

2018 Media Kit



Sidney Smith

HUSBAND | FATHER | OUTDOORSMAN | TRIATHELETE

About – Endurance Sports Athlete

Sidney has had the opportunity to pursue an array of endurance sport activities. He is an active competitor in many endurance competitions and events.



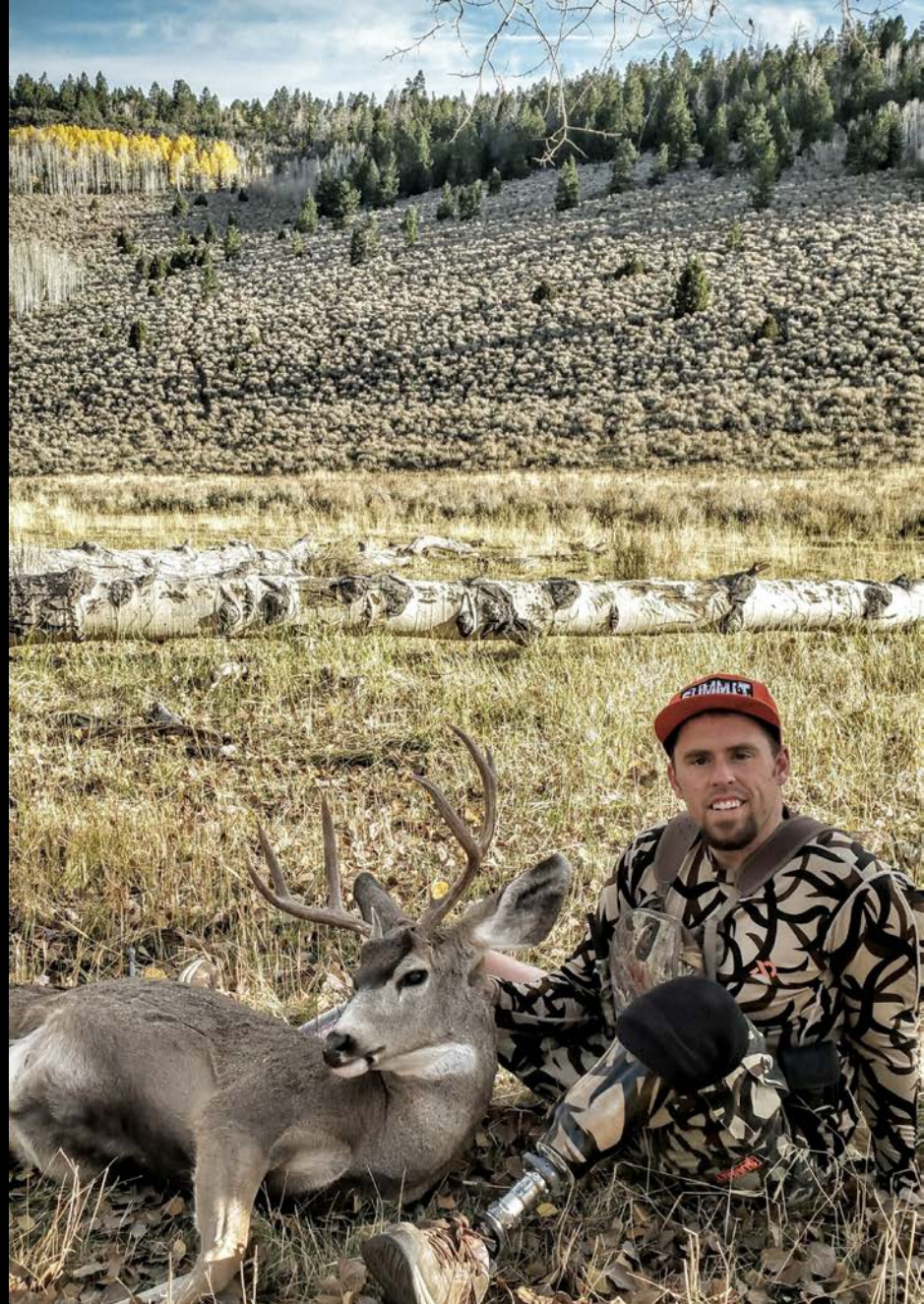
Photo of: Sydney Smith

Sidney Smith

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About – Outdoor Sports Athlete

Sidney has had the opportunity to take part in an array of outdoor sports activities and continues to participate in the pursuit of his passions.



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Social Media



Instagram

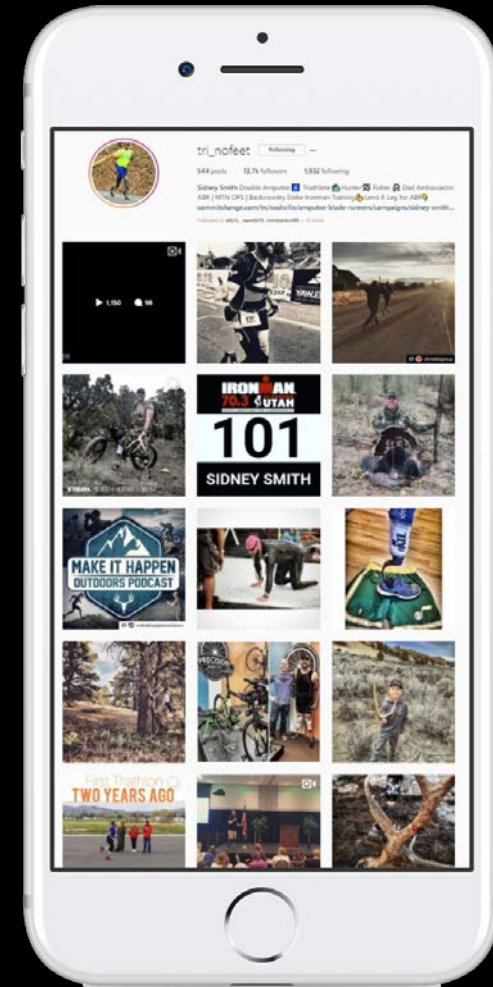
Sidney has a highly targeted, powerfully engaged Instagram following that is growing at extreme speeds. The audience is active daily in engagement with Sidney's content and dialogue.

Current Following: **13,795**

Estimated Monthly Growth: **+/- 2,300 new followers**

Average Engagement Rates: **+/- 1,000+ engagement interactions per photo**

Engagement to Following Ratios: **+/- 7.5% Engagement Ratios**



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Media - Digital



MTN OPS has teamed up with Sidney to produce a short film featuring the amazing story of an athlete who has let no obstacle hinder his athletically extreme, outdoor-loving lifestyle.

MTN OPS is an outdoor performance supplement company.

Sidney has been featured across MTN OPS media presence, showcasing his talents and achievements.



Click Screen to Watch Video

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Media - Publication

Sidney has been featured in many publications such as:

- [The Salt Lake Tribune](#)
- [Amputee Blade Runners Website](#)
- [The Rich Outdoors](#)
- [Basin Now](#)
- [Workforce Services Rehabilitation](#)
- [Utah Basin Standard](#)
- [Utah Basin Standard 2018](#)
- [St. George News Utah](#)
- [Desert News Utah](#)

(All links interactive)

-And many more.



(Steve Griffin | The Salt Lake Tribune) Sidney Smith, left is greeted by Mark Sharrock, of Goldman Sachs, as Smith receives the Golden Key Award at the Governor's Mansion in Salt Lake City on Tuesday October 24, 2017. Smith is a double amputee (legs) who is overcoming his disability by competing in triathlons and is a mentor to others with disabilities.

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Sponsors

Current Sponsors include the following brands:



MTN OPS



Amputee Blade Runners



Intermountain Live Well



Backcountry Ebikes



Fillauer

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Ironman Triathlon

Sidney is currently training for, and pursuing the dream of competing in the 2019 Ironman Full Triathlon.



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