



OFFICE OF THE PRODUCTION  
ADRENALINE PARTNERSHIP

## FREQUENTLY ASKED QUESTIONS by CVB's, Chambers, City & State Agencies

### What is FIREBALL RUN?

FIREBALL RUN is a *Factual Entertainment* adventure-travel competition show: factual television is a genre of non-fiction featuring actual events & people. A season consists of 13 episodes, each running 44 minutes. In the U.S.A. FIREBALL RUN is a streaming series and also is televised in foreign countries. The series chronologically films a popular, American point of interest based, live rally-game called *The FIREBALL RUN*.

### Notable Facts

- FIREBALL RUN is an edutainment-travel series featuring points of interest within eight U. S. destinations.
- Each destination receive approximately two, 22-minute episodes within the series.
- Production Value: \$462,000.00 to fully produce 44-minutes (destinations are not responsible for production costs).
- Distribution Value: \$13-\$19 million to air 44-minutes (destinations do not pay a run, insertion, or advertising fee)
- 8 destinations per season are selected for feature. The series also highlights smaller unique towns along the production route.
- Economic Development Commissions leverage FIREBALL RUN to network with influential business contestants of whom are key decision makers.
- This story follows the real life adventure of 40 character-driven driving teams; episodes are a learning experience for contestants & audiences.
- Viewers are vested because the competition is real and not "Reality TV"; the live competition takes place over 8 days in late September.
- Similar to *Ripley's Believe it or Not*, most of the point of interest challenges are epic, rare, life-changing, or never to be repeated moments.
- Different from *CBS's Amazing Race*, FIREBALL RUN includes location and destination history into its story.
- FIREBALL RUN contracts 85-200 hotel rooms, supports a local children's charity, and creates a daily economic impact of \$178,000.00 per day.
- Getting selected as a destination is like winning an advertising lottery; a rare opportunity to have its points of interest and community televised.

### How does the FIREBALL RUN competition work?

FIREBALL RUN is a life-size trivia pursuit game: 40 aspirational driving teams are provided trivia clues scripted around points of interest; when solved, the trivia answer reveals the location which teams drive to; upon arrival they must accomplish a task or activity. These tasks are often once in a lifetime, rare or exclusive experiences. The teams earn varied points for successful "mission" accomplishment. The story of adventure is told through factual experiences, locations and notable places and artifacts, all of which inevitably educates both participants and audiences.

### Is FIREBALL RUN safe? Are the drivers racing?

Yes it is safe. No the contestants are not road racing. Their speed is monitored by AmberAlertGPS®. Online fans and followers may also track their favorite teams live as they move along a real-time GPS map at [www.fireballrun.com](http://www.fireballrun.com)

### Who are the teams?

Contestants are exclusively: Business Owners, C-Level Executives, Industry Celebrities, and notable Elected Leaders.

### What is the news and publicity media value?

FIREBALL RUN elicits approximately \$56 million in news media annually. The production monitors, tracks and records all associated media. Every impression is assigned an (1) Ad Value, and a (2) Publicity Value; Publicity Value is calculated as 4x Ad Value.

### How are locations selected?

Destination and location selections are based upon uniqueness, subject matter, human interest, quality of life, and economic progressiveness.

### How are destinations involved?

Locations recruit the series to focus on their points of interest and receive cost-free international exposure. FIREBALL RUN is not "pay to play" nor is it a cash bid RFP for applicant destinations, alternatively cities support limited elements, provide story content & deliver emotional experiences.

### How does this production associate with Missing Children and Child Rescue Network?

Child Rescue Network, a Florida based 501(c)(3), assigns each team a child missing from their hometown and they are provided 1000 missing child posters to distribute during the live event. This "Race to Recover America's Missing Children(R)" has resulted in 45 missing child recoveries.

Distributed by



FIREBALL RUN Adventure Travel Series

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