



# VARIABLE

COSPLAY | SFX | STREAMING

## INFLUENCER KIT

COSPLAYER / STREAMER

VARIABLE

## WHO I AM

Hi! I'm Variable: Australian creative personality who wears her nerdy heart on her sleeve, and loves bringing magic to everyday life.

My origin story began in a childrens' hospital and the Starlight Express Room, escaping into popular culture, and my very first costume. Almost 200 costumes later, I now tour the world as "cosplay royalty" and appear online as a streamer.

With a background in the arts and STEM, I'm also a qualified silicone prosthetics technician, Disney alumna, CSIRO award-winner, Klout-ranked Expert, and SFX make-up artist and costumer on major productions such as The Great Gatsby.

As a *spoonie* (person living with chronic illness), I try to make the world a better place through "causeplay" (cosplay for a cause) events, fundraisers, and hospital visits. Together my community have raised over 1 million dollars (AUD) for charitable causes close to my heart.



## WHAT I DO

BRAND AMBASSADORSHIPS

PRODUCT REVIEWS

SPONSORED GIVE-AWAYS

APPEARANCES

CREATIVE CONTENT

COMMISSIONS

WWW.VARIABLE.COM.AU  
PR@VARIABLE.COM.AU  
@VARIABLEAUS

VARIABLE

PO BOX 151  
WEST PENNANT HILLS  
NSW 2125 AUSTRALIA



## NETWORKS

**f 400,000+**  
Facebook @variableaus

**@ 15,000+**  
Instagram @variableaus

**t 8,000+**  
Twitter @variableaus

**NEW**  
Twitch @variableaus

**NEW**  
Mixer @variableaus

## AUDIENCE

Ages 13+ | 39% 18-34 years



55%

women



?%\*

non-binary



45%

men

\*Networks don't measure non-binary users.



42% USA | 37% Australia

## GLOBAL RANK

Google **7** Klout **63**

## TERM CLOUD



## PAST PARTNERSHIPS

