

A woman with blonde hair, wearing a vibrant red halter-neck dress with a silver belt, stands in the center of a grand, ornate theater. She is smiling and holding two masks: a gold and red Venetian-style mask in her right hand and a white, diamond-encrusted mask in her left. The theater's interior is visible in the background, featuring multiple levels of balconies with gold railings, red seats, and a large, glowing chandelier hanging from the ceiling.

THE VISIBILITY PROJECT

PARTNERSHIP PROPOSAL

Unmasked. Unfiltered. Unapologetically Sparkly.

Celebrating neurodiversity, creativity, and the brilliance of unapologetic minds.
Together, we can bring these voices into the spotlight and create lasting change.

THE VISIBILITY PROJECT

Unmasked. Unfiltered. Unapologetically Sparkly.



**Thank you for taking the time to explore this proposal.
We deeply appreciate your interest in this passion project.**

This pack shares our vision, the impact we're creating, and the ways you can be part of it.

The Visibility Project is more than a platform, it's a movement to amplify neurodiverse voices; champion mental and emotional wellbeing; and help high-performing women step into their fullest, most unapologetic version of themselves.

But it's a big job, so we can't do it alone. That's where you come in.

EXECUTIVE SUMMARY

THE VISIBILITY PROJECT IS MORE THAN A MEDIA PLATFORM, IT'S A MOVEMENT.

At its core, The Visibility Project challenges outdated narratives around neurodivergence, emotional regulation, and self-worth. Through our podcast, magazine, campaigns, and community events, we are replacing stigma with strength, shame with celebration, and invisibility with opportunities and, most importantly, unapologetic sparkle.

With a projected reach of over 50,000 engaged readers, listeners, and community members in our first 12 months, The Visibility Project offers sponsors and advertisers a powerful opportunity to stand at the forefront of cultural (and hopefully, systemic) change.

Together, we can amplify unheard voices, create inclusive representation, and deliver measurable social impact.



FOUNDER, NIKKI WEAVER

THE GAP ISN'T ABILITY, IT'S VISIBILITY.

1 in 5 Australians are neurodivergent, yet stigma, late diagnosis, and lack of representation remain major barriers to inclusion.

EMPLOYMENT EXCLUSION:

- In Australia, autistic people face an unemployment rate of 18.2%, which is more than double other disabled groups, and nearly six times the general population.
- In the UK, only 31% of autistic adults are employed. In the US, the number rises to a staggering 85% unemployed.

DIAGNOSTIC DISPARITY:

- Women have been largely ignored in neurodiversity diagnostics. The numbers are as yet uncertain, however, recent research from King's College London, finds ~90% of autistic adults (40yrs+) remain undiagnosed, with women disproportionately overlooked due to camouflaging and male-biased diagnostic tools.
- Childhood ADHD diagnosis in boys is TRIPLE that of girls, yet the total rates of ADHD in adults is split fairly evenly between the sexes. That means approximately 65-70% of ADHD women aren't diagnosed until later in life.

THE COST OF LATE DIAGNOSIS:

- Late ADHD diagnosis is linked to worse mental-health outcomes, with higher rates of anxiety and depression in women due to years of masking, burnout, and misdiagnosis.
- There's strong qualitative evidence that parent diagnosis (frequently the mother), is often triggered by a child's assessment. Reliable percentages are not yet well established, but studies describe this as a common pathway to adult diagnosis, particularly for women.

ABOUT THE PROJECT

CELEBRATING THE BRILLIANCE OF SPARKLY MINDS.



The Visibility Project was created to shift culture, celebrate neurodiversity and offer opportunities, resources and support to our members.

We believe that sparkly minds aren't meant to fit in a box... they're meant to light the way.

Through storytelling, campaigns, and community initiatives, we turn the spotlight on the strengths of neurodiverse individuals, and hopefully help create a world where everyone can feel seen, valued, and celebrated.

It's a podcast, a publication, a movement (and more!), where high-performance neurosparkly women are seen, heard, and celebrated... as they truly are. No filters. No facades. Just brilliance, bravery, and a whole lot of sparkle.

Founded by International Branding Expert and Visibility Coach, Nikki Weaver, and born from her own late-life diagnosis, this project is set to launch in early 2026 with 3-year global growth plan.

THE VISIBILITY ECOSYSTEM

THE VISIBILITY PODCAST



Raw conversations and expert insights that challenge stigma, celebrate creativity, and share unfiltered stories of neurodivergent lives.

THE VISIBILITY MAGAZINE



A bi-annual publication featuring lived experiences, research-driven features, advice, and brand collaborations. A stage for unapologetic voices in print and digital

THE VISIBILITY EXPERIENCE



Live events, panels, and activations that bring our community together in real time, creating connection, sparking conversation, and building lasting impact

THE VISIBILITY HUB



An online home for resources, stories, and our member network, a space where contributors, collaborators, and supporters connect and grow

OUR MISSION

INSPIRE. EDUCATE. EMPOWER.

The Visibility Project exists to inspire neurodivergent women to unmask and shine unapologetically.

Through raw conversations, embodied leadership, visibility tools and income opportunities, we champion the rise of sparkly-brained rebels who are done struggling and/or playing small.

This is more than a platform, it's a movement. A stage, a spotlight and a sparkly support system for the wildly brilliant women who have been masked for too long.

[FIND OUT MORE](#)



CORE OBJECTIVES:



AWARENESS



EMPOWERMENT



REPRESENTATION



ADVOCACY

WHY VISIBILITY MATTERS

1.



Many individuals, particularly those diagnosed later in life, spend years masking their true selves – leading to burnout, mental health struggles, and untapped potential.

2.



1 in 5 Australians are neurodivergent yet stigma and misunderstanding remain significant barriers to inclusion.

3.



70% of women diagnosed in adulthood, had been previously diagnosed anxiety, and over 60% had experienced depression.

4.



In Australia the unemployment rate for autistic people in 2022 was more than double other disabled individuals

5.



By amplifying visibility and representation, we can help create safer communities, workplaces, and cultures where neurodiverse individuals thrive.

BE PART OF THE STORY

Together, we can build experiences and content that inspire, educate, and spark meaningful change, while giving your brand exposure to a passionate, engaged audience.

To find out all the ways you can get involved, visit nikkiweaver.com/thevisibilityproject

PARTNER WITH US

BE PART OF THE STORY. CREATE LASTING IMPACT.

We collaborate with value-aligned change-makers to share stories, create campaigns, and bring powerful events to life.

Together, we can inspire, educate, and spark meaningful change, while giving your brand exposure to a growing community projected to reach over 50,000 engaged followers, listeners, and readers in our first 12 months across social media, podcast platforms, and live events.

OPPORTUNITIES TO PARTNER:

- **Visibility Sponsor:** Logo placement and acknowledgement on all campaign materials, events, and social platforms.
- **Platinum Partner:** Become a founding Partner to help create lasting change, and position your brand as a leader in social impact.
- **Advertising Partner:** Invest in one of our Advertising Packages and showcase your brand to an engaged audience in The Visibility Magazine or Podcast.
- **Thought Leadership or Expert Contributor:** Feature opportunities in interviews, panels, and content collaborations.
- **Community Co-Creator:** Financial or in-kind contributions (resources, expertise, venues) to support specific events and campaigns.
- **Collaborator:** Collaborate on tailored workshops, activations, or storytelling campaigns.



VISIBILITY SPONSORSHIP PACKAGES

BRONZE SPONSOR

\$250 - \$999

INCLUDES:

- Name listed on social media sponsor thank-you post
- Small Ad in The Visibility Magazine
- Inclusion in 1 event recap post
- Personal thank-you message

SILVER SPONSOR

\$1000 - \$2,499

INCLUDES:

- Logo featured on sponsor posts
- Quarter page ad in The Visibility Magazine
- Two dedicated shoutouts on Instagram and Facebook
- Priority mention in event media coverage

GOLD SPONSOR

\$2,500 - \$4,999

INCLUDES:

- Logo prominently displayed on all sponsorship materials
- Half page ad in The Visibility Magazine
- Four dedicated shoutouts across all platforms
- Featured mention during pageant events & appearances
- Opportunity to provide branded material for event gift bags

PLATINUM PARTNERSHIP

\$5,000+

Becoming a Platinum Partner of The Visibility Project is more than sponsorship, it's a statement.

At this level, you're not only supporting vital awareness and advocacy for neurodiversity, you're investing in meaningful change and aligning your brand with innovation, inclusivity, and impact.

Platinum Partners are our closest collaborators, enjoying premium recognition, exclusive opportunities, and a visible role in shaping a brighter future for diverse voices.

With a contribution of \$5000 or more, your partnership signals true leadership and a commitment to making a difference that lasts.

PARTNERSHIP INCLUDES:

- Full page, premium placement ad in The Visibility Magazine
- Logo displayed as part of project branding on all branded content, material and products
- Company mentioned as official project partner in all media appearances and across all channels
- Signage/stall space at all events

VISIBILITY MEDIA

AUDIENCE DEMOGRAPHICS

GENDER



75%
Women



15%
Male



10%
Diverse/
Non-binary

AGE



25-34

25%

35-44

35%

45-54

25%

55+

15%

LOCATION

North America
25%

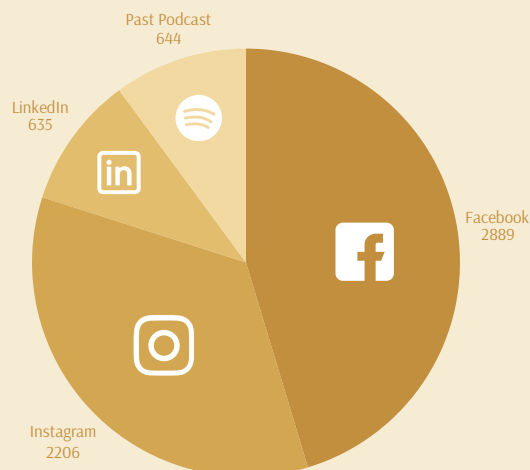
Australia & New Zealand
40%

UK & Europe
25%

Other (Asia, Middle East, Global expats)
10%

CURRENT AUDIENCE REACH

Although The Visibility Project has not officially launched yet, our founder and sister brands already have an established digital footprint and proven target audience engagement across multiple platforms.



PROJECTED REACH - 1ST YEAR

Based on industry benchmarks and planned promotional activity.

PODCAST
12,000+
Downloads
Annually

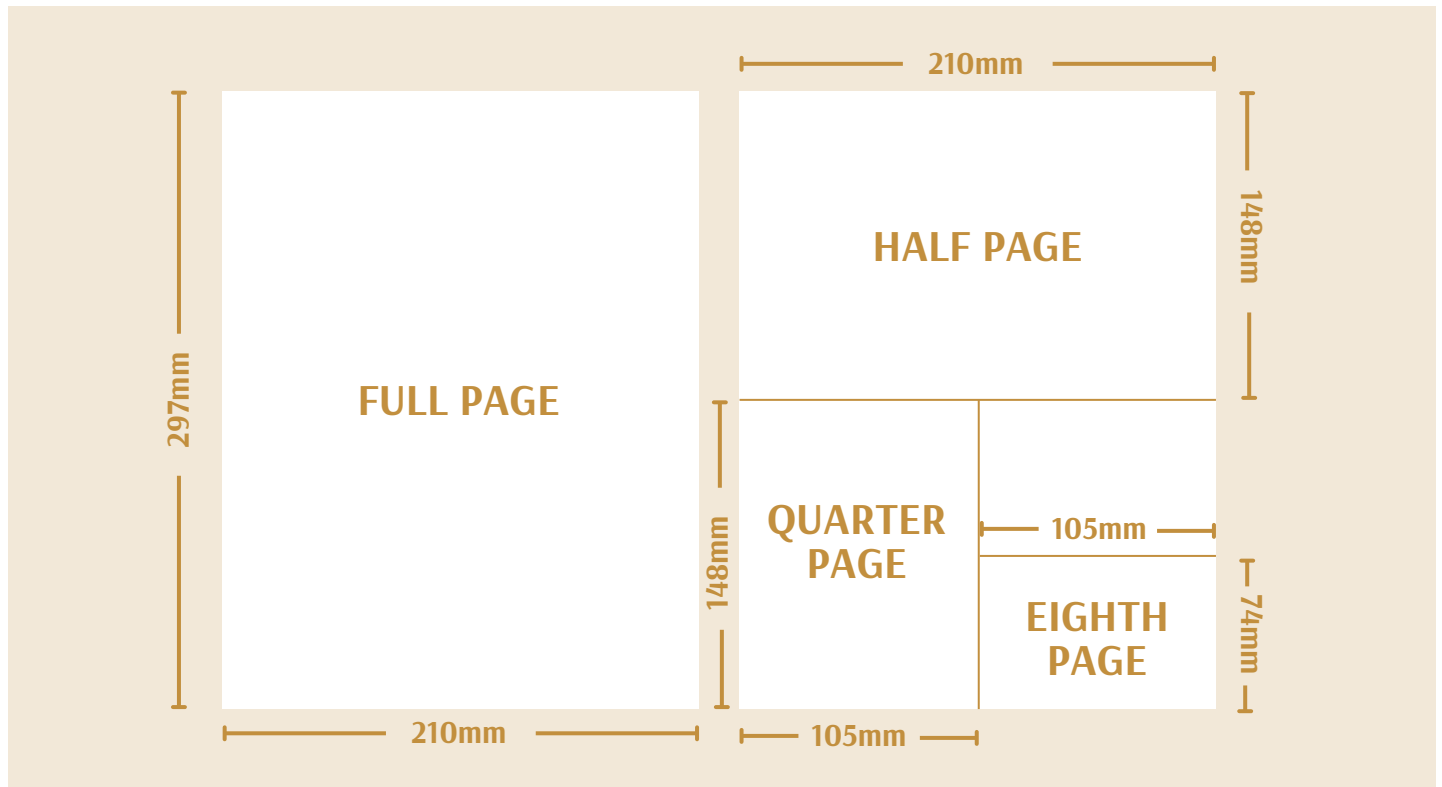
MAGAZINE
10,000+
Unique Readers
Annually

EXPERIENCE
500+
Event
Attendees

**SOCIALS
& HUB**
15,000+
Followers/
Subscribers

VISIBILITY MAGAZINE

ADVERTISING OPTIONS



FULL-PAGE AD

210 x 297mm

\$800–\$1,500

EIGHTH-PAGE AD

105 x 74mm

\$125–\$200

HALF-PAGE AD

210 x 148mm

\$450–\$750

PREMIUM PLACEMENT

Inside front or back cover

+30%

QUARTER-PAGE AD

105 x 148mm

\$250–\$400

PREMIUM PLACEMENT

Back cover

+50%

ADVERTORIAL FEATURES (FULL PAGE)

Position your business as a thought leader with editorial-style advertorials written in a reader-first format. These provide genuine value to readers while highlighting your expertise. See submission guidelines for details.

\$600–\$1,200

COLLABORATION OPPORTUNITIES

HELP MAKE THE MAGIC HAPPEN.

We welcome all kinds of support, big or small, to help make The Visibility Project a powerful platform for change.

Whether it's a product, service, or simply your time, every contribution makes a difference.

From limited-edition merch to curated content bundles, our initiatives raise both funds and awareness for the cause. These projects create tangible touchpoints for our community and lasting visibility for our supporters.

Whether you're a corporate brand, small business, or creative collaborator, you have the power to help shape what the world sees and hears about neurodiversity, wellbeing, and unapologetic self-expression.

To find out more about collaboration opportunities [CLICK HERE](#)



WHY CHOOSE US?

- **Cultural Shift:** The Visibility Project isn't just another campaign—it's part of a global conversation around inclusion, diversity, and belonging. By aligning with us, you position your brand as a leader in this space.
- **Targeted Reach:** Our audience includes high-performing women, creatives, and professionals actively seeking brands that represent values of empowerment, inclusion, and innovation.
- **Authentic Engagement:** Sponsors are not just logos on a page—they're integrated into stories, campaigns, and events that spark genuine connection and visibility.
- **Long-Term Impact:** This is more than a one-off event. Sponsorship fuels a movement with ongoing media, publications, and activations that keep your brand front-of-mind.
- **Brand Alignment:** Position your organisation as a leader in inclusion and innovation.
- **Community Impact:** Directly support neurodiverse individuals in feeling seen and celebrated.
- **Reach & Awareness:** Extend your impact through our campaigns, events, and digital platforms.
- **Shared Mission:** Join a movement that's reimagining what's possible for neurodiverse thinkers.



A NOTE FROM NIKKI...



When I received my late-life diagnosis, everything shifted. I realised just how many women like me had spent years hiding in plain sight, masking, burning out, and wondering why they could never quite fit into the mould the world expected of them.

The Visibility Project was born from that moment.

It's not just about awareness; it's about rewriting the story. It's about celebrating the brilliance of neurodiverse minds; building spaces where women can shine without apology, disguise, or limits; and creating opportunities for them to earn, grow and connect.

This is deeply personal to me. But it's also so much bigger than me. With your support, we can make that vision real—by amplifying voices, challenging outdated narratives, and building a culture where sparkly brilliance is impossible to ignore.

I would be honoured to have you walk beside me in this mission. Together, we can create lasting change.

Warmly,
Nikki Weaver
Founder, The Visibility Project