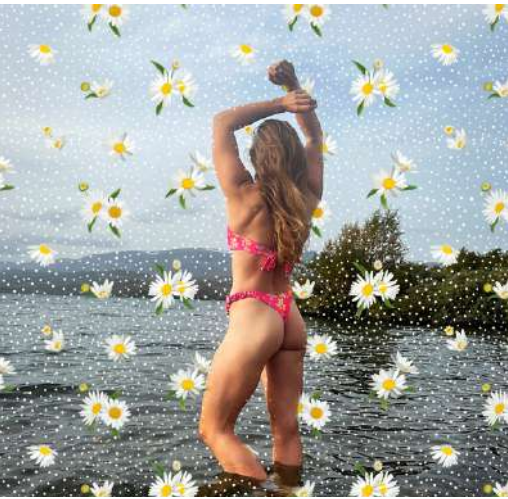


Adelaide Goodeve

SPONSORSHIP KIT





Adelaide Goodeve

about Adelaide

Elevate Your Brand Visibility with Mindset and Adventure Enthusiast.

Unlock the power of online exposure by partnering with Adelaide, a passionate advocate for mindset and adventure. From camping and skiing to hiking and snowshoeing, Adelaide bring a unique blend of experiences to captivate and engage your target audience.

let's collaborate

Showcase Your Brand: Promote your product, service, or adventure to my audience for visibility and engagement.

Inspire and Motivate: Empower your audience with transformative mental strategies that go beyond traditional marketing, inspiring them to achieve their goals and embrace their best lives

Ready to amplify your brand's online presence? Let's embark on this exciting journey together!

contact

adelaide@adelaidegoodeve.com

+44 7752 576018 // +47 934 49 766

All social media: @adelaidegoodeve

 Geilo, Norway

social numbers



3,000+



5,000+



100+



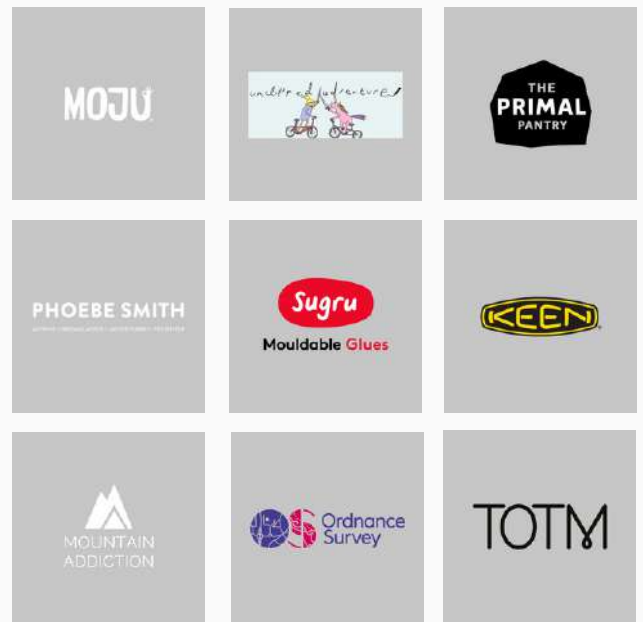
100+
subscribers

60%+
average
open rate

4.5%+
average
click rate

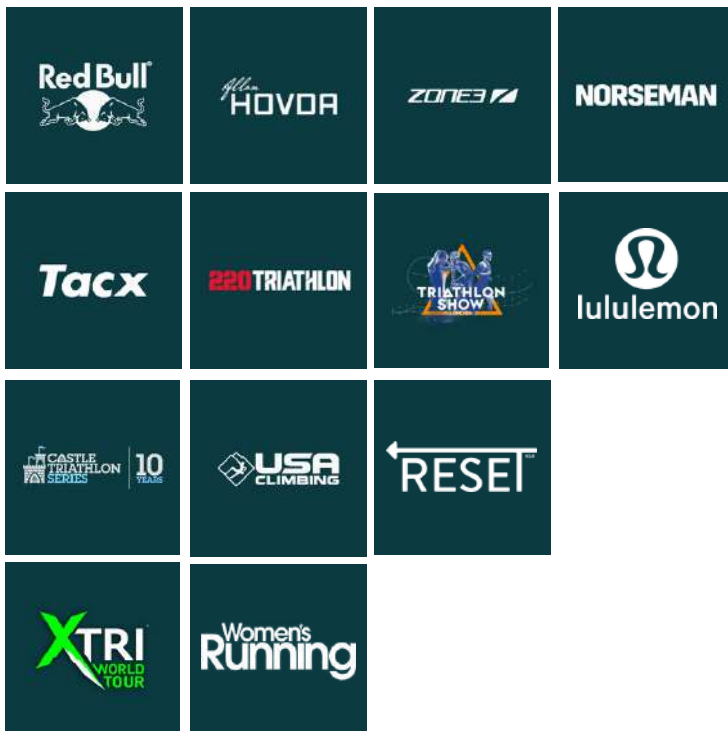
Email collaboration

Brands have partnered with me in fun and engaging ways to reach professionals and athletes!



media + talks

I've shared my knowledge through these incredible media outlets:



LinkedIn in numbers

5,060+
followers

Instagram in numbers

3,100+
followers

300-14K+
views per video



Instagram collaborations



Gjendesheim DNT

Shared series of reels on summer hiking and e-biking from Gjendesheim DNT. Generated over 11K views and even more on their Instagram page



Hiiker App

Sharing hiking and camping The Hebridean Way with Sarah Williams (Tough Girl Podcast), my reels generated over 46,100 views on Instagram and over 7,350 views on TikTok.



Polar Tracks

Sharing life on the Arctic cruise and microadventures, my reels generated over 33,200 views on Instagram and over 15,300 views on TikTok.



Norseman

2018

Took over Instagram stories for the race, resulting followers to increase from 12,700 to 13,500 and instrumental in driving over 60,000 views to live show

2019

Took over Instagram stories for the 4-day race period, resulting followers to increase from 18,900 to 21,000, generated 1.1M impressions, and 8.7K reach.



Super League Triathlon Series

Invited to take part in Super League Triathlon Malta's Age Group Enduro Race to share my experience.

Generated over 8K+ views on Instagram.



Norseman Radio

4000+
downloads

9+
episodes

In 2019, I designed, created and produced Norseman's new podcast series, [Norseman Radio](#).

I developed and managed the entire podcast from designing the artwork to interviewing the guests and producing the written blog and social media content.

The Norseman community really loved and engaged with the series, and the athletes have enjoyed coming on the podcast.

Adelaide + Norseman marketing



Adelaide + Norseman's Instagram on Race Day

2018

Took over Instagram stories for the race, resulting followers to increase from 12,700 to 13,500 and instrumental in driving over 60,000 views to live show.

2019

Took over Instagram stories for the 4-day race period, resulting followers to increase from 18,900 to 21,000, generated 1.1M impressions, and 8.7K reach.

Created new and engaging content with Big Hug Media for Norseman's Instagram feed including one of their most popular videos (3,630+ organic views).



Adelaide + Race Press Release

2018

Wrote and sent out the international press release, which was shared by the biggest outlets and brands in triathlon including Tri247, TriRadar and Triathlete.

2019

Due to success of 2018, I wrote and sent out the international press release for Norseman and the XTRI World Championships hosted by Norseman, which was shared by brands and media outlets including Zone3, tri2b and SlowTwitch.



Adelaide + Norseman 2018 Athlete Andreas Mikkelsen

Partnered with Red Bull to produce an exclusive interview with Red Bull athlete Andreas Mikkelsen on his Norseman 2018 experience. This was one of Norseman's most high profile media pieces.

Andreas Mikkelsen is a Norwegian rally driver, competing in the World Rally Championship with over three wins and 20 podiums to his name, and now Norseman's black tee.

From: Tanja Lyngholm Seim, CEO Geilo Trening & Testsenter

Adelaide understands mindset. She understands the mental struggles of athletic professionals and athletes, and knows how to tailor her talks to appeal to individuals in all different sports and life stages. Because I believe in her work, I've partnered with Adelaide to speak every month at our gym. Her approach to mindset and brain training is inspiring, and it makes attendees really think in new ways and start changing their lives right away.

From: Janet Murray, Content Marketing Expert & Keynote Speaker

"Adelaide recently spoke at Build Your Audience Live [June 2019, Central London, UK] - my annual event for coaches, creatives and entrepreneurs who are looking to build an online audience. She shared the story of her own journey building her online audience. Adelaide is a polished, poised speaker who engaged the audience from the first few words to the final sentence. I'd have no hesitation about inviting Adelaide to speak at a future event."

From: Torill Bye Wilhelmsen, Business coach and founder of Slow Business Adventure

"Adelaide spoke at the first ever Slow Business Adventure Conference - my annual award winning event for founders wanting an experience North of The Ordinary. Adelaide's talk inspired participants to take on adventure as a mindset and taught them how to use this mindset to achieve the seemingly impossible in business and life. She picked a topic that was highly relevant for our participants and engaged the audience all the way through. I'd recommend Adelaide for future events."

From: Georgie Dalby, Key Leader at Lululemon Athletica

"Adelaide is a stand for a positive life and lifestyle, not just for herself, but for all who surround her. The way she openly tells her story, and how she turned it around to one that she chooses and loves, is truly inspiring."

From: Frazer Clifford, MD at The London Bike & Tri Show

"Amazing talk at the Triathlon Show London. Changed some lives, what a great outlook."

From: Will Moore, Entrepreneur and Host of 5 Core Life Podcast

"This was one of the most interesting interviews we've conducted so far! We've been applying some of Adelaide's techniques by being more conscious about the words we use to describe ourselves and how we're feeling and we've already started to see results."

From: Listener of P.S. Younger Self Podcast

"Your last podcast with Adelaide Goodeve was life changing. I loved it and am doing really well because of it. I listened to it 3 times."

From: Dag Oliver, Managing Director of Norseman, the world's ultimate triathlon

We were privileged to have Adelaide Goodeve as a member of the Isklar Norseman Xtreme Triathlon crew. In 2018 and 2019 she contributed to the Norseman media team with updates and live feeds on NXTRIs various platforms in social media. She also produced Press releases, interviews with athletes, support-team and spectators.

Adelaide  Goodeve

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