



www.joinrcollective.com



**Curated events that spark purpose,
connection and a more vibrant life.**

MEDIA KIT

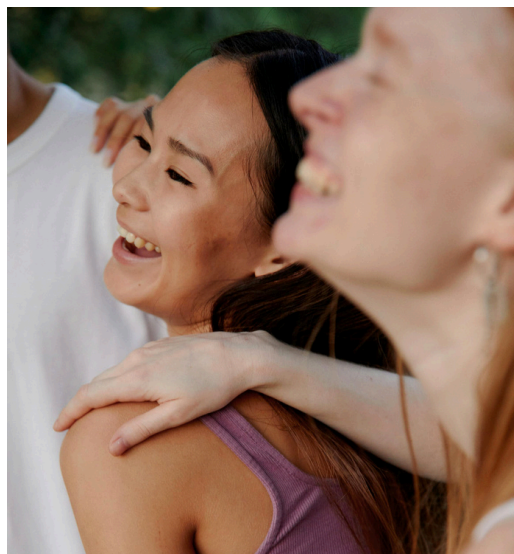
About Joinr

Our story

Joinr Collective was created to make trying new things feel easy again. In a city full of opportunity, many young adults still feel disconnected — unsure where to start, who to go with, or how to find their people. Joinr exists to change that.

Every experience we design is built around warmth, curiosity, and genuine connection. Participants arrive solo, but they never feel alone. They're welcomed, supported, and guided into moments that feel meaningful, memorable, and human.

This is the community we're building — and the community we'd love to bring into your space.



Our community

Joinr attracts young adults in their 20s and 30s who are curious, open-hearted, and ready to try something new. Many are new to Brisbane. Many come alone. All are looking for experiences that feel safe, uplifting, and genuinely social — without pressure or awkwardness.

They value local businesses, meaningful experiences, and spaces that feel welcoming from the moment they walk in.

Our local partnerships

Brisbane's creative, wellbeing, and experience-led businesses are the heartbeat of the city. Joinr partners with vendors who share our belief that community grows through shared experiences — whether that's a pottery wheel, a yoga mat, a kitchen bench, or a paint-splattered table.

Our role is simple:

- We bring the people.
- You bring the craft.
- Together, we create an incredible experience participants want to return to again and again.

Experiences we co-create

Joinr events are intentionally varied, but they share a common thread: they're warm, structured, and designed to help people feel at ease while trying something new.

Our signature formats include:

- **Active & Adventure:** feel-good movement and adventure designed to spark confidence, energy, and shared achievement e.g. aerial yoga, rock climbing, jet skiing, horse riding.
- **Creative & Expressive:** Hands-on, imaginative sessions to unwind, explore creativity, and connect with others e.g. pottery, painting, dance workshops, photography.
- **Learn & Grow:** Skill-building activities that make learning fun, practical and confidence-boosting e.g. cooking classes, mixology courses, personal development mini-sessions.
- **Social & Savour:** Social experiences over great flavours and event better company e.g. long lunches, winery tours, picnic socials, sunset yacht tours.
- **Joinr Exclusives:** Curated combinations, themed events and unique pop-ups e.g. adventure & creative hybrids, multi-activity "try something new" days.

Each experience is crafted to be accessible, beginner-friendly, and grounded in participant care.

The Joinr Partnership Advantage

Vendors often describe partnering with Joinr as a blend of ease, professionalism, and genuine community impact. Our model is intentionally designed to reduce your workload, elevate your brand, and create repeatable revenue opportunities — all while delivering an exceptional participant experience. We amplify what you do best, showcase the heart of your offering, and bring a values-aligned audience into your space who are excited to learn, connect, and return.



A Joinr partnership unlocks

- ✓ **A high-intent, values-aligned audience** who arrive open, curious and ready to engage with your craft.
- ✓ **A premium participant experience** supported by Joinr hosts who create a warm, welcoming and engaging environment from the moment guests arrive.
- ✓ **Brand elevation through thoughtful storytelling**, with Joinr highlighting your space, your expertise, and the essence of your offering in a way that feels authentic and aligned.
- ✓ **A collaborative creative partnership**, where your ideas are valued and your strengths are celebrated through the way we design, promote, and deliver each experience.
- ✓ **Repeatable revenue opportunities**, with strong events becoming seasonal series, monthly staples, or signature co-branded experiences.
- ✓ **A sense of momentum and community impact**, as participants often return independently, share their experience, and continue engaging with your brand long after the event.
- ✓ **A partnership that feels easy**, with Joinr handling the people, energy, and engagement so you can focus on delivering what you do best.

Partnering with Joinr feels like

Having a dedicated community and operations team behind you — one that brings energy, professionalism, and a shared commitment to creating experiences people remember.

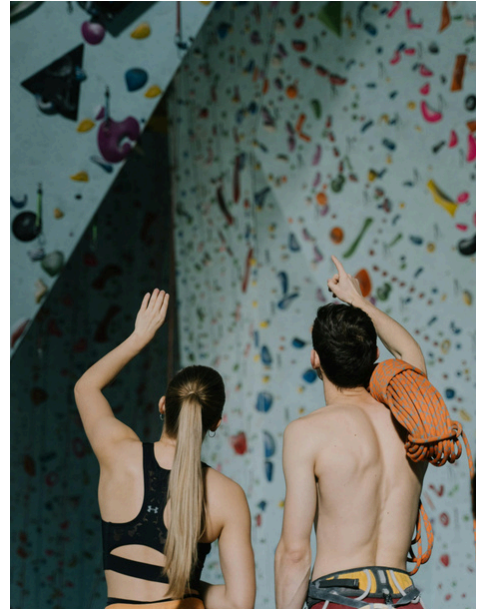


Working with Joinr

Partnerships with Joinr are intentionally designed to feel clear, collaborative, and commercially worthwhile. Our model is designed to remove admin, reduce risk, and make it easy for you to deliver exceptional experiences. We handle the people, logistics, and promotion so you can focus on what you do best.

Our partnership process

- ✓ **Alignment & experience design:** We meet to understand your space, offering and operational rhythm. Together, we design an experience that fits naturally into your business and showcases your strengths.
- ✓ **Content creation session:** Before the event, the Joinr team visits your space to capture high-quality photos and short-form video content. This supports event promotion and gives you a bank of tailored brand content to use across your own marketing channels after the event.
- ✓ **Bespoke marketing plan:** Every event receives a tailored promotional approach across Joinr's channels, including targeted messaging, audience segmentation, and content themes that highlight your brand and the experience.
- ✓ **Full service promotion & ticketing:** We manage marketing, ticket sales, participant onboarding, emergency contacts, media consent, and accessibility needs. You don't need to answer questions or chase bookings — we handle it end-to-end.
- ✓ **Seamless event delivery:** A Joinr host attends every event to run check-in, facilitate introductions, support participant comfort, and ensure the session flows smoothly.
- ✓ **Post-event insights & growth opportunities:** You receive participant feedback, operational insights, and recommendations for future sessions. Strong events become recurring series, seasonal offerings, or signature co-branded experiences



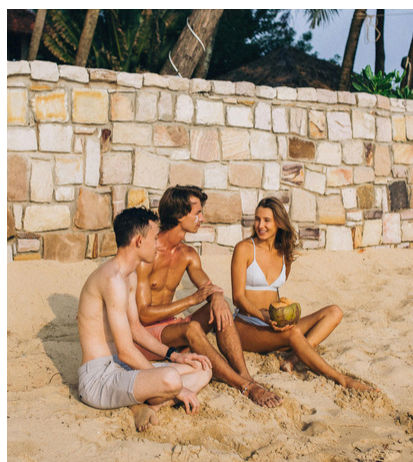
Our approach to safety, consent & participant care

Trust is central to the Joinr experience. We manage:

- Participant registration and emergency contacts
- Media consent preferences
- Accessibility needs
- On-site support and introductions.

This ensures every event feels safe, respectful, and professionally delivered for both participants and vendors.

Grow Together



Ready to join?

Joinr is building a community that celebrates local businesses and the people behind them. When we partner with a vendor, we're not just booking a space — we're building a relationship, amplifying your brand, and creating experiences that reflect the best of what you offer.

We'd love to explore what we can create together.

Bethany Fitzsimon
Founder, Joinr Collective



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