

BELLA & BOY

# Sponsorship Opportunities

---

A sailing documentary series following a father  
and his autistic son on the open water.

Iluka, NSW → Whitsundays & Beyond · July 2026

[hello@bellaandboy.com](mailto:hello@bellaandboy.com)

[youtube.com/@BellaandBoy](https://youtube.com/@BellaandBoy)

## THE STORY

# A voyage built for one boy, that speaks to millions.

---

Koa is 9 years old, autistic and non-verbal. In a world built for neurotypical children, he has struggled. Therapies, classrooms, interventions — most of them asked him to be something he isn't. But on the water, something shifts.

His father Nharyan made a deliberate choice: after years of searching for what truly works for Koa, he invested in a boat — Bella, a 40-foot sloop — and committed to documenting the journey. In July 2026, they cast off from Iluka, NSW, heading north toward the Whitsundays and beyond.

Every leg will be filmed, unscripted, and uploaded to the Bella & Boy YouTube channel — an honest, unfiltered record of a father and his son choosing the ocean over the system.

## WHY IT MATTERS

**1 in 23**

children in Australia are diagnosed with autism.

**Millions**

of families worldwide are navigating the same exhaustion.

**Zero**

scripted moments. Every episode is real life, in real time.

## THE AUDIENCE

Bella & Boy sits at the intersection of three highly engaged communities: **sailing & adventure**, **autism & special needs families**, and **documentary storytelling**. Our audience is emotionally invested, loyal, and actively looking for brands that share their values.

- Parents and carers of children with autism and neurodivergent conditions
- Sailing enthusiasts, sea-changers and adventure travel audiences
- Documentary and long-form content viewers (YouTube, Vimeo)
- Mental health and family wellbeing communities
- Outdoor, nature and conservation audiences

# Three ways to come aboard.

## CREW

# \$500 AUD

one-off sponsorship

- ✓ Logo in video end credits (every episode)
- ✓ Name mention in one episode
- ✓ Shoutout across Instagram, Facebook & YouTube
- ✓ Logo on the Bella & Boy website
- ✓ Personalised thank-you video from Nharyan & Koa
- ✓ Digital certificate of support

## FIRST MATE

# \$1,500 AUD

one-off sponsorship

- ✓ Everything in Crew
- ✓ Logo on crew t-shirts — worn in every episode on camera
- ✓ Verbal mention in 3 episodes ("Proudly supported by...")
- ✓ Dedicated social media feature post (all platforms)
- ✓ Prominent logo on website sponsor section
- ✓ Quarterly personal video update from the voyage
- ✓ Your brand featured in the voyage highlight reel

## CAPTAIN

# \$5,000 AUD

one-off sponsorship

- ✓ Everything in First Mate
- ✓ Logo on Bella's hull — filmed throughout the entire voyage
- ✓ "Presented by [Brand]" in video intros & descriptions
- ✓ Dedicated brand feature episode (your story, your values)
- ✓ Co-branded content opportunity — product on the water
- ✓ Top billing on website & all marketing materials
- ✓ Monthly personal video update directly from Nharyan
- ✓ First right of renewal for Season 2
- ✓ Invitation to visit Bella at a port stop along the route

## WHY SPONSOR BELLA & BOY?

# Reach people who care — because you do too.

---

### Authentic storytelling

Your brand appears inside a real, unscripted documentary — not an ad. Audiences trust what they see on Bella because nothing is manufactured.

### A cause worth backing

Autism affects 1 in 23 Australian children. Sponsoring Bella & Boy signals that your brand sees and values those families — and that builds lasting loyalty.

### Built-in visual presence

The hull never comes out of shot. The t-shirts are in every frame. Your logo travels with the boat from Iluka to the Whitsundays — and every kilometre is on camera.

### Social & digital reach

Every episode is cross-posted to YouTube, Instagram and Facebook. Sponsor shoutouts reach all three audiences simultaneously, with evergreen content that keeps accumulating views.

### A growing channel from day one

You come aboard at the beginning — before the channel scales. Early sponsors receive better placement, more screen time, and the first-mover advantage as the audience grows with the voyage.

### Human connection

Nharyan and Koa are real people. Their story is real. Audiences who follow them develop a genuine connection — and that extends to the brands that made the journey possible.

---

## GET IN TOUCH

## We'd love to hear from you.

EMAIL

[hello@bellaandboy.com](mailto:hello@bellaandboy.com)

YOUTUBE

[@BellaandBoy](https://www.youtube.com/@BellaandBoy)

INSTAGRAM

[@bella.andboy](https://www.instagram.com/bella.andboy)

Custom packages and multi-episode arrangements are available on request.  
We are happy to tailor a partnership that suits your brand and budget.