

LIONEL

SANDERS



NO

LIMITS



PROFESSIONAL TRIATHLETE

WHY LIONEL?

A PROLIFIC LONG-COURSE ATHLETE, LIONEL SANDERS HAS WON 32 HALF IRONMAN RACES AND 4 IRONMAN RACES. HE CURRENTLY HAS HIS SIGHTS SET ON WINNING KONA AFTER COMING IN SECOND IN BOTH THE 2017 AND 2021 EDITIONS OF THE RACE.

RESULTS / VICTORIES

01

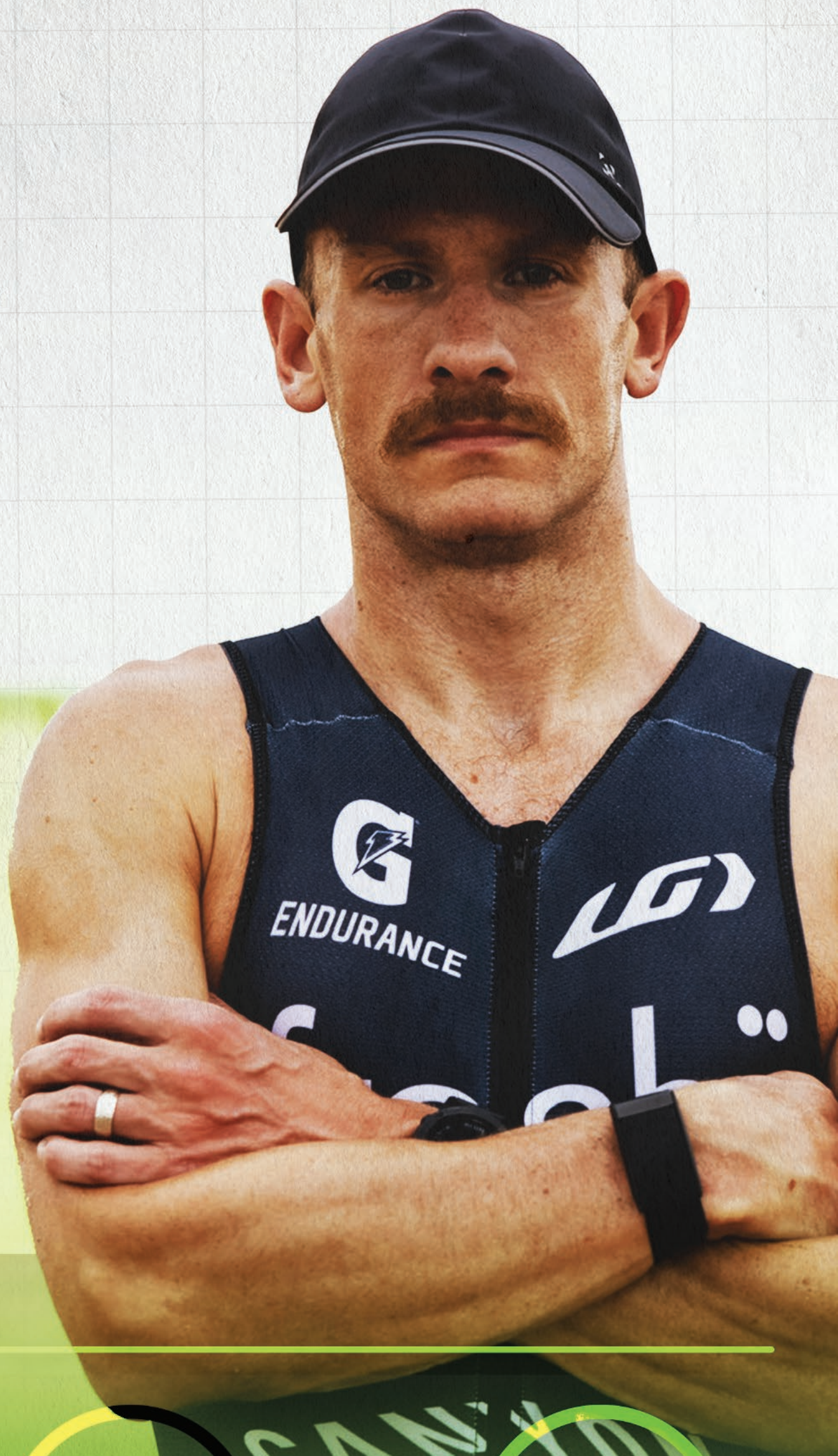
WORLD TITLE

04

FULL IRONMANS

32

1 / 2 - IRONMANS



LIONEL'S YOUTUBE REACH

CHANNEL STATS

845K

TOTAL HRS WATCHED

80.7M

IMPRESSIONS

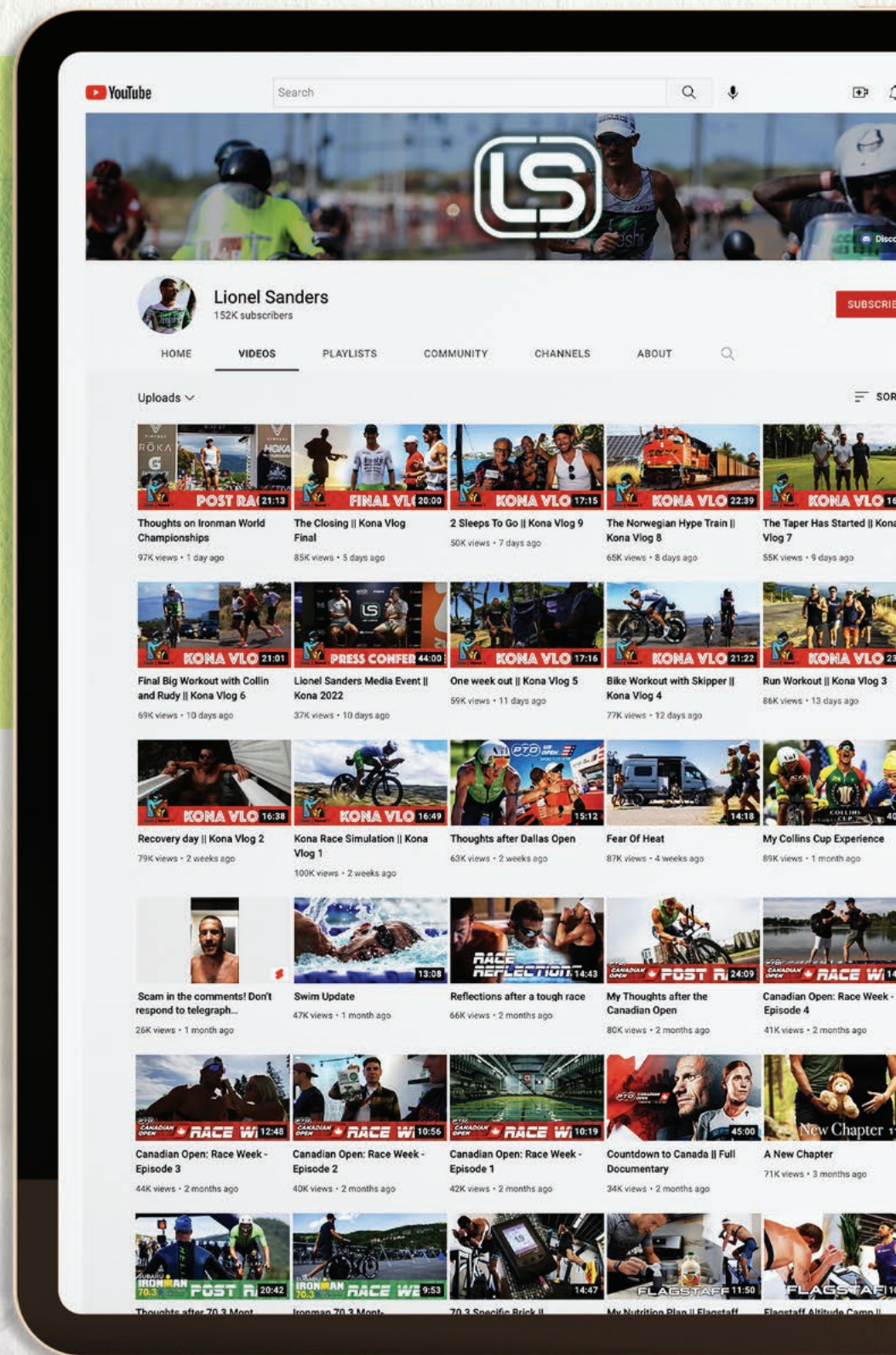
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AVG TIME WATCHED

5.8M

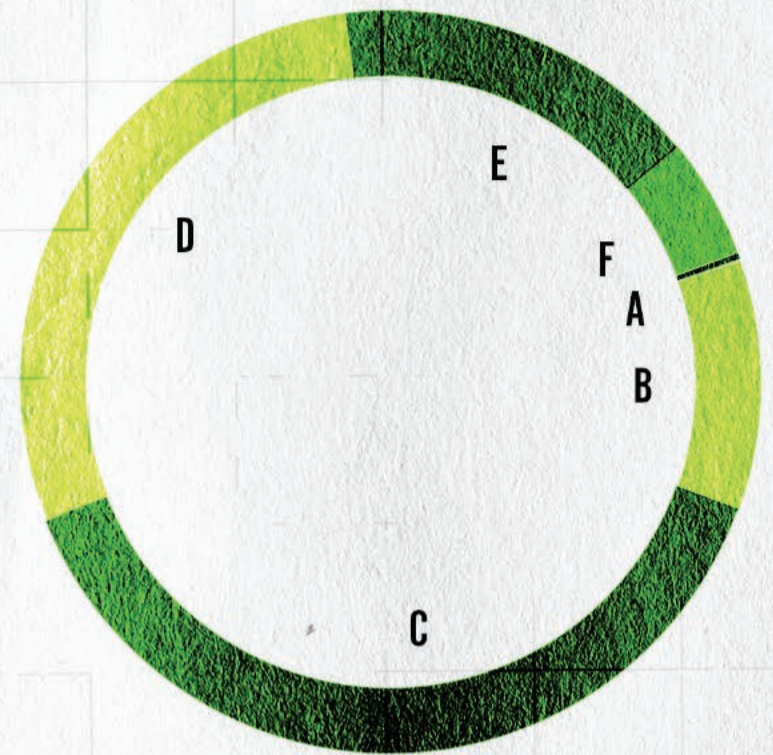
TOTAL VIEWS

LIONEL'S YOUTUBE PROVIDES A GATEWAY
TO EMOTIONAL BUY-IN FROM FANS;
EXAMPLES OF PRODUCTS LIONEL USES;
AUTHENTICITY OF PRODUCT USE; AND
EMOTION-CENTERED AND ENGAGING
CONTENT.



LIONEL'S YOUTUBE DEMOGRA PHICS

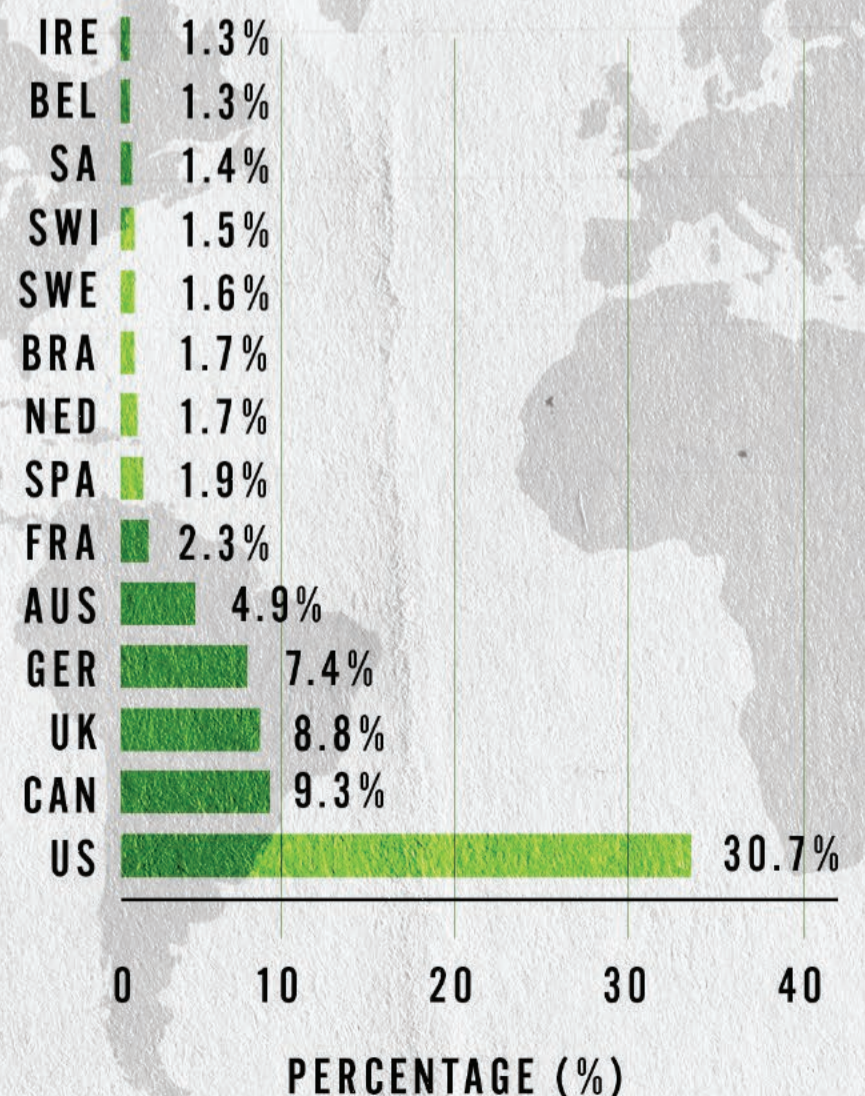
AGE RANGES



A. 13-17 0.3%	D. 35-44 28.7%
B. 18-24 10.8%	E. 45-54 15.8%
C. 25-34 37.8%	F. 55-64 5.2%

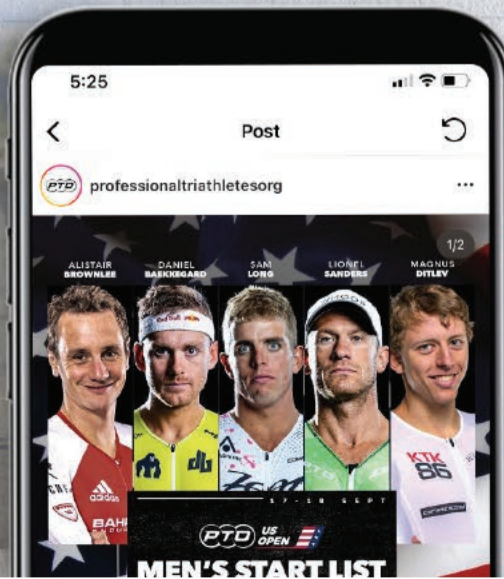
LIONEL BELIEVES HIS PURPOSE IS TO INSPIRE AND MOTIVATE OTHERS TO BE THE BEST VERSIONS OF THEMSELVES. HIS YOUTUBE CHANNEL FEATURES 144,000 SUBSCRIBERS, WITH WEEKLY VIEWS THAT CONSISTENTLY EXCEED 100,000 VIEWS. HE IS AN OPEN BOOK, SHARING HIS EMOTIONS, THOUGHTS, SETBACKS AND MISTAKES. LIONEL'S VULNERABILITY AND MOTTO OF "NO LIMITS" MAKE HIM RELATABLE AS HE TRAINS AND RACES TO HIS BODY'S POTENTIAL.

TOP COUNTRIES



PTO CASE STUDY

TRIATHLON FANS CREATE TANGIBLE
ROI FOR BRANDS. IN ONE DAY,
LIONEL WAS ABLE TO SELL \$37,000
IN CYCLING KITS THAT MATCH THE
ONE HE RACES IN.

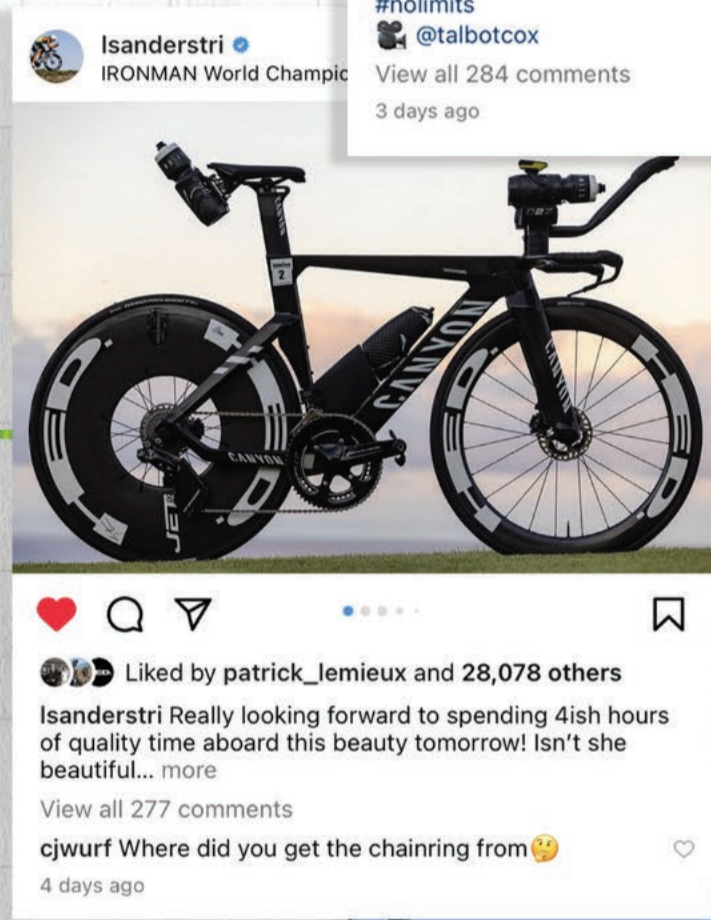
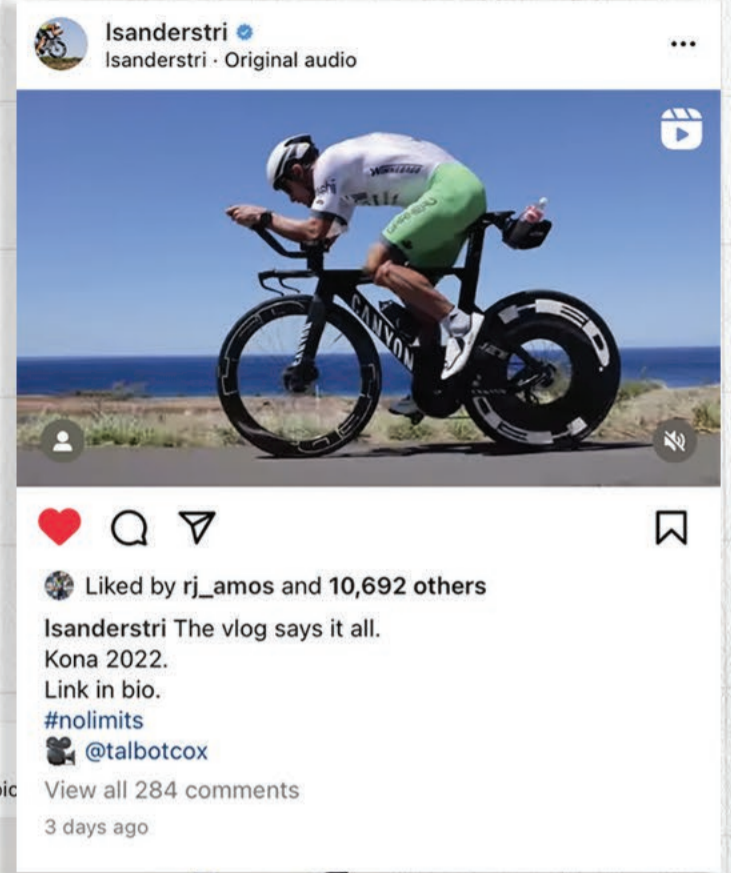


LIONEL'S INSTAGR AM

INSTAGRAM STATS

245K
TOTAL FOLLOWERS

53.7K
ACCOUNTS ENGAGED



LIONEL'S INSTAGRAM AM



TOTAL REACH

AGE RANGES

GENDERS

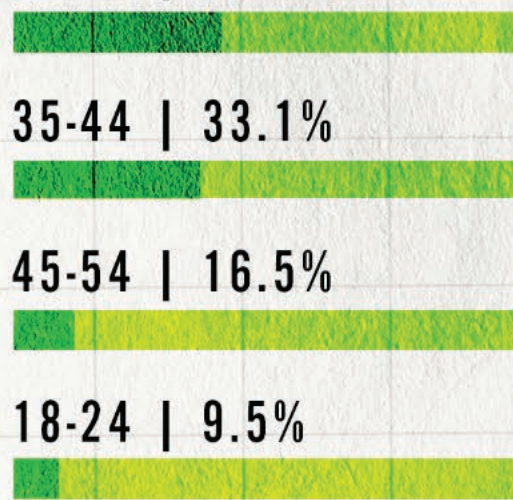


25-34 | 35.1%

35-44 | 33.1%

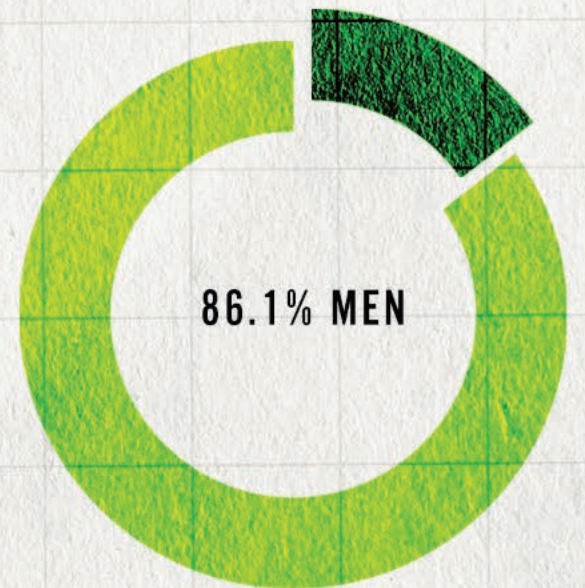
45-54 | 16.5%

18-24 | 9.5%

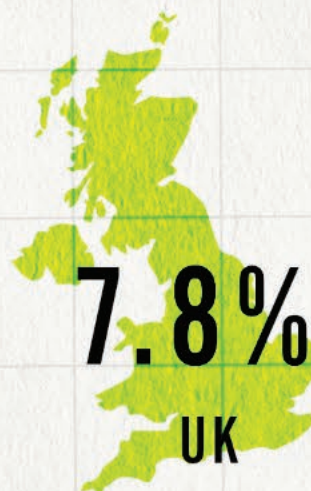
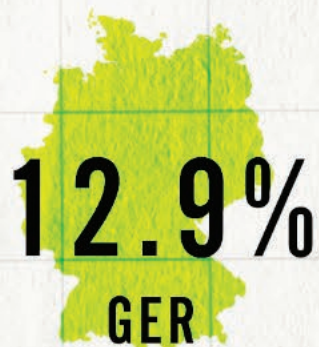
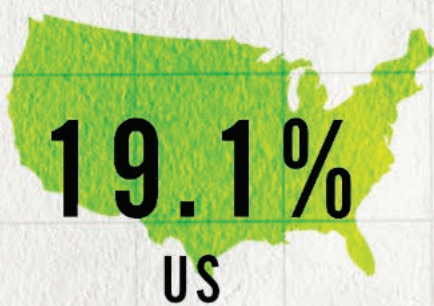


13.9% WOMEN

86.1% MEN



TOP COUNTRIES





LIONEL SANDERS



PARTNERSHIP INQUIRIES:

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