

*“Fireball Run is Amazing Race, How It’s Made, Dirty Jobs,
and your favorite history and travel show combined!”*



ORIGINAL SERIES

FIREBALL RUN®

ADVENTURALLY ***A REAL LIFE TRIVIA PURSUIT***

**Interactive Destination
Press Kit**

Series Synopsis

*FIREBALL RUN® an adventure-travel series.
This is the real story of road warriors in a legendary competition across America
in search of obscure historic artifacts, under-discovered places,
and extraordinary experiences.*

And it’s all for bragging rights, a greater cause, and a plastic road sign.

Production

Fireball Run is a rare opportunity to tell the story of your destination in exciting and memorable ways which can touch viewers emotionally.

All broadcast and cable travel shows require huge bid fees or an expensive “time buy” to reach their audience. Broadcast is expensive, it’s also inconvenient.

Although it costs over \$10,500 to produce each minute of Fireball Run, Amazon doesn’t have the burden of broadcast, giving us the ability to include places like yours: the very places our travel-centric audience wants to learn about.

If we charged per minute, smaller destinations just couldn’t play, and viewers lose out on otherwise limitless stories. However, what the destinations lack in dollars they make up for by providing excitement, passion, and most of all, interesting content.

We get paid by Amazon through product placement, brand integration, and simply staying off broadcast. Amazon is our network and their 54 million subscribers are our audience.

The audience you want isn’t watching broadcast, they’re streaming. Cord cutters are busy, successful, and want to watch when and where it’s convenient to them. Unlike broadcast, episodes featuring your town last forever. Seasons and episodes are always available.

Through Amazon, Fireball Run is portable. Watch in the office, on a bus, at the airport, or at home. Watch on a TV, computer, or mobile device. Like an episode? Share, Tweet, or post it somewhere. You can’t do that with a remote. Fireball Run is watched by millions not only in the United States, but also the UK, Germany, and Japan.

Destination Integration



There are two destination categories in the show: Featured and Interactive. Since you're a potential Interactive destination, we'll focus more on this.

Featured: Filmed (5-10) hours, (2-3) days, (3) phases: advanced, pre-production, production.

- Featured destination selection can take years. Annually, eight cities or regions are chosen for full feature with one to three episodes dedicated to its story and attractions. Production value is between \$231k and \$693k, with a run value well over \$20 million.

- Although there is no cash fee, featured destinations have several hosting, logistic, and marketing obligations. Recruiting requires a full community effort.

Interactive: Filmed (2-3) hours, (1) day, (2) phases: pre-production, production.



- Interactive communities are selected mid-production cycle. Annually, seven cities or towns are chosen, in which ten to fifteen minutes are dedicated to its story and two to three attractions within a 22-minute episode. Production value runs \$105k to \$157k, with a run value just under \$5 million.

- \$5,500 application fee, lunch for 150 cast and crew, no permit or road closure costs if any.



About The Series

Fireball Run is a real life trivia pursuit competition. Although B-Roll is filmed over 8 months, principle filming (live action) is filmed within eight days, within multiple destinations across America.

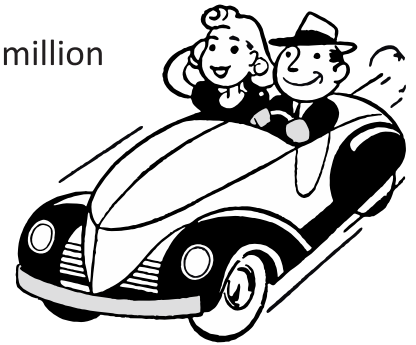
It is the real story of diverse driving teams as they compete in a legendary life-sized trivia game. To win, they take the road less traveled in an epic quest to re-discover America, searching for unique places and obscure, historic artifacts.

Fireball Run is an entertaining adventure-travel series which excites, educates, and inspires audiences to explore the world around them.

- **Seasons:** 11
- **Genre:** Factual Entertainment
- **Viewership:** 9 million
- **Season:** 26-episodes
- **Episode Run:** 22-minutes
- **Media Valuation:** \$20 million

Production Facts

- Principle Photography: 8 days
- Principle Crew: 40 persons
- Production: 8 months
- Cast: 90-120



Three seasons are in production at any one given time;

- Previous Season, Post Production: editing, sound, distribution.
- Active-Current Season, In Production: a-roll, b-roll, s-roll, and live action.
- Next Season, Pre-Production: featured destination review, selection, scouting.

Fireball Run is an intense viewer experience. The series can touch on all emotions all within the same based on the individual segments which make up the episode.



About The Game

Throughout every competition day, teams are provided several trivia clues called *Missions*, with each scripted about a unique point of interest. If the clue is solved, the answer reveals a location which the contestant must drive to. Upon arrival, they are presented a rare opportunity, unique task or challenge activity.

Fireball Run experiences are often once-in-a-lifetime, extraordinarily rare or exclusive moments. Every mission introduces a unique topic or subject and an opportunity for both audiences and contestant to learn. Contestants achieve points for successful accomplishments. Winners are revealed in the finale destination.

The Fireball Run story is told through factual experiences, notable places, unique artifacts, and the interesting people encountered along the journey.



Driving teams begin each day by receiving an **envelope** containing one or more **trivia narratives** (*clues*) and **photos of bonus locations** (which may be **found** along the route between two destinations featured in the series). Eight cities are featured each season.

Contestants may use any means to solve the trivia, including use of internet enabled devices or fan engagement. Solving the trivia reveals a location the team must drive to within a specific time window. Upon arrival, they compete in a challenge or activity, or take part in a rare opportunity.

Contestant teams continue to receive envelopes until all activities along the route are complete. Daily competition ends to an enthusiastic live spectator public welcome.

Teams are required to complete missions, however locating bonuses are optional.

Randomly inserted into envelopes are **Highway Cards**. Similar to Monopoly Chance and Community Chest cards, Highway Cards may either positively or negatively affect a team. Some may also be played for or against other contestant teams.



Missions

Mission locations are usually museums, military installations, historic places, learning institutions, local, state, or national parks, or at times, businesses.

Most mission activities are **rare**, **epic**, or **historic** experiences, although some are physical or job related challenges.

Rare experiences are opportunities unavailable to the general public, such as getting to hold Saddam Hussein's gun, or a presidential artifact.

Epic moments are larger-than-life or out-of-the-ordinary experiences, such as piloting a vintage bi-plane, driving a locomotive, or meeting a notable person or celebrity.

Historic activities are never-to-be-repeated, once-in-a-lifetime moments granted to the show, like driving the Apollo lunar rover or holding a National Treasure.

Each engagement tells a story, creates intensity, and captivate viewers. Fireball Run uses raw and authentic emotion to draw in and place the audience in the action.

Bonuses

Every mission is a real place, however some bonuses are not. Teams risk losing time and points searching for what could be a fake place. The real bonuses are typically roadside attractions on or near the route.



***“Lose nothing, gain everything.
If your town is unique, has personality, and unique places
get it on the game board everyone is watching.”***

Adrenaline Partnership, LLC.

Fireball Run at Universal Studios Florida

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An Amazon Series