

#66 SIENNA PAL

Elite BMX Athlete
Racing Towards LA 2028

Authentic storytelling. Elite performance.
Meaningful partnerships.

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Training isn't hard – it’s an opportunity



Who is Sienna?

Inside the Helmet

At first glance, most people see a full-face helmet and goggles. What they don't expect is the unmistakable mass of bright red curls underneath—or the person behind them.

For Sienna Pal, BMX has never simply been about winning races.

Growing up as the youngest of four siblings, she first discovered BMX by following her family to the track. At the same time, years of dance taught her movement, creativity and self-expression—qualities she still carries into every race today.

Where many people see BMX as pure speed and competition, Sienna sees it as performance.

Every gate drop is an opportunity to express years of preparation, trust her instincts and discover just how capable she can become.

Her journey hasn't been without setbacks. At just 17, an ACL injury forced her to step away from racing and rebuild both physically and mentally. Missing selection for the Paris Olympic Games was another defining moment. While painful at the time, it shifted her perspective and strengthened her belief that growth often comes from the challenges you never choose.

Today, Sienna races with gratitude rather than pressure. She sees training as an opportunity, not an obligation, and believes success is built through consistency, curiosity and the willingness to keep showing up.

Away from the track, she's passionate about the psychology of performance, personal growth and advocating for women in sport. She's fascinated by what drives human performance—physically and mentally—and hopes to encourage more young athletes to embrace challenges with confidence and authenticity.

More than anything, Sienna wants people to look beyond the helmet. To see that elite athletes are still just people—young individuals chasing big dreams, learning through setbacks and doing their best every day. She hopes that when young riders watch her compete, they don't simply see someone trying to win, but someone who has the courage to back themselves, embrace challenges and enjoy the journey.

For Sienna, the road to Los Angeles 2028 represents far more than Olympic selection. It's the culmination of years of commitment, sacrifice and belief. The chance to show that the biggest dreams are worth pursuing.

Career Highlights

Highlights

- **UCI World Cup Round 5** — Bronze Medal, Elite Women (2026)
- **UCI World Cup Round 6** — Bronze Medal, Elite Women (2024)
- **UCI World Championships** — Silver Medal, Junior Women (2023)
- **Australian National Champion** — Elite Women (2024)
- **Australian Continental Champion** — Elite Women (2024)
- **Australian National Junior Champion** (2023)

2026 Season

Racing in Elite Women's:

- **World Cup Series Ranking** — 10th Overall
- **4 UCI World Cup Finals**
- **Australian Championships** — Silver
- **Oceanic Continental Championships** — Bronze
- **AusCycling National Series Champion** — Superclass Women

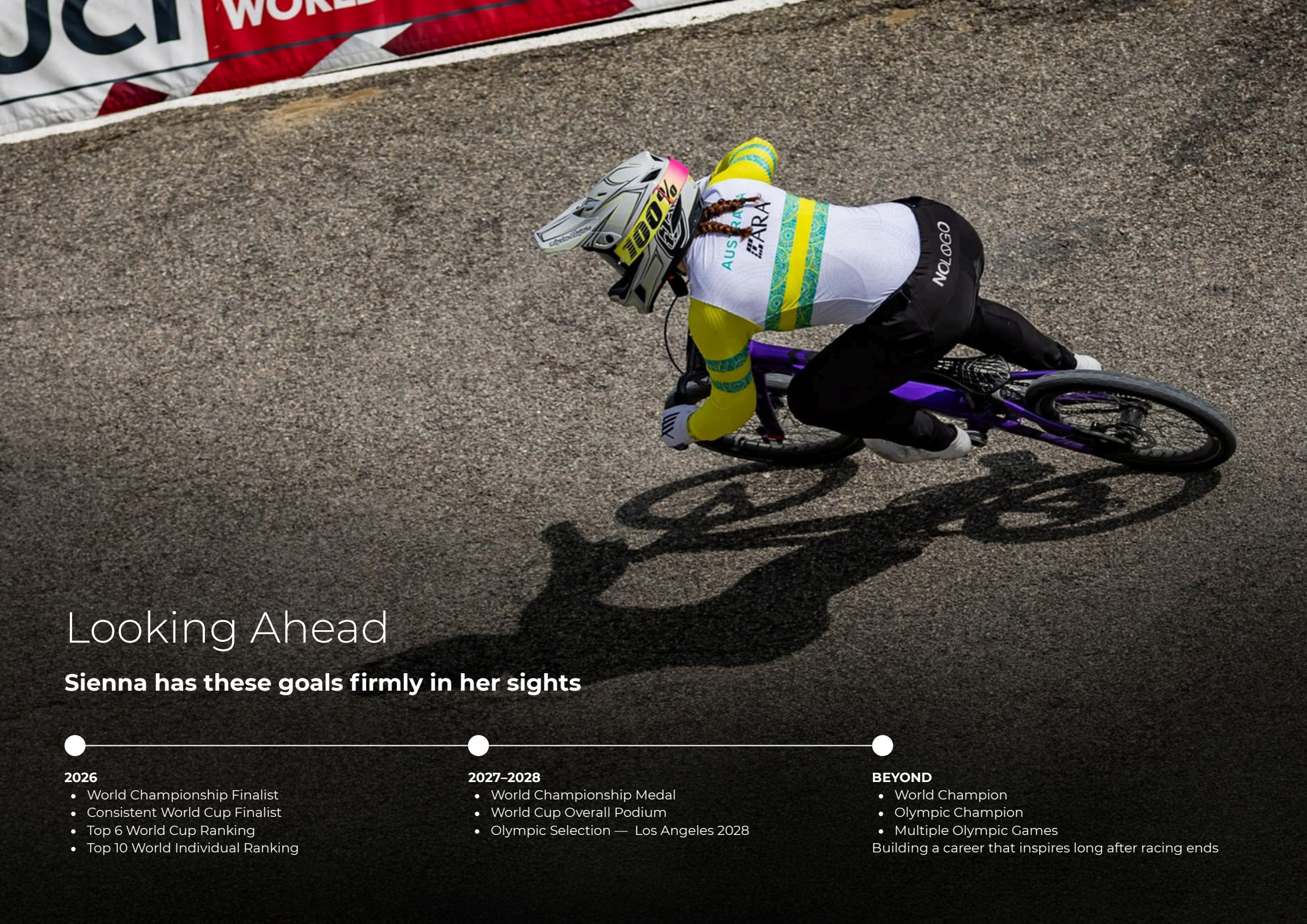
Teams

- Australian Cycling Team
  Podium Potential Athlete
- NSW Institute of Sport

Scholarships

- IGNITE Scholarship (powered by Caroline Buchanan)
- NSW Institute of Sport Individual Athlete Program
- Donnica Clarke Foundation Scholarship





Looking Ahead

Sienna has these goals firmly in her sights

2026
- World Championship Finalist
- Consistent World Cup Finalist
- Top 6 World Cup Ranking
- Top 10 World Individual Ranking

2027–2028
- World Championship Medal
- World Cup Overall Podium
- Olympic Selection — Los Angeles 2028

BEYOND
- World Champion
- Olympic Champion
- Multiple Olympic Games

Building a career that inspires long after racing ends

Audience & Reach

Building an authentic community

Sienna's audience follows more than race results.

They connect with honest conversations around resilience, mindset, growth and the realities of elite sport.

While BMX remains at the heart of her content, her audience is increasingly engaging with her broader story—creating opportunities for brands that value authenticity, health, performance and personal development.



4,478
Followers

262,900
Views (30 days)

43.3%
Non-followers reached

Top age groups:
18–24 (27.1%)
25–34 (23.6%)

Sienna also has a Facebook Sportsperson page with **876** followers

1,463
Followers

10,400
Views (30 days)

78.7%
discovered through the For You Page

407
Subscribers

26,400
Views

Audience Interests

- BMX Racing
- Cycling
- Women's Sport
- Health & Wellness
- High Performance
- Personal Growth
- Active Lifestyle
- Travel

Audience & Reach

What resonates most

Sienna's highest-performing content isn't always podium finishes.

Posts sharing setbacks, lessons and personal growth consistently generate strong engagement because they invite genuine conversation and encourage others to pursue their own potential.







Personal Brand & Content Identity

Sienna's brand is built around one simple belief:

Growth is more important than perfection

Her content celebrates discipline, resilience and high performance while remaining approachable, optimistic and deeply human. Rather than portraying the polished highlight reel of elite sport, she shares the journey behind it—the challenges, doubts, breakthroughs and lessons that make success meaningful.





Personal Brand & Content Identity

Content Pillars

High Performance
Training, racing, preparation and elite competition.

Behind the Scenes
Life beyond race day, travel, recovery and the everyday realities of professional sport.

Mindset
Resilience, confidence, self-development and performance psychology.

Community
Supporting young athletes, women in sport and the BMX community.

Lifestyle
Fashion, movement, wellness and authentic everyday moments.

Personal Brand & Content Identity

Brand Personality

- Authentic
- Humble
- Positive
- Resilient
- Curious
- Grounded
- Energetic
- Aspirational

Visual Identity

- Confident without ego
- Strong without losing femininity
- Professional while remaining approachable
- A modern athlete who balances world-class performance with genuine personality



Partnership Opportunities



Partnering with Sienna

Sienna seeks long-term partnerships built on shared values, genuine relationships and meaningful storytelling.

She believes the strongest collaborations happen when brands become part of the journey, not simply a logo on race day.

Partnership Opportunities

- Brand Ambassador Programs
- Social Media Campaigns
- Product Integration
- Competition Coverage
- Video Storytelling
- Event Appearances
- School & Community Visits
- Speaking Engagements
- Brand Photography
- Long-term Content Serie

Ideal Brand Partners

- High performance
- Health & Nutrition
- Women's Lifestyle
- Sports Apparel
- Outdoor Adventure
- Technology
- Travel
- Wellness
- Sustainability

Partnership Opportunities

Why Partner With Sienna?

Sienna is entering one of the most exciting stages of her career—be part of what's next.

Already competing among the world's best, she's building momentum towards the Los Angeles 2028 Olympic Games while growing a personal brand centred on authenticity, resilience and genuine storytelling.

Partnering with Sienna now gives brands the opportunity to grow alongside an athlete whose profile, audience and international exposure are continuing to accelerate.

Why now?

- International competition exposure through the UCI World Cup circuit
- Association with an athlete on the road to LA 2028
- Authentic, story-driven content that builds genuine audience trust
- A professional, reliable approach to brand partnerships
- A long-term opportunity to grow together through LA 2028 and beyond to Brisbane 2032



Future Vision

Building Something Bigger Than Racing

Every race is part of a much bigger story.

While Sienna's immediate focus is earning selection for the Los Angeles 2028 Olympic Games, her ambition reaches far beyond the finish line. She wants to build a career that inspires others to believe in themselves, embrace challenges and pursue goals that once felt out of reach.

As her profile grows, she hopes to become a respected voice through storytelling, public speaking and meaningful media. She shares not only the victories, but also the setbacks, lessons and moments that shape an athlete's journey.

Sienna wants to be remembered not only for what she achieved on the bike, but for how she carried herself along the way: with resilience, authenticity and a genuine love for the sport.

Sienna's dream is to compete on the Olympic stage but her purpose is bigger than sport. She wants to leave people believing that with courage, consistency and self-belief, extraordinary things are possible.



Current Partners

Financial Sponsors

Australian bike partner supporting Sienna's elite racing campaign.

Proud ambassador promoting healthy lifestyles and active living.

Creative, marketing and digital partner supporting Sienna's brand, media and sponsorship growth.

Global BMX app connecting riders with tracks, spots, shops and events wherever they go.

Product support

Scholarship

Other

Let's Build Something Meaningful

Sienna is currently welcoming conversations with brands looking to partner with an athlete who combines world-class performance with authentic storytelling and long-term growth.

Whether you're seeking a brand ambassador, campaign collaborator or long-term partnership, she'd love to hear from you.

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