

***“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***

**Season 12**  
**Brand Integration**

**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.*



## Series

Fireball Run is an adventure-travel series which entertains, educates, and inspires viewers to experience the world around them. This is the true story of 40 teams as they drive cross-country, competing mile-after-mile 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, historic artifacts, and extraordinary experiences.

## Development

- Current Season: 12
- Season Budget: \$3.5 million
- Viewership: 4 million
- Season: 26-episodes
- Episode Length: 22-minutes
- Media Valuation: \$20 million



## Statistics

- Median Age 25-54
- Median Income \$55,000
- Early Adopters 90%
- Homeowners 30%
- Education 30% Some College
- 58% Men - 42% Women
- Cord Cutter 74%
- Aspirational 63%
- Avid Travelers 93%
- By Country: 65% US, 18% UK, 12% Germany, 5% Japan
- By Device: 47% Streaming TV, 48% Mobile Device, 4% Broadcast, 1% Game Console

## Show Culture

Not Reality TV, Fireball Run is Factual Entertainment focusing on actual events, real people, and authentic experiences. Alternately, Reality TV targets drama and conflict.

The Fireball Run is the story of America as told through authentic experiences, notable places, and the interesting people encountered along the journey.

Fireball Run is a no elimination, nine-day, point-based competition, filmed live in a different city each day. Contestants are provided clues called *Missions*, each involving a location. Once solved, they adventure to the location for an experience or challenge activity.

The series also incorporates brand-related missions which can integrate stores and manufacturing facilities. Although most experiences are once-in-a-lifetime, extraordinarily rare, or exclusive moments, some may require contestant use a product or service.

Every mission introduces a subject into the series and an opportunity for viewers and contestants to learn. The game ends to a live spectator-attended, city-wide parade finale in the last destination, followed by a VIP awards banquet to reveal the winners.



## Destinations

Seasonally, eight destinations are chosen from a number applying to host the series. Selections are based on uniqueness, attractions, economic vitality, and city leadership. Series involvement is entirely a tourism marketing value for these destinations.



## Integration

There are four integration categories within the series. The fourth, for organizations wishing to participate as a branded contestant team, is not covered in this document.

- Location: Brands with facilities or locations along the production route.
- Product-Service: Those seeking on-camera product use and integration.
- Sponsorship: Those exclusively seeking brand impressions throughout all 26-episodes



## Advertiser Criteria

The production places more value on content than integration fees, and companies cannot buy time. A unique fixed cost integration allows writers to organically script segments for the purpose of entertaining and educating viewers. In so doing, the series only involves brands with an ability to deliver diverse content based on the criteria below.

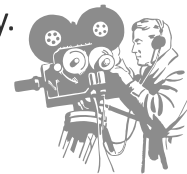
- *Interesting products or services.*
- *Engaging brand-related subjects.*
- *Inspiring company and or founder history.*
- *Uniquely insightful demonstrations.*



## Advertiser Pitch

Producers do not accept every advertiser. The brand, product, or location must be pitched as an exciting experience that will be different, unique, and interest viewers.

Producers look for inspiring stories and great content that can hold and motivate an audience. They need to feel confident about this investment in your story.



## Production

Filming typically takes place within the phases outlined below, although this can vary depending on how the story has been scripted into the series.

- Discovery: Producers collaborate with brand liaison to identify key directives.
- Scripting: Based on brand goals, product, or story, a 3-5 minute segment is scripted.
- B-Roll: Interviews, history, and background elements are filmed.
- S-Roll: For integrated locations, exteriors are filmed in the summer, hence s-roll.
- Principle Filming: 40-person crew + contestants arrive for live action sequences.



## Venture

The series is funded through Amazon distribution, as well as a unique application of destination and brand integration, sponsorship, and investor involvement. In so doing, the series is able to involve brands in an unusually unique and affordable way.



## Cost

Product, service, and location integration is a fixed rate. Sponsorships vary based on depth of impressions. You will notice fees do not align with the true production cost, which is \$7,500. per finished minute. The production views integration as a co-vestment between it and the advertiser, which each bring a unique value.

- Product/Service Integration: \$10,500.  
On Screen: 3-5 minutes (*withstanding available content*)  
Inclusive: all production, series integration, and distribution fees.  
Advertiser: supplies products for location and activation team (if necessary).
- Location Integration: \$15,500.  
On Screen: 3-5 minutes (*withstanding available content*)  
Inclusive: all location, travel, production, series integration, and distribution fees.  
Advertiser: supplies products and staff needed to facilitate the experience.
- Sponsorship: Range \$10,000. - \$250,000.  
On Screen: Varies. Although visible impressions are throughout all episodes.  
Inclusive: all production, brand placement, and distribution fees.



## Rationale

Below are the key benefits of participation. However, your effort and commitment to succeed will have a direct impact on the true value.

1. Production: Consider the true cost to conceptualize, create, script, film, and produce an authentic story about your brand.
2. Publicity: Add the cost of making your story available in every city in America and internationally, calculate the cost to market your story to audiences. Don't forget to factor in your labor for managing this feat.
3. Advertising: What better way to fully educate audiences about your brand, product, or location and bond them emotionally? You can't do that with a commercial.
4. Exposure: Use inspiring history, unique products, or location to create brand loyalists.
5. Influencers: Contestants are exclusively owners, corporate executives, investors, elected leaders, and a few celebrities, all delivered to your door or demonstrating your products.
6. Self-Promotion: When the season has premiered, a digital copy of the segment is provided for your own promotion efforts, social distribution, or web site incorporation.

Entertainment placement is one of the most effective means of showcasing brands, products, services, and building awareness and brand loyalty.



Need additional information?  
Media@FireballRun.com  
818.572.1400

M - F 8:30 - 5:30 EST

Adrenaline Partnership, LLC.

Production Offices  
5728 Major Blvd, Set 310  
Orlando, FL 32819

[www.fireballrun.com](http://www.fireballrun.com)

Watch On Amazon

Since its 2007 pilot season, the Fireball Run series has leveraged its fandom, popularity, and media prowess to raise awareness for missing and exploited children, an effort that has led to the successful recovery of 49 missing children.

Fireball Run was created by J. Sanchez, USAF veteran and a renowned branding executive, and Navy veteran Monte Patterson, of Rolls Royce Motor Cars, with legendary screenwriter Brock Yates, creator-screenwriter of *The Cannonball Run* and *Smokey & The Bandit* films, serving as pilot consultant. Mr. Sanchez has also served civically, as City of Orlando Goodwill Ambassador and as Chairman of the Orlando Chamber of Commerce. The production is headquartered at Universal Florida.

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