



BIG LOVE CLUB

MEDIA DECK
2025

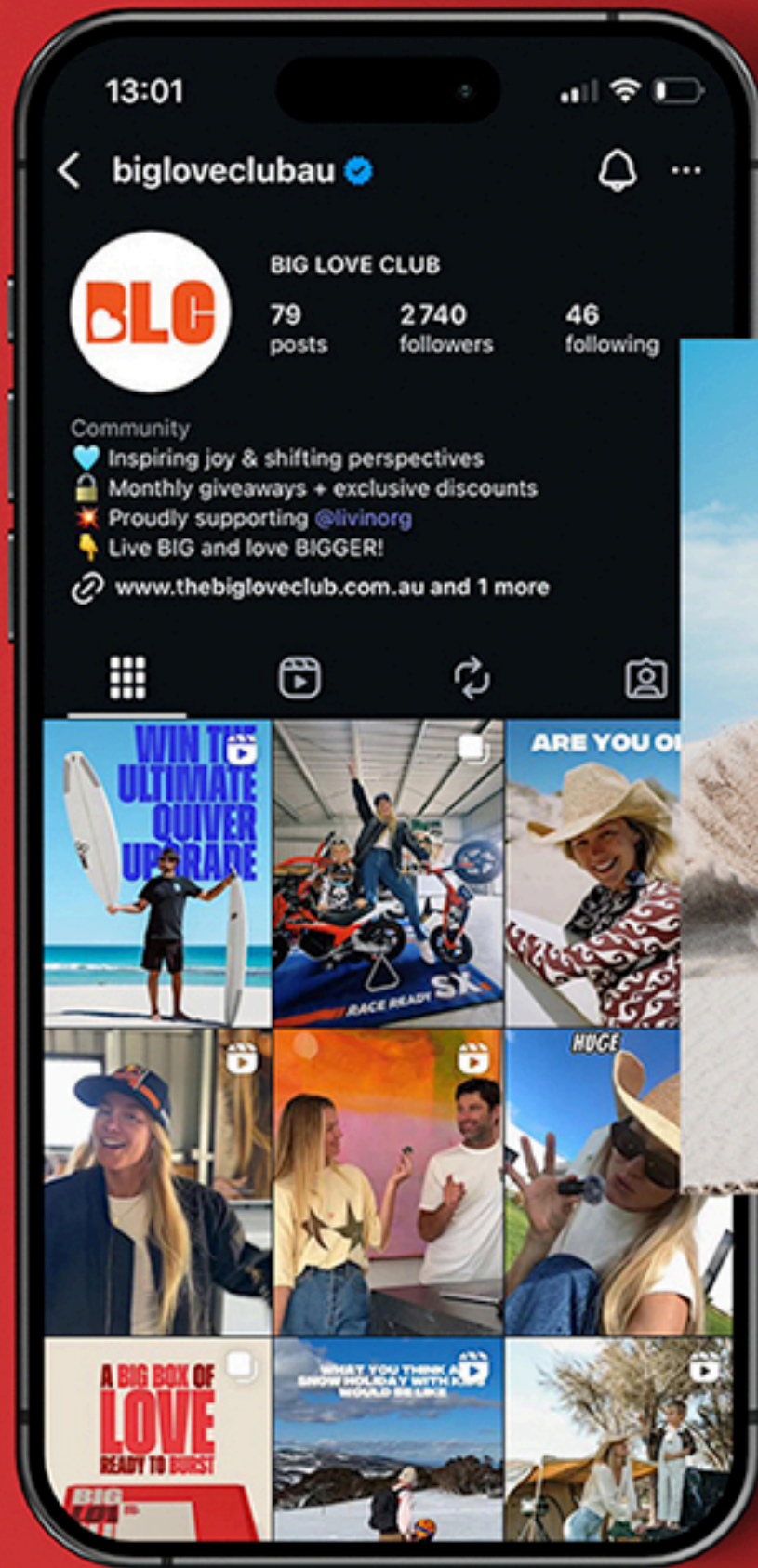


WHO ARE WE?

Imogen Caldwell and **Cortney Brown**, the creators of **The Big Love Club**, come from backgrounds rooted in surfing. They've built their careers around embracing adventure, celebrating the outdoors, and championing a vibrant, fun-loving approach to life.

As ambassadors for some of the biggest names in the sporting industry, they've experienced incredible perks and opportunities, and now they want to share those with their audience.

With children of their own and a family that thrives on outdoor adventures, Imogen and Cortney are excited to invite you to be a part of **The Big Love Club**. Our mission is simple: *to inspire joy, shift perspectives, and create a positive impact by living big and loving bigger.*



THE GIVEAWAYS

Each month, **The Big Love Club** runs exciting giveaways featuring BIG prizes ranging from premium products to unforgettable experiences. Our giveaways are more than just things to win; they're about creating moments, opportunities, and memories that bring real joy and connection. Every member is automatically entered, with extra chances to win based on their membership tier (higher tiers = more entries).

Our brand partners play a key role in shaping these experiences. By contributing products or escapes, they connect with a loyal, highly engaged community while also supporting mental wellbeing initiatives and driving meaningful impact.

THE MEMBERSHIP

The Big Love Club offers membership tiers designed to deliver exclusive discounts, epic giveaways, and most importantly a way to give back.

With every membership, you receive automatic entries into all giveaways, plus perks like discounts from our favourite brands, subscription boxes packed with quality products, and access to members-only prize draws.

We offer flexible options: monthly and yearly subscriptions, or one-off entry purchases for those who want temporary access to discounts and giveaways.



AUDIENCE

SOCIAL METRICS

130K+ Followers

Founders Imogen Caldwell and Cortney Brown add significant reach with a combined 130K+ followers across Instagram and other platforms, enhancing brand and partner visibility.

15% Growth Rate

on social media (instagram) Our community is expanding fast, well above industry norms, showing strong momentum and word-of-mouth appeal.

150K+ Monthly Views

The Big Love Club content reaches 150K+ monthly views, keeping our community consistently engaged and our partners front of mind

6.7% Engagement rate

on all platforms, more than double the industry average, our community isn't just watching, they're actively connecting with our content.

DEMOGRAPHICS

85% Australian Audience

We're all about growing our community in Aus, with 85% of our audience already Aussie, The Big Love Club is becoming a true local community.

20-40yr Olds

With most of our audience between 20 and 40, The Big Love Club is rooted in the prime years of exploration, connection, and lifestyle influence.

66% Female

Women make up the core of our community, driving consistent engagement and authentic connections.

33% Male

The Big Love Club offers direct access to a valuable segment of engaged male consumers.

**BIG
LOVE
CLUB** 

THE PARTNERSHIP OPPORTUNITIES WITH BLC

GIVEAWAY PARTNERS

We work with giveaway partners through a full 360° marketing approach. This means your product is the hero of our campaign, supported by tailored content creation, email marketing, paid media amplification, and social media exposure across both The Big Love Club and our founders' combined 130K+ channels. Each giveaway is designed to generate hype, reach new audiences, and deliver measurable brand visibility.

BRAND PARTNERS

As a brand partner, you become part of the BLC family. We offer our highly engaged community exclusive discounts to shop your brand online, creating a direct pathway to new customers while building loyalty. Partnerships are amplified through our membership platform, email campaigns, and social channels, ensuring your brand is woven into the lifestyle and culture of our audience.



OUR PALS & PARTNERS

LIVIN



**WE'RE ALL ABOUT
*LIVING BIG, LOVING BIGGER,
AND SHARING THE STOKE!***

**IF THAT SOUNDS LIKE YOU,
THEN LET'S TALK.**

