





ICE BATH HARRY

SPONSORED IMPACT PARTNERSHIPS

CONTENT · SPEAKING · LIVE ACTIVATIONS



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The Work

The ice bath is not the story.

The work is.

Through discipline, commitment and consistency, Harry has created a **space people trust.**

A place where recovery and self-respect are demonstrated, not discussed.

Harry's mission is to normalise conversations around mental health, addiction recovery and personal growth, proving that small daily actions can lead to massive life change.

*The work continues daily. **The community returns daily.***

Harry Beattie



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Why Ice Bath Harry

In a 90-day period, Ice Bath Harry's content generated **over 20 million organic views** across TikTok, Instagram and Facebook — driven by daily, repeatable content.

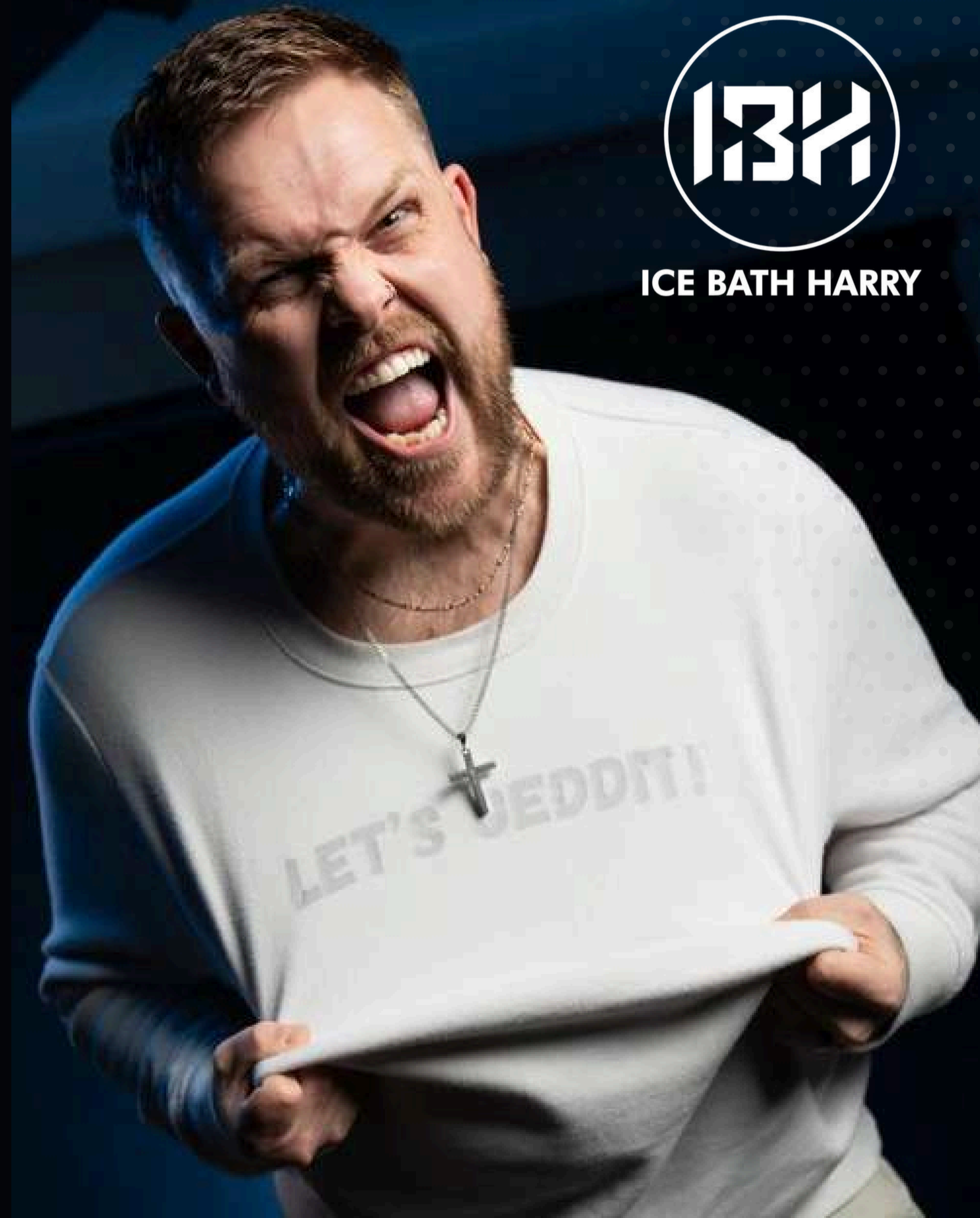
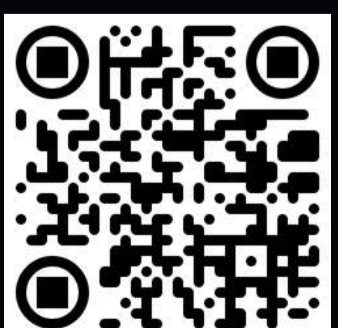
Trust built in public

Built on authenticity, trust and shared values, brands that partner with Ice Bath Harry become part of a system people already believe in.

A system where reach is *earned*.

This delivers:

- High-trust brand association
- Repeated exposure via daily content
- Alignment with recovery & self-respect
- Compounding credibility



Audience Profile

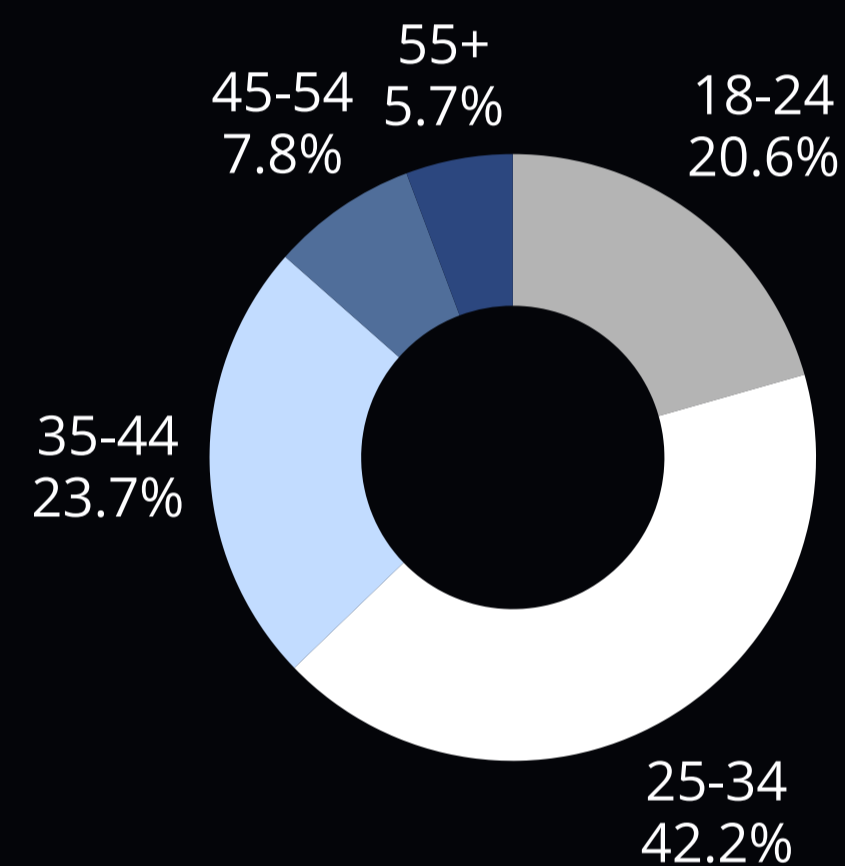


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 ~55% Male

 ~45% Female

Broad, brand-safe appeal without niche skew.



Age Distribution

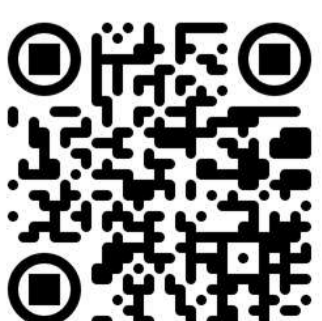
65.9% of the audience sits within the 25-44 age range.
Peak years for health, recovery, performance and long-term lifestyle decision making.

Geographic Concentration

Primary Market: **UK**

Secondary Growth Markets: **United States | Australia | Ireland**

English-speaking audience with strong cultural alignment to fitness, mental health and self-improvement.



Age and gender data reflects Instagram analytics, as the most stable view core audience. TikTok skews younger and Facebook skews older, following the same underlying demographic curve.



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Audience Behaviour

Key Behavioural Traits

Daily Structure

Ice Bath Harry operates on a clear, repeatable structure:

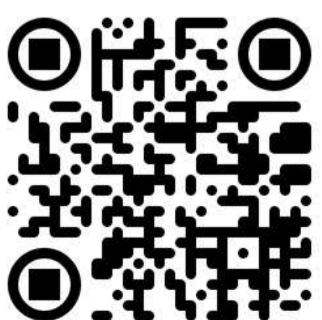
SHOW UP → DO THE WORK → SHARE HONESTLY

Over time, this has created familiarity, trust and a sense of community.

High Behavioral Predictability

Reliable core formats establish a clear value-exchange that has helped:

- **Condition intentional repeat viewing**
- **Deepen meaningful and sustained engagement**
- **Build long-term audience stability**



Platform Reach

90 DAY MULTI-PLATFORM REACH OVERVIEW (NOV 2025 - JAN 2026)

Ice Bath Harry delivers **consistent, organic reach** across multiple platforms.



Followers: 216K
Views: 10M



Followers: 121K
Views: 6.2M



Followers: 52K
Views: 4.3M

Algorithm Behaviour

Ice Bath Harry's content consistently over-indexes in:

Recovery | Resilience | Self-Improvement

Platform Signals

Daily publishing and a repeatable core format enables:

- **Consistent performance without paid media**
- **New viewer matches with high statistical confidence**
- **Programmatic retention loops**

WHY THIS MATTERS FOR PARTNERS

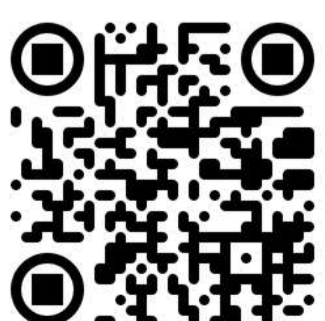
System-level distribution ✓

Broad exposure across multiple algorithms ✓

Sustainable, growing reach ✓



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Partnership Philosophy

The Work is the Story

Our partnerships are built on three pillars:



Authenticity

Integration, not interruption



Consistency

Showing up daily, just like the work



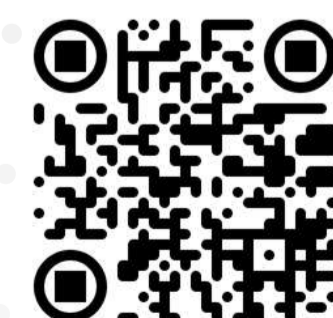
Positive Impact

On mental health & brand loyalty

Ice Bath Harry offers a range of packages available for brands that value discipline, consistency and self-respect.



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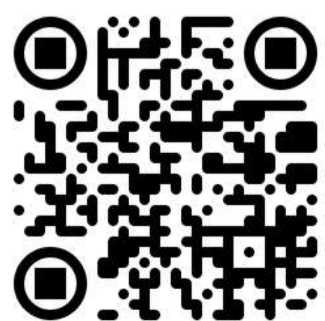


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Commercial Services



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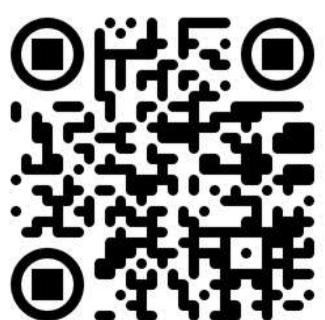


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Partnership Overview

RESTORE	REVITALISE	REBUILD
<p>IDEAL FOR Start-ups and local brands seeking foundational introduction</p>	<p>IDEAL FOR Growing brands seeking credibility and deep community trust</p>	<p>IDEAL FOR Established companies seeking category dominance & protection</p>
<p>PRIMARY GOAL <i>Foundational Trust</i> Establishing immediate credibility through integration with a proven system of daily discipline.</p>	<p>PRIMARY GOAL <i>Community Integration</i> Moving from brand awareness to becoming recognised and trusted through frequent exposure.</p>	<p>PRIMARY GOAL <i>Market Dominance</i> Complete brand immersion to own the conversation around recovery, resilience or self-improvement.</p>
<p>BENEFITS <i>An affordable, high-leverage entry point to a system with visual branding and endorsement.</i></p>	<p>BENEFITS <i>Drives deep audience alignment through high-frequency exposure and active product integration.</i></p>	<p>BENEFITS <i>Full system immersion through bespoke content integration and branding across all assets.</i></p>
<hr/> <p>£3,500 <i>per month</i></p>	<hr/> <p>£6,000 <i>per month</i></p>	<hr/> <p>£11,000 <i>per month</i></p>

We offer **fully bespoke** campaign and annual partnership agreements for brands seeking long-term alignment and rates.



What's Included?



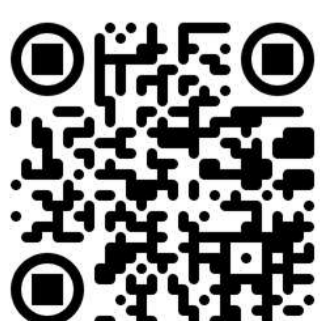
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RESTORE

FOUNDATIONAL TRUST

- + Daily System Visibility**
Brand presence integrated into daily ice bath ritual
- + Physical Asset Integration**
Logo placement on ice bath unit (persistent visual exposure)
- + Monthly Branded Content Placement (1x)**
Strategic visual or verbal brand integration within high-reach organic content
- + Multi-Platform Distribution**
Delivered across TikTok, Instagram and Facebook as part of the existing system
- + Brand Tagging & Attribution**
Attribution via caption tagging & brand mentions where appropriate
- + Category Cleanliness**
Carefully limited to avoid visual clutter or brand dilution

A high-leverage, low-risk entry point into a proven daily content system with strong audience trust.



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What's Included?



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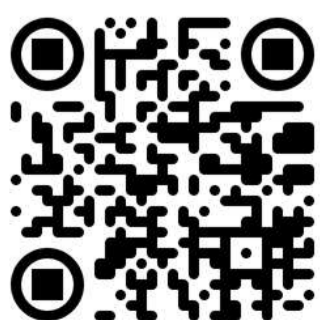
REVITALISE

COMMUNITY INTEGRATION

Everything in RESTORE, plus:

- + Increased Branded Content Integration (2–3x per month)**
Brand woven into repeatable content formats and ongoing narratives
- + Active Product or Service Integration**
Natural use within daily routines, challenges or recovery discussions
- + Priority Visual Placement**
More prominent and consistent brand visibility across assets
- + Community-Facing Moments**
Giveaways, audience callouts or quarterly light-touch activations
- + Enhanced Attribution**
Increased tagging, verbal references and in-depth contextual framing
- + Category Integrity**
Your brand is one of a limited number consistently established within the community

High-frequency exposure with meaning. Your brand becomes **part of the system.**



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What's Included?



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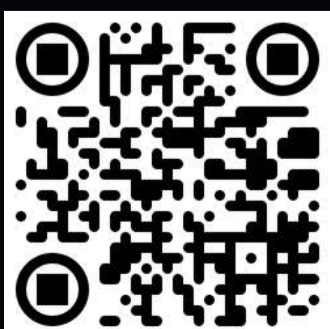
REBUILD

MARKET DOMINANCE

Everything in REVITALISE, plus:

- +** **Full Systems Integration**
Your brand embedded across the daily ritual & visual environment as part of the system
- +** **Bespoke Content Architecture**
Custom content formats or themed series designed to align with your brand objectives
- +** **Primary Physical Branding**
Dominant presence across key assets including ice bath, towels, apparel & environments
- +** **Live & Experiential Activation Access**
Opportunities for live events, talks or experiential moments
- +** **Strategic Partnership Management**
Monthly performance review to ensure sustained integration optimisation
- +** **Category Prioritisation**
Your brand receives primary positioning and category protection within the system

Your brand becomes **structurally integrated** with **recovery, discipline and self-respect** as part of a **trusted daily practice**.



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Live Activations

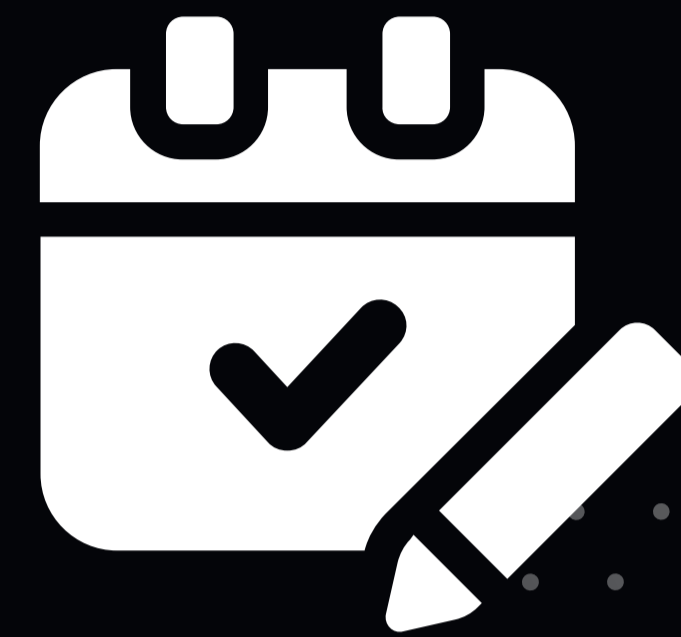
Real-world experiences. Real impact.

Live Activations bring the Ice Bath Harry ethos out of the feed and into the real world, transforming digital trust into shared, physical experiences.

Audiences don't just watch — they take part. The experience becomes personal, memorable and shareable.



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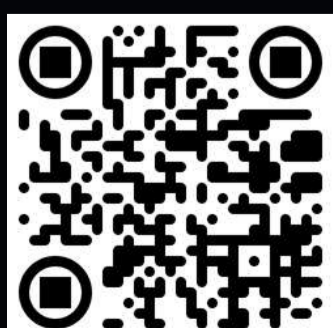
- ✓ CORPORATE & TEAM BUILDING SESSIONS
- ✓ WELLNESS, RECOVERY & FITNESS EVENTS
- ✓ BRAND & EXPERIENTIAL POP-UPS
- ✓ COMMUNITY & CHARITY EVENTS
- ✓ EDUCATIONAL ENVIRONMENTS



Delivered with Integrity

Live Activations are offered on an exclusive basis. Every event is assessed for:

- Brand alignment
- Audience relevance
- Reputational integrity

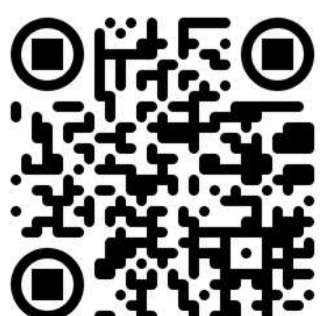


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Live Activations

TIER 1	TIER 2	TIER 3
<p>POP-UP EXPERIENCES</p> <p><i>Brand launches, campaigns, local & regional exposure</i></p>	<p>EVENTS & TOURS</p> <p><i>National brands, internal culture initiatives</i></p>	<p>FLAGSHIP EVENTS</p> <p><i>Market leaders, long-term partners, legacy campaigns</i></p>
<p>INCLUDES</p> <ul style="list-style-type: none">• Hosting & facilitation• Branded setup (<i>bath, signage, apparel</i>)• Content capture (<i>short-form social + recap assets</i>)• On-site audience engagement	<p>INCLUDES</p> <ul style="list-style-type: none">• Multi-day & multi-site delivery• Storytelling & brand integration• Collaborative digital content• Staff-only & public-facing formats	<p>INCLUDES</p> <ul style="list-style-type: none">• Premium media capture• Long-form narrative capture for documentary use• Fully integrated digital + live campaign• Post-event & impact reporting
<p>VALUE</p> <ul style="list-style-type: none">• High emotional impact• Shareable content moments• Authentic exposure	<p>VALUE</p> <ul style="list-style-type: none">• Cultural & narrative depth• Strong alignment• Meaningful brand memory	<p>VALUE</p> <ul style="list-style-type: none">• Premium PR opportunities• Market leader positioning• Long-term brand association
<hr/> <p><i>Investment level:</i> Entry - Mid</p>	<hr/> <p><i>Investment level:</i> Entry - Mid</p>	<hr/> <p><i>Investment level:</i> Mid - High</p>

Bespoke activation formats available upon request



Brand Consultancy

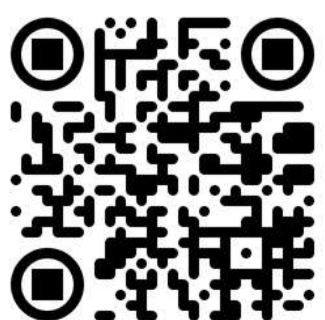
EXPERIENCE BRANDS CAN LEARN FROM

Ice Bath Harry offers consultancy support to brands seeking access to genuine lived experience.

Harry's perspective helps brands shape narratives and campaigns that resonate with real audiences, ensuring tone, language and positioning feel grounded rather than performative.

By drawing on lived experience and real community insight, brands can reduce reputational risk, strengthen credibility and engage more confidently in sensitive conversations.

Available as standalone support or integrated into broader partnerships and activations.



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Leadership Reflection Sessions

SPACE TO THINK CLEARLY UNDER PRESSURE

*Ice Bath Harry offers structured reflection sessions for founders, senior leaders and leadership teams **operating in high-pressure environments.***

These sessions are tailored to leadership needs and designed to create space for **honest thinking, personal accountability** and **clearer decision-making**, drawing on Harry's lived experience of discipline, recovery and sustained behavioural change.



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Confidential, Bespoke Sessions

Leaders use these sessions to:

- Step out of reactive thinking
- Pressure-test decision-making
- Reflect on leadership under stress
- Reconnect with discipline and consistency

Sessions can be delivered as:

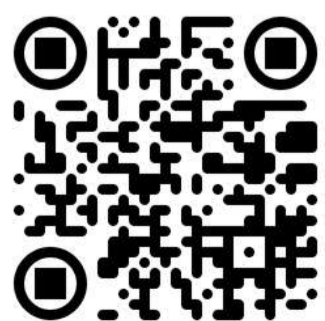
- One-to-one executive reflection
- Small leadership group sessions
- Off-site or away-day format



Media & Community



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Media & Documentary Collaboration

AUTHENTICITY WITH PURPOSE

Ice Bath Harry collaborates with media and production teams on documentary, editorial and long-form storytelling projects rooted in lived experience.

All collaborations are approached with care to ensure authenticity, responsible representation and alignment with recovery-adjacent audiences.

This allows complex stories to be explored with nuance, care, and long-term relevance.

CONSIDERED DELIVERY

Media collaborations are considered on a case-by-case basis and developed by agreement, with a clear focus on narrative integrity, audience responsibility and long-term reputational alignment.



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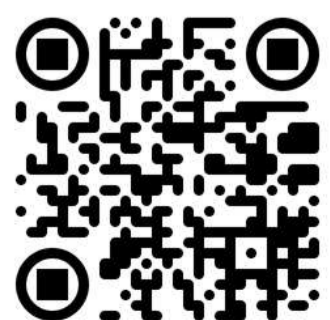
Public Speaking

KEYNOTE AND EDUCATIONAL TALKS

Ice Bath Harry delivers public, educational and keynote talks focused on recovery, discipline and sustained personal change.

Drawing on lived experience, these sessions are designed to inform and challenge audiences with clarity and credibility, whether in educational institutions, workplace environments or public forums. Talks are tailored to audience and setting, balancing honesty with responsibility and are delivered by agreement to ensure alignment with intent, context and expectations.

Intended for events seeking to engage audiences thoughtfully in complex / sensitive subject matter.



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Community Programme Advocacy

SUPPORTING MEANINGFUL WORK AT COMMUNITY LEVEL

Ice Bath Harry supports community programmes and advocacy initiatives focused on recovery, mental health and personal responsibility.

This work centres on amplifying credible grassroots efforts, contributing lived experience where it adds value and supporting initiatives that prioritise long-term impact over visibility.



Careful, Credible Engagement

Community advocacy is approached with care and discretion, recognising the complexity and responsibility involved in these spaces.

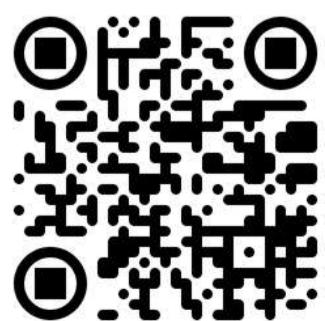
Involvement is guided by alignment, appropriateness and the needs of the community — ensuring contribution is meaningful, considered and grounded in respect for those doing the work on the ground.

Impact in Action

PAST COMMUNITY ENGAGEMENTS



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LET'S GET TALKING ABOUT SUICIDE

Harry was invited to speak at the *Let's Get Talking About Suicide* event, contributing a lived-experience perspective on addiction recovery, mental health and suicide prevention.

His talk addressed the psychological realities of dependency, the behavioural patterns that sustain it and the disciplined routines that supported his recovery.

The session aligned directly with the event's mission to normalise conversation around suicide and reduce stigma through open, responsible dialogue.

Audience engagement was high, with strong post-event feedback and direct conversations following the talk — reinforcing the relevance and credibility of Harry's message within structured mental health settings.



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BATON OF HOPE TOUR 2025

Harry contributed to the *Baton of Hope Tour 2025*, a national suicide prevention initiative bringing together public voices, organisations and communities across the UK.

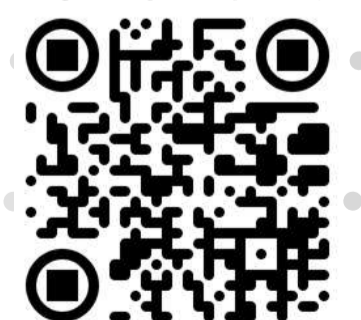
His session addressed addiction recovery, personal accountability and the long-term discipline required to rebuild mental stability — reinforcing the Tour's objective to normalise open, responsible conversations around suicide and mental health.

Drawing on lived experience, Harry delivered a clear, structured message aligned with the Tour's national advocacy goals. Audience engagement was strong, with sustained interaction following the session and meaningful post-event discussions with attendees.

His involvement positioned Ice Bath Harry within a nationally recognised mental health campaign, strengthening credibility in structured public-health environments.



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HIS MAJESTY'S PRISON SERVICE

Harry delivered recovery-focused sessions at *HMP Erlestoke*, engaging both inmates and prison staff within a structured rehabilitation setting.

For inmates, he shared a practical account of addiction recovery, emphasising personal accountability, behavioural discipline and daily routines as foundations for long-term change.

For staff, he delivered an educational session exploring the neurological and psychological drivers of addiction — outlining how impaired decision-making, habit loops and environmental triggers influence behaviour, and the role of informed empathy in rehabilitation.

This engagement marks the beginning of ongoing work within the Prison Service, expanding Ice Bath Harry's presence in structured, high-accountability recovery environments.



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Commercial Outcomes

What partners get back

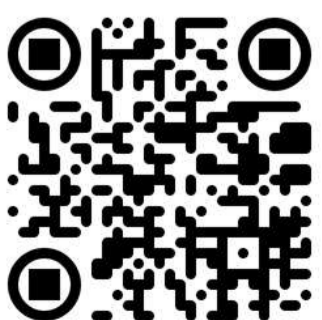
Attention → Action

A high-trust, high-frequency system that helps brands get chosen.

Partnering with *Ice Bath Harry* embeds your brand inside a daily discipline ritual, driving compounding recall and earned trust built publicly, over time.

Your product becomes part of **real routines, real recovery, real conversations**, generating reusable premium content and measurable community response through limited partnerships.

Impact is tracked through reach, engagement depth, branded assets created and ongoing performance reviews.



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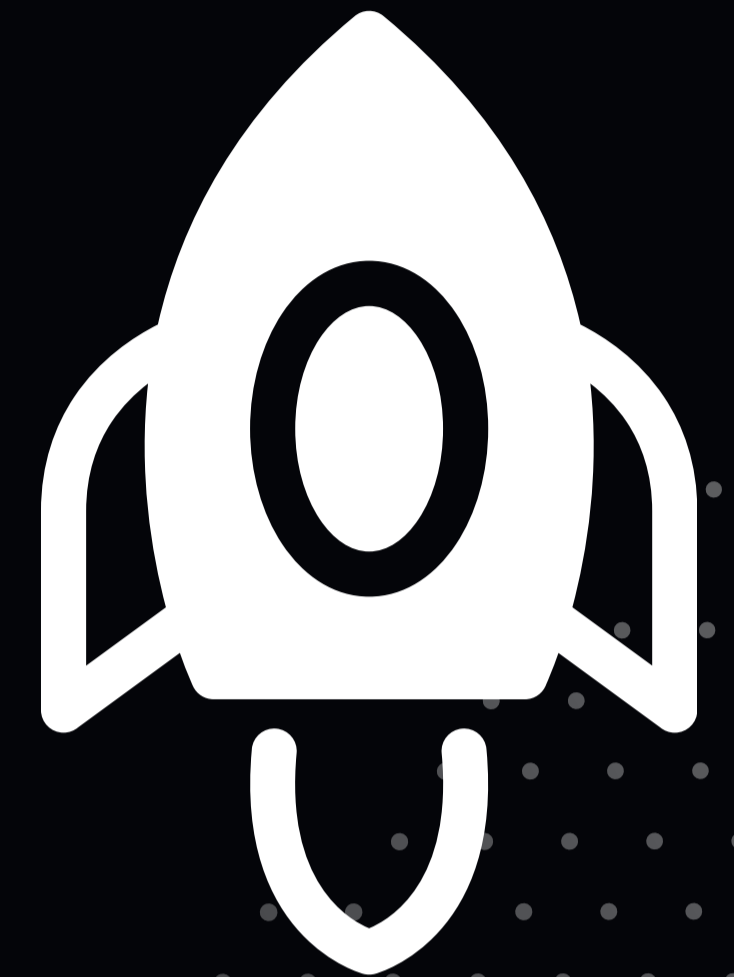
Step Forward

Ice Bath Harry partners with a limited number of aligned brands, ensuring every collaboration remains authentic, credible and impactful.

Whether through structured sponsorship tiers or fully bespoke campaigns, each partnership is designed to deliver meaningful engagement, long-term brand alignment and measurable value.




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“LET’S GEDDIT!”

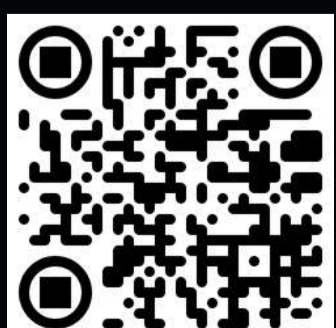
Contact Harry today:

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