

Matilde Passarinho

Portugal



matilde_passarinho



19 year old European Junior Surfer

Matilde started surfing when she was 6 years old by influence of her uncle. She spent 5 years of her childhood living in Angola, enjoying all the experiences the country provided her. Now, Matilde lives in Portugal (Lisbon) where she is lucky enough to surf everyday while she is still completing her studies and later pursuing a career related to sports medicine.

She competes on the WSL European Women's Junior Tour, the Portuguese National Senior Tour and Junior Tour, where she was ranked 3rd place in 2017 and 2018 and 2nd place in 2019. Matilde participated in the ISA Junior World Surfing Games 2017 in Japan, where she was ranked 15th (individual place under18) and in the ISA Junior World Surfing Games 2019 in the USA, California.



DIGITAL PRESENCE

Matilde has a very regular presence on social media. She's followed by many fans around the globe.



Approximately **2000**
Followers

~ 6000 reach per post
~ 3000 Engagement per post



+ **2000** Followers

~ 4000 reach per post
~ 1500 Engagement per post

BENEFITS OF A POTENTIAL PARTNERSHIP



- Use of the branding “Matilde Passarinho” in all communication initiatives by the sponsor;
- Featuring the sponsor’s logo on Matilde's boards;
- Presence in all of Matilde's communication materials;
- Sponsorship logo on Matilde's social networks (Press Releases, Instagram and Facebook);
- Matilde will be available to attend and participate in the sponsor's promotional or in-house events;
- Availability for the sponsor’s social media actions;
- Development of exclusive sponsor brand activation programs, hobbies and online contests;
- Association of the sponsor to a sector in broad media development and growing interest of the general public;
- Sponsor association to clean, open-air, ecological and environmental-related sport;

A SUCCESSFUL PARTNERSHIP



- Presence in the Media;
- Videos on Youtube and Vimeo;
- Instagram with nearly 2000 followers;
- Facebook with more than 2000 followers in Portugal;
- Active presence in the surf circuit;
- Very good Media presence;
- Strong positive image within the surf public;
- Availability and natural appetite for PR actions;
- Surfing is experiencing a growth never seen in Portugal;
- Increasing coverage of surfers;
- Regular presence in the main surfing Portuguese Media:
 - ❑ Surf Portugal (144 00 FB fans)
 - ❑ Surf Total (19,000 FB fans)
 - ❑ Onfire Surf Mag (4,300 subscribers + 18,000 FB fans)





















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Feeling
Like

Dynamite

T.W







Get in touch with me!



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