



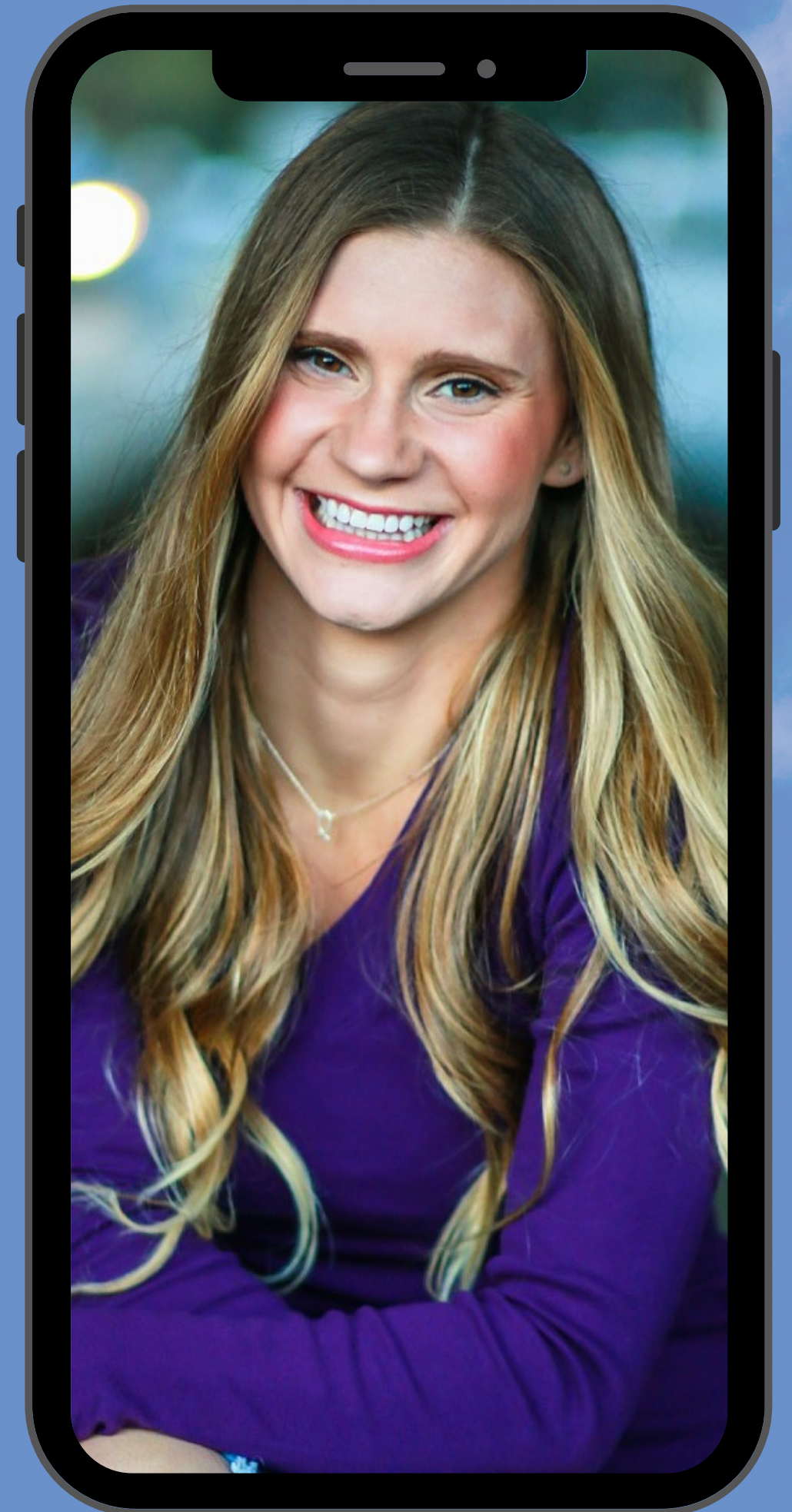
**DIVE IN WITH
ELLIE
SMART**

BRAND COLLABORATIONS 2021

INTRODUCTION

Eleanor (Ellie) Townsend Smart is a Professional High Diver and Red Bull Cliff Diver from the United States. She is currently ranked #1 in the USA and #5 worldwide. In addition to her athletic career, she is a motivational speaker, media host, content creator and environmental activist. Smart founded the Clean Cliffs Project in 2017, which raises awareness about plastic pollution through adventure.

Smart graduated from UC Berkeley with a Bachelors Degree in Media Studies and received her Masters in Sports & Exercise Science from the University of Minnesota. She is currently doing her Doctorate in Sports Marketing.





HIGH DIVING CAREER

- Smart is ranked #1 in the USA
- Smart finished 5th in the world in 2019
- Smart is currently the youngest woman representing the United States in international high diving and cliff diving competitions
- Bronze Medalist, 2018 FINA World Cup in Abu Dhabi
- Smart won Silver in Bosnia, Red Bull Cliff Diving World Series stop in 2019
- Smart will be a permanent diver on the 2021 Red Bull Cliff Diving World Series



BRANDS

Smart understands the power of social media and has worked with various companies to create, implement, and become the face of campaigns on all different scales.

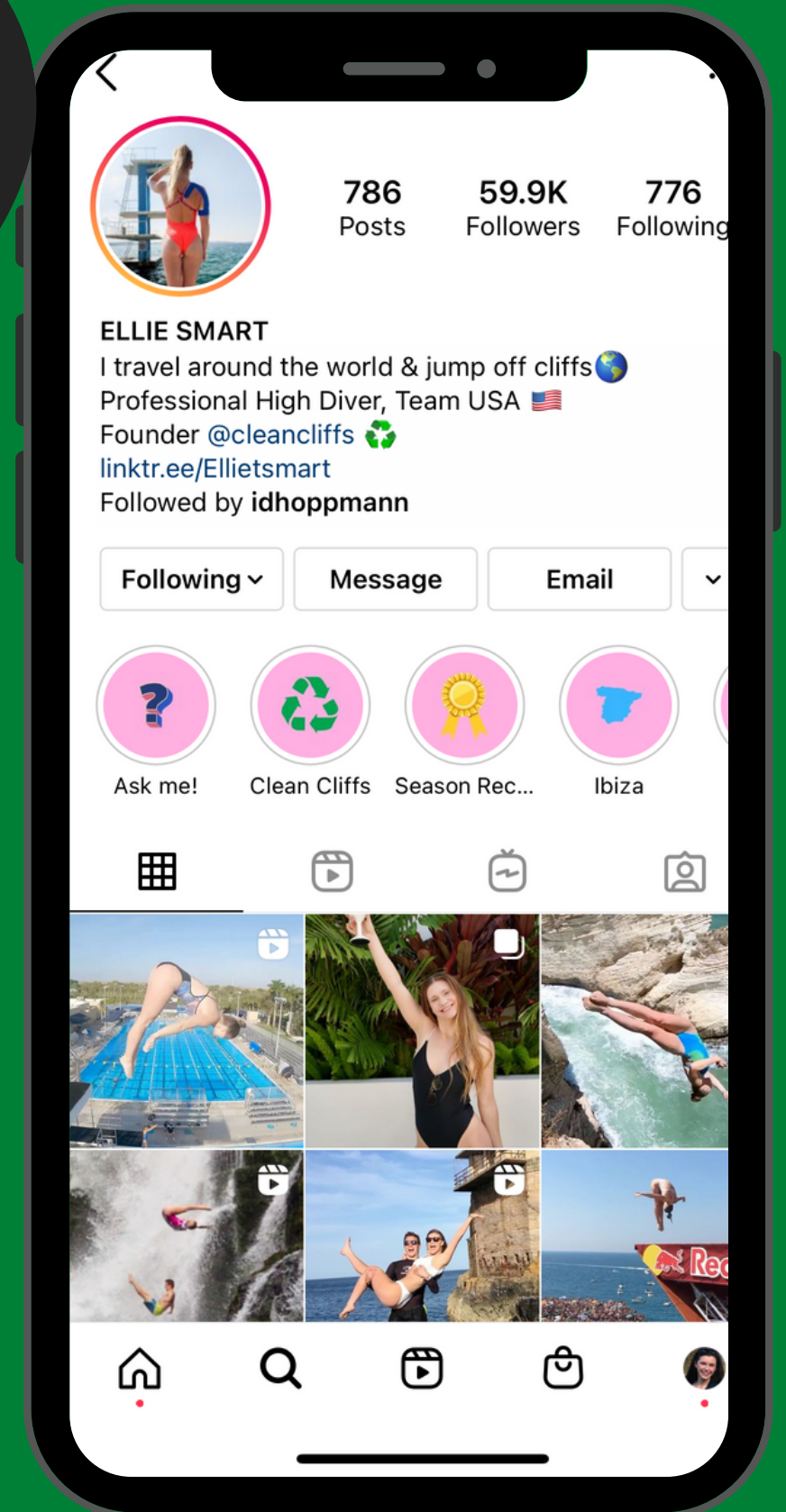
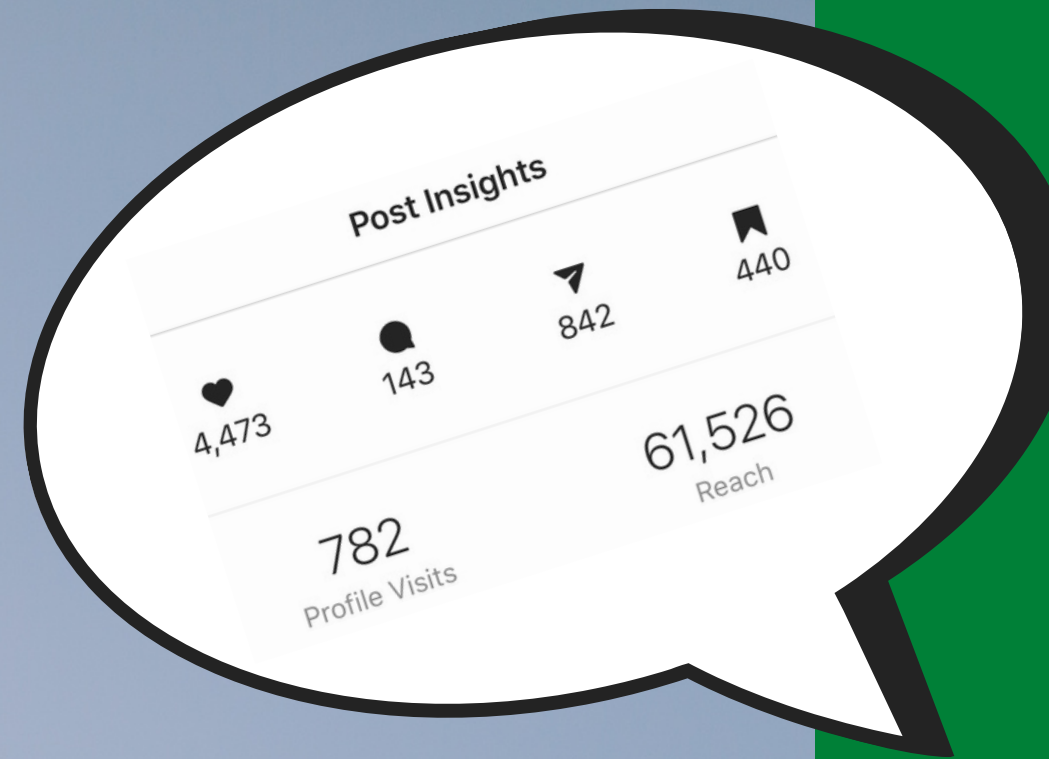


Companies Smart has worked with:

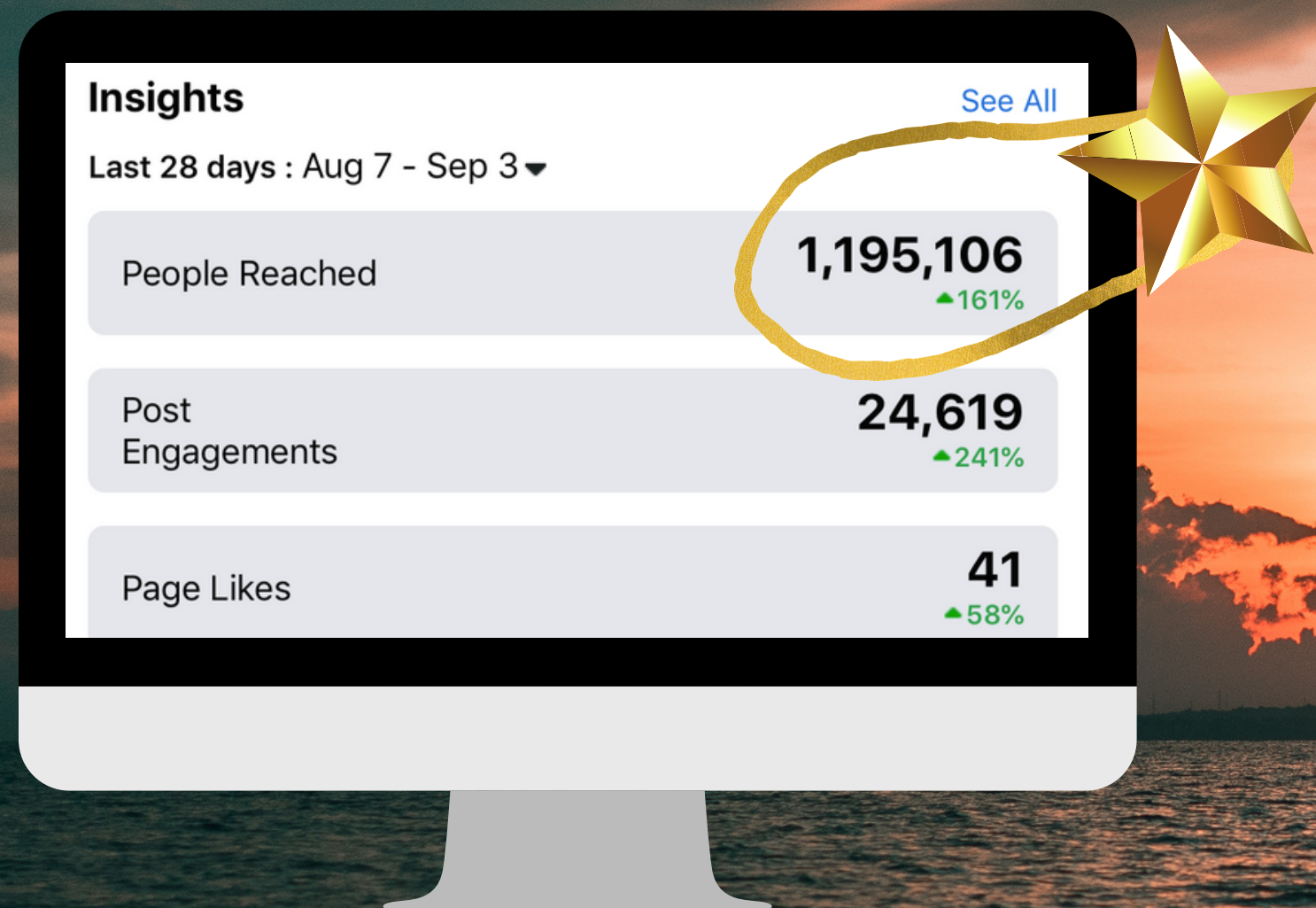
- Alexander Wang
- Apple
- Adidas
- All Nippon Airlines
- Arena USA
- China Southern Airlines
- Divi Resorts
- Hilton Hotels
- Next VR
- Red Bull
- Orca Coolers
- USA Diving

INSTAGRAM: @ELLIETSMART

- Followers: 59,900
- Average Likes: 3,500
- Average Views: 45,000
- Average Reach: 70,000

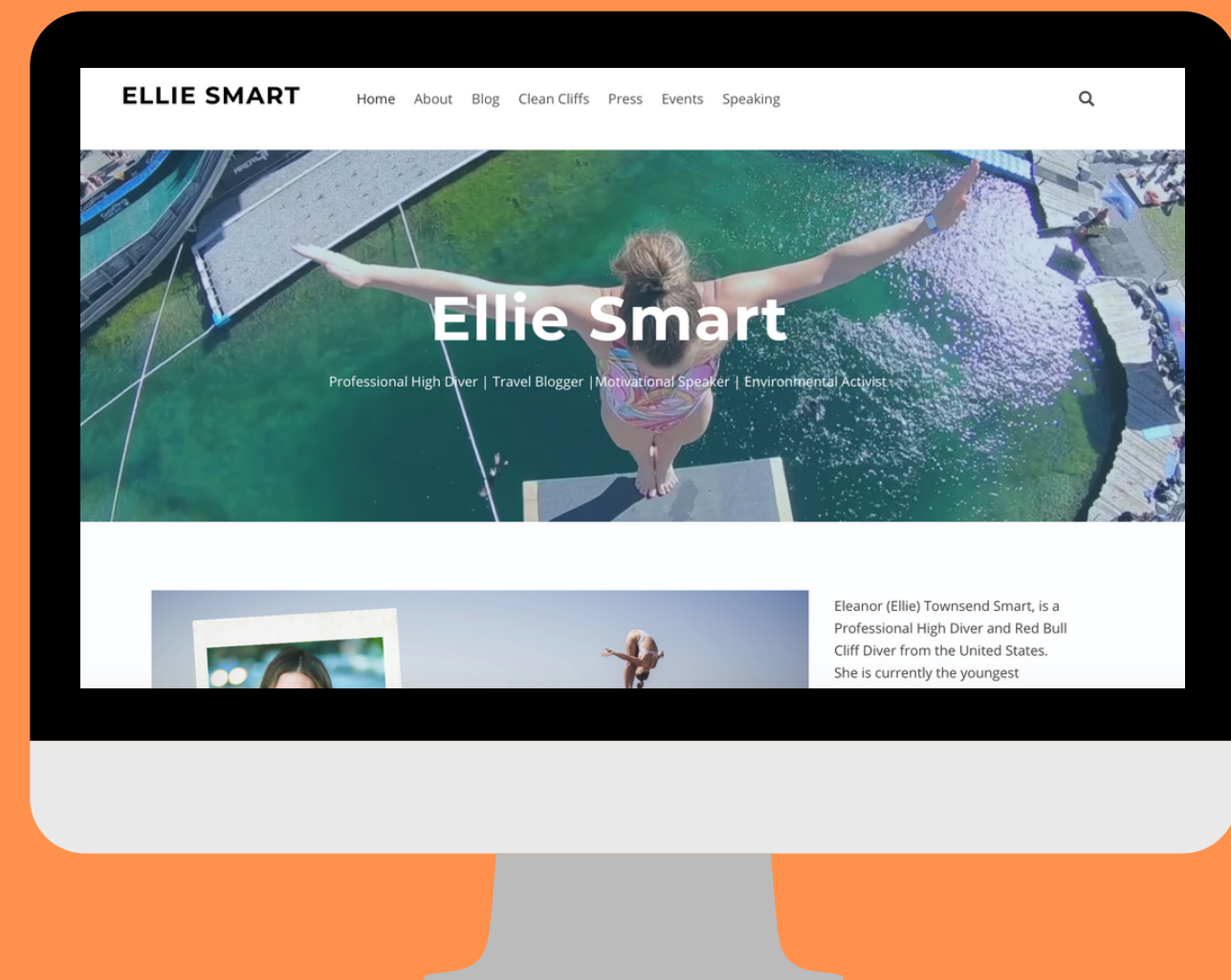


FACEBOOK PAGE: ELLIE SMART



*Ellie consistently produces viral videos that circulate on major social media platforms bringing mass exposure to her sites.

WEBSITE ELLIESMART.COM



Average: 7.5K Views Per Month
(growing since relaunch)

DEMOGRAPHICS

Ages:

- 13-17: 5.2%
- 18-24: 17.8%
- 25-34: 38.1%
- 35-44: 27.5%
- 45+: 11.3%

Country:

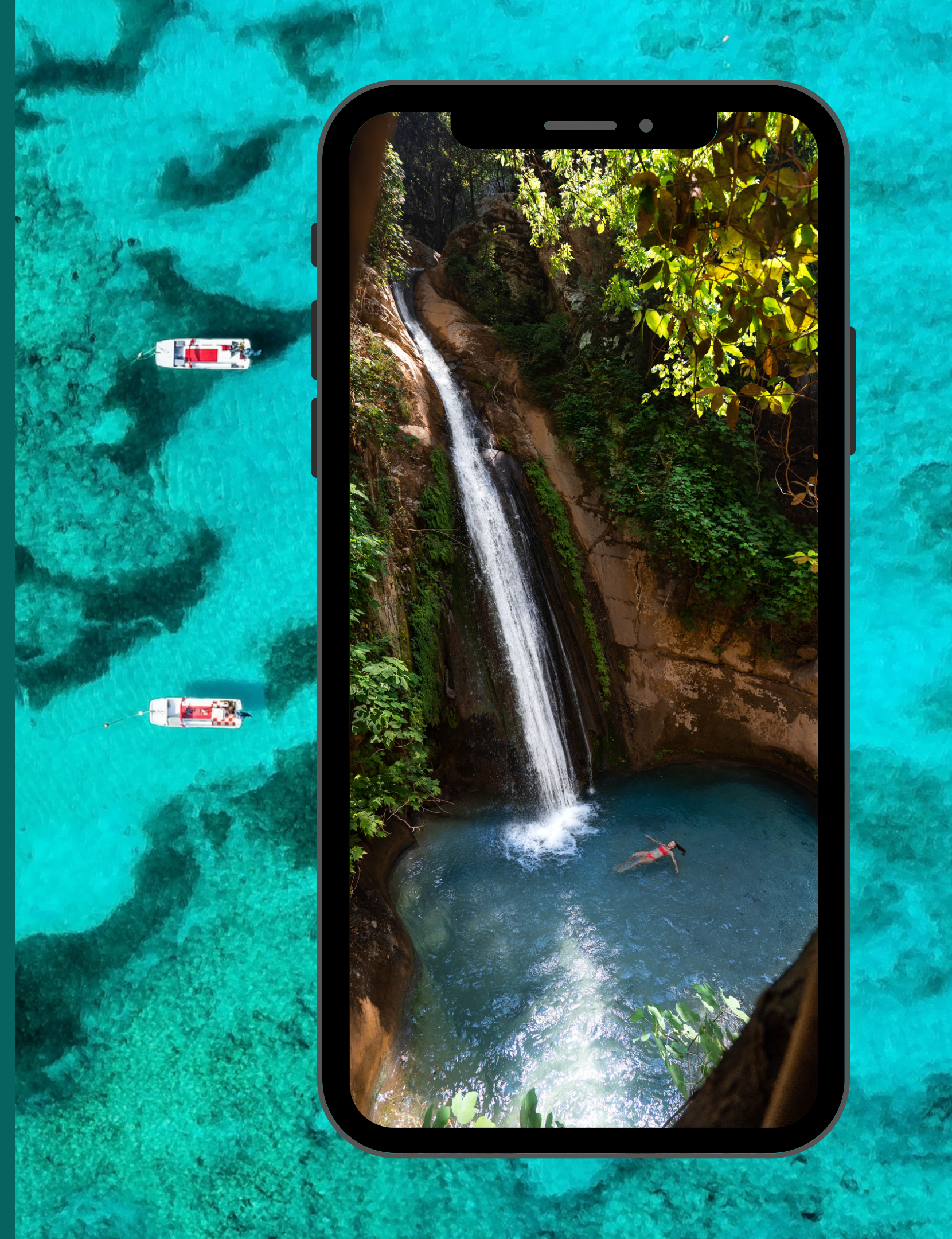
- USA: 76%
- Canada: 9%
- England 6%
- European: 7%
- Other: 2%

Gender:

- Female: 36%
- Male: 64%

Target Interests:

- Sports (outdoors, diving, swimming,)
- Health & Wellness
- Adventure Travel
- Outdoor Activities



SOCIAL MEDIA PACKAGES

Bronze Package

Social Media:

- **3x Stories** (tagging brand clearly, swipe up feature)

Content Creation:

- **Stories:** Rights to all three stories created

Miscellaneous

- **Testimonial:** Written testimonial for brand to use however they wish for marketing purposes.

Package Cost: \$500

Silver Package

Social Media:

- **3x Stories** (tagging brand clearly, swipe up feature, giveaway)
- **Post:** 1x Permanent Post (photo)

Content Creation:

- **Photo / Video:** Rights to all three stories and photos.

Miscellaneous

- **Testimonial:** Written testimonial for brand to use however they wish for marketing purposes.

Package Cost: \$1,000

*Gold Package

Social Media:

- **6x Stories** (tagging brand clearly, swipe up feature, giveaway)
- **Post:** 1x Permanent Post (Photo, video, or reel- brands choice)

Content Creation:

- **Photo / Video:** Rights to stories & photos.
- **Photos:** 5x still photos with product

Miscellaneous

- **Testimonial:** Written testimonial for brand to use however they wish for marketing purposes.

***Package Cost: \$1,500**

(most successful ROI)



CONNECT WITH ELLIE

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