

AFLW Season Launch— Pitch Notes

Frankie

SUBJECT: A Glimpse Inside the AFLW: Chloe Molloy on Breaking Barriers in Women's Sport

Hi Ellie,

Hope you're well!

I wanted to get in touch regarding an opportunity to feature AFLW star **Chloe Molloy** in Frankie, in conversation on the boundary-breaking shifts in women's sport and her own journey as a professional athlete.

With the 2024 AFLW season slated to launch on August 30th once the Olympics have wrapped, it's a great moment to leverage the Australian public's growing interest in women's sport.

Chloe can offer insights into the realities of navigating the sporting world as a woman, including the barriers being broken as the game progresses— and the many issues still left to tackle.

Looking forward to your thoughts!

Kindest,

Tess

Mental As Anyone with JMo

SUBJECT: 'I thought I was dying': Why AFLW's Steph Chiocci wants to talk about mental health

Hi ____,

I hope you're well!

I wanted to get in touch regarding an opportunity to speak with AFLW star Steph Chiocci, in candid discussion of her struggles with mental illness.

Steph has been open about her challenges with depression and anxiety, including being hospitalised due to a severe panic attack, where her symptoms mirrored that of a major stroke.

Steph could share her experience handling mental illness in a sporting environment, the support networks she has utilised, and her advocacy for mental health going forward.

Would love to know if you'd be keen to arrange an interview with Steph on Mental as Anyone; we think she'd be a great fit.

I look forward to hearing from you.

Kindest,

Tess

Fashion Journal

SUBJECT: Hey, I Like Your Style Feature: A Week in Work Outfits with AFLW's Ruby Schleicher

Hi Giulia,

Hope you're well!

I wanted to get in touch regarding an opportunity to profile the off-field style of AFLW star Ruby Schleicher, in the lead-up to the 2024 AFLW Season, for a 'Hey, I Like Your Style' feature

Fans are more interested than ever in their sporting idols' lives beyond the game. This piece could allow your audience insight into the off-field lifestyle of an elite athlete, tapping into the fashion interests of a young, female footy fanbase.

Ruby could provide a day-to-day snapshot of her daily style, with commentary on her outfit curation process.

I look forward to hearing from you.

Kindest,
Tess