready to prove herself, yet again, on the world stage. After a year off of quiet reflection, her passion and grit for competition and travel have not subsided. Her next goal is to continue her pursuit as a Professional Kitesurfer, incorporating 5 years of marketing experience, 10 years of sponsorship experience and a world title in tail.

These days, the challenge is fitting all the water sports into one and attacking them with the same attitude. The industry has evolved from being defined by one single sport or discipline, yet now encourages all aspects of a brands attributes, whether that be foiling, wing-surfing or kitesurfing. Roberts has taken on all 3 sports to become a well-rounded waterwoman, but ultimately to spend more time on the water.

"2024 is the year of the comeback. Maybe a world title, maybe a 1st place. Contributing passionate creative content, films and capsule; pushing the sport and inspiring other young men and women to chase their dreams... because that is the essence of life itself".



Peri Roberts

INTRO



Peri Roberts

PROFILE

NATIONALITY Australian

DOB 22nd October 1999

OCCUPATION Professional Kitesurfer

INTERESTS Watersports, film, travelling, snowboarding, adventure

1ST

- NSW State Titles 2023
- Open Women's Merimbula Classic 2022
- GKA World Championship 2021
- National Wave Championship 2021
- NSW State Titles 2021
- National Wave Championship 2017
- Merimbula Classic 2017
- NSW State Titles 2020
- NSW State Titles 2015

2ND

- National Wave Championship 2023
- National Wave Championship 2022
- NSW State Titles 2022
- GKA World Cup, Sylt 2021
- GKA World Cup, Cape Verde 2020
- National Wave Championship 2018
- Open Women's Lancelin Ocean Wave Classic 2017

3RD

- GKA World Cup, Dakhla 2021
- Open Women's Merimbula Classic 2016
- Open Women's Merimbula Classic 2015

Peri Roberts

CAREER HIGHLIGHTS





Peri Roberts

CAREER HIGHLIGHT

20

21

WORLD

CHAMP

ION

Peri Roberts

MORE THAN JUST A KITESURFER



more like
W A T E R W O M A N

As our sports evolve, as athletes, we evolve with them. Like many professionals in our industry, our love for the ocean is our main muse. Peri found her passion for the water at a young age through surfing, like most keen Australian kids do. However, by looking at the bigger picture; these sports are only vehicles to serve the ultimate purpose: spending the most time in the ocean.

Although kitesurfing waves is her "calling", on any given day, Roberts can be found in the water spending time perfecting her craft... Surfing, foiling or wingfoiling, depending on what conditions are on offer.

The word waterman or waterwoman gets thrown around often, but in reality: that is exactly what we are. Roberts emphasizes the importance of participating in all sports her industry offers, not only to stay 'relevant' but to stay on the water longer.

Peri Roberts

SOCIAL MEDIA

> www.periroberts.com



> @perirobertskitesurf

1,900+
followers



> @periroberts

7,600+
followers



> @periroberts3722

200+
followers

COMBINED FOLLOWING

9,700+

ENGAGEMENT

214,000+

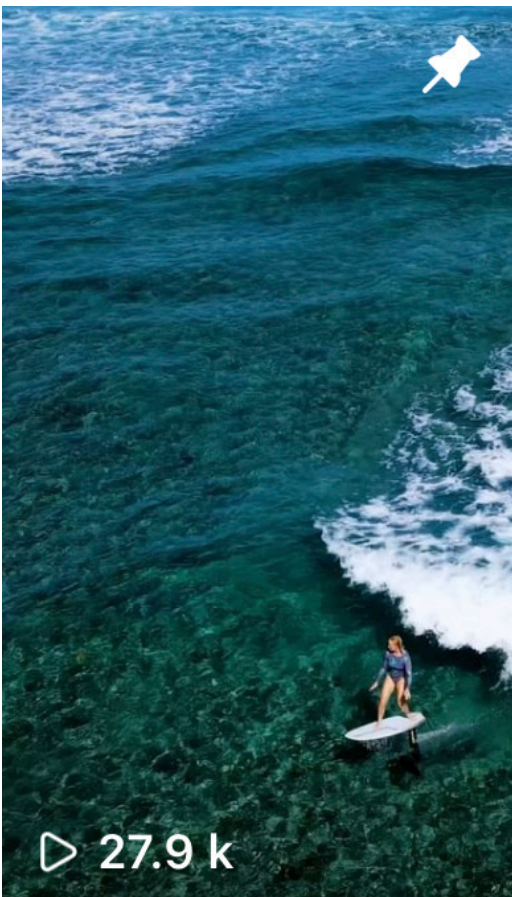
reach

188,254+

impressions

8,953+

interactions



REACH	27,943
LIKES	1,553
COMMENTS	14
IMPRESSIONS	26,472
INTERACTIONS	107
FOLLOWS	34



> @periroberts

411,207+

+12

recent posts
*average

COMBINED ENGAGEMENT

Peri Roberts

MAGAZINE ARTICLES

THEKITEMAG

REDESIGN, RESHAPE, RETHINK



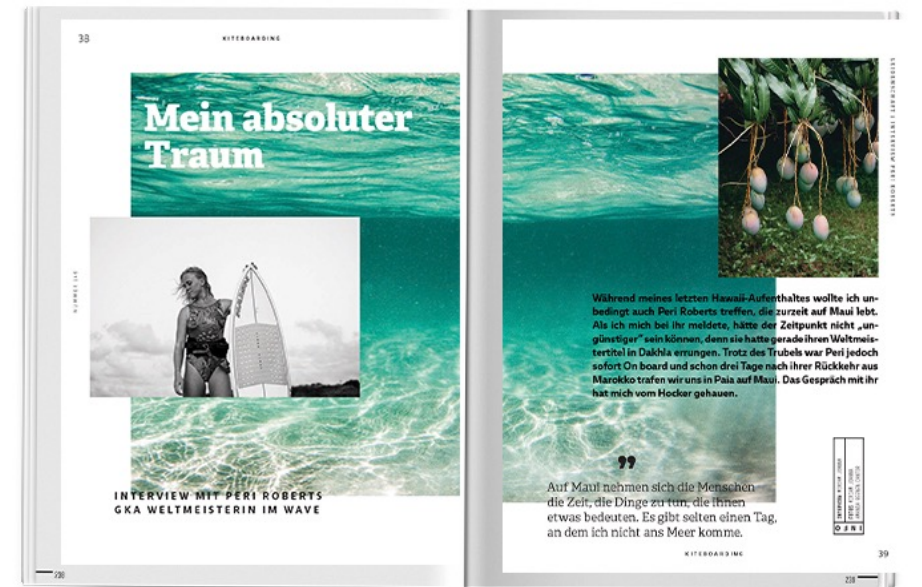
KITE MAGAZIN

FROM DOWN UNDER TO THE TOP



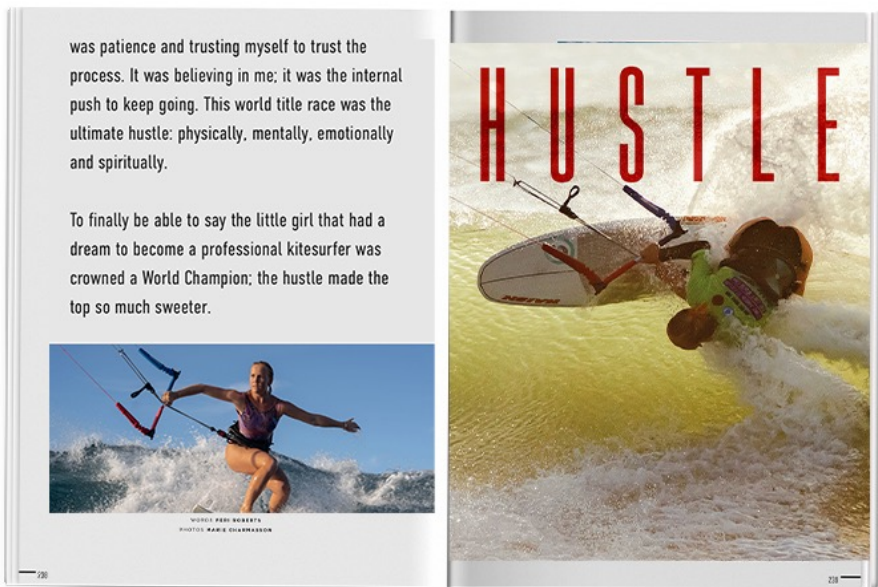
KITEBOARDING.EU

MY ABSOLUTE DREAM



KITE WORLD

HUSTLE



TONIC MAG

PARATAISI



THEKITEMAG

INTO THE UNKNOWN





Peri Roberts

MEDIA APPROACH

PERI ROBERTS IS A CREATIVE

For as long as she can remember, Peri has been creative. Designing logos, websites and collages as a young teen are amongst many creative endeavours she has brought into her adult life. Today, she can be found passionately curating pieces to inspire people; unique to others in the industry. Roberts has a love for writing, and practices this daily through her contribution to social media, working alongside the top marketing directory in the industry; Water Born Media (TheKiteMag & The Foiling Magazine), as well as her own personal projects such as a lifestyle eBook and a biography of her career and life thus far.

Roberts has recently entered into film school to further her knowledge and master technique to bring her own professionalism into short form films, edits and branded content with partners within the industry. This new journey is a stepping-stone to her multi-faceted career of being a professional athlete, as it is prominent in this day, to have a well-rounded skill base. So far, she has released two short films, directed and produced herself with many more to come; as well as editing, mixing and designing many other pieces to do with her lifestyle.

The majority of her work is influenced by her muse: The Ocean. She hopes to inspire others to pursue a passion like watersports, through interactive media and film. Peri is greatly motivated to push the limits of what's possible when it comes to Women in Sport, which is still a greatly un-tapped market. By showcasing this through action packed film and inspirational content; she plans to create a positive space for women and men alike in the hope of creating a sense of belonging, while encouraging them to pursue their dreams, much like herself.

In 2024, she wishes continue pushing the norm with her unique perspective and inspirational story telling. This media approach will begin to fill the gap, where specific content is lacking in the industry. Her creativity is a great asset to any brand, with a great knack for conceptualizing and a go-getter attitude.

NEWS & MEDIA APPEARANCES

Peri Roberts

NBN NEWS INTERVIEWS

<https://fb.watch/3n1vP1LbA8/>

<https://www.instagram.com/stories/highlights/17852727995506660/>

<https://www.facebook.com/100003346145614/videos/2847776455343865/>

GKA KITE WORLD TOUR INTERVIEW

https://www.instagram.com/p/CATTUsMIY2_/?igshid=qosb76myjmhq&fbclid=IwAR1P1D3dXHKs_qiKWCZkP0eF_RBXf4SPxsXZ4LWVeZc4MtdCnPfs_G3jOPY

PODCASTS

<https://kitesurf365.com/size/5/?search=peri+roberts>

<https://kitesurf365.com/size/5/?search=peri+roberts>

<https://open.spotify.com/episode/712UdEA3yUjo7trwcdC8Kx?si=8becfa1c77c14d22>

ABC NEWS RADIO SEGMENT

https://abcmedia.akamaized.net/radio/local_newcastle/audio/202003/adf-2020-03-12-perri-roberts.mp3

Peri Roberts

MAJOR FILM PROJECTS



HUSTLE

**NOMINATED FOR
'BEST VIDEO OF THE YEAR'
2021**



PARATAISI

**NOMINATED FOR
'BEST VIDEO OF THE YEAR'
2022**



RETROSPECTIVE

**COMMISSION WORKS
FOR NAISH KITEBOARDING
SEASON VIDEO**



Peri Roberts

HUSTLE

NOMINATED: BEST VIDEO OF THE YEAR 2021 (IKSURF)

“HUSTLE is a passionate tribute to my 2021 world title campaign, highlighting the highs and lows I experienced chasing my world championship. Having a dream like mine is many things; passion, love, determination, hard work... but it is also sacrifice, blood, sweat and tears. Having a dream is a chase. It's entirety is the HUSTLE.”

This project was my first ever solo filming trip. Riding the ups and downs of logistics, we ended up creating a passionate tribute of a world championship campaign, highlighting all the triumph and failure that comes with taking a chance like this.

Filmed by Loic Michel in Denmark, Germany & Maui
Produced by Peri Roberts

A person in a wetsuit is kitesurfing on a large, white, foamy wave. The person is leaning forward, holding a control bar connected to a kite line. The water is a deep teal color, and the sky is filled with large, white, billowing clouds. The overall scene is dynamic and captures a moment of intense action in a tropical setting.

Peri Roberts

PARATAISI

RUNNER UP: BEST VIDEO OF THE YEAR 2022 (TONIC MAG)

“Slowing down allows us to find beauty in simple moments. "Parataisi" translates to "Paradise" in local Fijian language. I was soul searching and found it here; in The Ocean, in The People. Parataisi is the way Fiji captures your heart. Take a breath, Paradise awaits”.

This project was more of a journey into understanding the shooting and producing process of my own project, directed, organised and produced individually. There were a lot of hurdles including little wind, changing the original kitesurf film to a water sports film. This experience shifted the way I thought about the film in an entirely new perspective, making sure to appreciate the ups and downs of traveling and ultimately the opportunity to do so in the first place.

Filmed by Sandon Roberts in Fiji / Namotu Island
Produced by Peri Roberts

Peri Roberts

NAISH RETROSPECTIVE



COMMISSIONED WORK: NAISH KITEBOARDING SEASON VIDEO

“An ode to the man himself, Robby Naish, for a stellar career and successful business built off his passion and success in the industry. A thank you, for 40 years of the company. The good old days... a team foundation worn with pride. Naish then and Naish NOW.”

This project was my first commissioned piece for Naish Kiteboarding. The idea was to create an inspiring end of season team video, noting the influence and passion behind 40 years of Robby Naish in the company, to the new phases of the company's endeavours. The brief and time frame was set, so I got to work, compiling footage from over the years and digging into team rider hard drives, composing a new song, redirection and multiple client changes.

Film source: Naish Team Riders
Produced by Peri Roberts

Peri Roberts

APPROACH TO FILM



Peri Roberts has recently founded her own media company: THIS IS ART

Since finishing up on tour in 2021, Roberts has asked herself, many times “what’s next?”. Recently, Roberts started a Bachelor of Film and Video at Torrens University Sydney to pursue film within the sports industry. She received a scholarship within her studies for her awarded kitesurf films and has decided to take on this career path alongside her endeavours to be a professional athlete- as they both go hand in hand. Creating content and being a Professional athlete have stood the test of time, and Roberts has decided to utilise the opportunity of traveling to exotic locations for sponsors and competitions, to create content for these parties plus her own media company: THIS IS ART.

This is Art is a collaborative media house that specialises in creative content curation inspired by the ocean and the beauty of sport. There holds a passion for creating a story that conveys emotion; capturing its audience with inspiration and euphoria, looking through a different lens.

The creative agency is based on collaboration art, design and management. Subscription based services to assist buyers and sellers alike in sharing unique moments; the simple ones and the ones that feel infinite. FILM | PHOTOGRAPHY | ART | SOUND | DESIGN

2024 GOALS

Peri Roberts



To be honest, after my World Title in 2021, I was left questioning whether I'd be able to head back into competition like that. After so much struggling to make ends meet, I figured I'd head back home and wait to feel the pull of competition. It took 2 years, and I know that calling is here. I can't think of anything but kitesurfing; the competitions, the adrenaline, the addictive obsession with training my mind and my body to pursue the world tour again.

After watching the 2024 FIFA Women's World Cup this year, I was left feeling like I too, hadn't left everything out in the park. I was so inspired by the Matilda's passion, strength and courage to fight during that competition; not only for themselves but for the entire nation, was inspiring. There's been an astronomical shift in the way Australian's and the whole World view Women's sport since that day.

Like many of the stories coming out from the Matildas and football teams all around the world- I too grew up playing in a boys soccer team. My whole kitesurfing career, sponsorships and events were second to a male dominated industry. But since this World Cup, these Women have paved the way for every single one of us. Not only have they proved that we CAN in sport, they've shown us that we WILL. We have just as much strength, skill and courage when it comes to sport.

To say I'm inspired and proud to witness this moment- a literal shift in history- would be an understatement. I've been deliberating whether or not to pursue my dreams of being a professional athlete again, and finally I'm here to set the record straight: this event has motivated me beyond words and has inspired me to keep pushing, not only for myself but for all of the girls out there, the future generations and the women like me that feel like they haven't left everything out in the park (or the ocean for that matter).

I've been reminiscing for too long, but now I feel a comeback surfacing. My goal for 2024 is to give it a crack. I want to win an event and I want to be a World Title contender. Some might say it's a far stretch, but with the grit and determination I feel within, anything is possible, and nothing will come between that.

-peri roberts

Peri Roberts

PRELIMINARY CALENDAR

2024
BASED OFF
2023

MARCH

CABO VERDE

AUGUST

SAQUAREMA, RIO DE JANEIRO

AUGUST

SYLT, GERMANY

SEPTEMBER

DAKHLA, MOROCCO

NOVEMBER

CEARA, BRAZIL

* This calendar is based off the current
2023 GKA Kitesurf World Tour. 2024
stops and dates may be different



MARKETING OPPORTUNITIES

Peri Roberts

BRAND AMBASSADOR

> Peri Roberts

ATHLETE SPONSORSHIP

> Naming rights or supporting sponsor of athlete.

ONLINE

> Your company logo can be displayed on Peri Roberts' website, located on the home page as well as a dedicated partnership page. This logo can be hyperlinked to your requested location.

PHYSICAL AND EXTERNAL BRANDING

> Peri Roberts' clothing and water apparel is available for branding. Kites and boards are also available for branding.

SOCIAL MEDIA

> Your latest marketing or advertisement campaign can be displayed on Peri Roberts' social media, complying with all publishing requirements and dates
> Strategic social media posts can be published promoting your company and its products, events or activations.

MARKETING CAMPAIGNS AND VIDEOS

> Peri Roberts is available for her name, voice, quotes and image to be featured in your latest marketing campaigns for a requested time period.
> Shooting, demos, and clinics / camps

PUBLIC APPEARANCES

> Peri Roberts is available for public appearances at your company events.
> Peri Roberts is available for public speaking, motivational, sport & business conference speaking



Peri Roberts

AUSSIE MARKET

EDGY. PROGRESSIVE. NEW. A CHANGE OF THE NORM.


Only 20 years old, kitesurfing is relatively new in the world of watersports. Since being introduced in 1999, kitesurfing has become widely popular amongst watersports and extreme sport enthusiasts alike. With the likes of Richard Branson, Barack Obama to big wave surfers like Kai Lenny, windsurfers, wakeboarders and everyone in between describing this sport to be “insanely addictive”. This distinctive audience has shown the potential this sport has to escalate in the future, as the appreciation for it stands strong through its growing community. Kitesurfing has gained huge traction within the world of sports, brands such as Red Bull, Tag Heuer, Porsche, Boss. With this, there is a unique opportunity to embrace this gap in the market and follow through with the increasing support for kitesurfing and brand partnerships all over the world.

CLIENT RELATABILITY

> Peri Roberts represents young Australian females and people alike; who aspire to chase their dreams and lead a healthy, balanced lifestyle. Her passion for sport shines through her personality as an adventurous and courageous individual. Through chasing her dreams, of not only becoming a professional athlete, but also to live life to the fullest, through travel, sport and health; she is a great model to the younger generation of Australian athletes and sports people.

SPONSOR INVESTMENT

> As the only Australian female currently competing in the GKA Kitesurf World Tour, the second youngest on Tour and the only female under 25 currently competing in Australian championships and events; there is a great opportunity for a unique audience and target market through a relationship between Roberts and your brand. Peri has the ability to promote and tap into this unique niche that is perfectly aligned with your values and investment. Roberts has a passion for representing her country with pride, known as the “Young Aussie Hotshot” and wears her locality proudly on her sleeve.

A professional kitesurfer, Peri Roberts, is captured mid-air, performing a high takeoff. She is holding a light blue surfboard and is suspended by a red and white kite. The background features a clear blue sky, a bright sun creating a lens flare, and a tropical coastline with palm trees and mountains in the distance. The ocean is a deep blue-green color with white foam from the waves.

PROFESSIONAL KITESURFER + WATER WOMAN PERI ROBERTS

*The first step is
believing you can*

Peri Roberts

CONTACT



periroberts99@gmail.com



+61 421 511 031



www.periroberts.com



www.facebook.com/perirobertskitesurf



www.instagram.com/periroberts



<https://www.linkedin.com/in/peri-roberts-85839318b/>



https://www.youtube.com/channel/UCI_6H5udYMIVTlv8c1kcf6g



Peri Roberts

PRICING DECK

Peri Roberts is currently without financial support.

In order to compete and run for a world title campaign, Roberts will need to travel to 5 out of 6 events.

Roberts will include flights, accommodation, competition registration + insurance
and living expenses in her budget.

See below for a rough budget per event. This approximate sum takes flying internationally and staying in the discounted athlete
accommodation into consideration.

FLIGHTS

\$2,500 - \$3,500

ACCOMMODATION

\$1,500 (100€ /NIGHT)

REGISTRATION

\$450

CAR

\$750-\$1,000

APPROX. EACH EVENT:

\$5,000 – \$6,500

APPROX. ENTIRE CAMPAIGN:

\$ 30,000 - \$40,000