

***“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

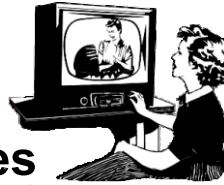
Season 12
Destination Integration

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. It is a true story of 40 teams as they drive cross-country, in a legendary, mile-after-mile, 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



Viewership

- 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

Fireball Run is a *Factual* genre series focusing on actual events, real people, and authentic experiences, an alternative to Reality TV, which centers on drama and conflict. It is the story of America as told through authentic experiences, notable places, and the interesting people encountered along the journey.

The contest is a non-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 drive to the location for an experience or challenge activity.

Every mission is an introduction to a unique subject for viewers to learn about. Most of the experiences are once-in-a-lifetime, extraordinarily rare, or exclusive. Daily competition ends to a live, spectator and media attended event. The finale is an emotional, city-wide parade finish in the last city. The trophy is a road sign, the prize is the journey.

Destinations

Annually, Fireball Run is filmed in a different region of the United States. Eight main destinations are featured per season. There are four destination tiers, each with varying responsibility. The fourth, for places with three or fewer attractions, is not covered here.

- Green Flag City: Marquee distinction serving as season premiere episodes.
- Finish Line City: Marquee distinction serving as season finale episodes.
- Mid-City: Primary distinction serving as the story and action episodes.





Recruitment

Destinations are not solicited to pay cash for series integration (pay to play) and there is no cash bid fee, although there are recruitment obligations.

Eight main destinations are selected per season. One to three episodes are dedicated to each destination's story as told through its integrated experiences and attractions.

The cost to produce Fireball Run over \$7,500 per finished minute, translating into a \$165,000 per episode cost to the production, and an immediate ROI for a destination.

Destination selections are based on an ability to deliver excitement, content, and commitment rather than population or notoriety.

Criteria

- *Unique attractions and points of interest.*
- *Picturesque or revitalized downtowns.*
- *Passionate elected leaders.*
- *Interesting area or town history.*
- *High vitality communities.*
- *Positive economic growth.*



Production

Production takes one year, in four phases, beginning in October and ending with principle production on September 21-29, 2018.

- **Discovery:** If selected, 3-4 producers tour city, visit locations, and meet area leadership.
- **B-Roll:** 4-5 senior crew arrive to film Interviews, interiors, and background elements.
- **S-Roll:** Series host + 4-5 person crew arrive to film transition segments and exteriors.
- **Principle Filming:** 40-person crew+ 120 contestants arrive for live action sequences.

Obligations

Although there are other contributory obligations within the RFP, the most pecuniary are listed below. For principle filming it is the financial responsibility of the production to contract an area hotel for 75-200 nights. Destinations may recruit sponsors to cost-neutralize their obligations, with many also raising additional non-dues revenue they keep.

- **Discovery Visit (Oct-Dec):** 4-5 days.
Obligation: travel, meals, accommodations.
- **B-Roll Filming Visit (Feb-Apr):** 5 days.
Obligation: travel, meals, accommodations.
- **Summer Filming Visit (Jun):** 1-2 days.
Obligation: travel co-oped with 8 destinations, meals, accommodations.
- **Principle Filming (Sept):** 1-2 days.
Obligation: banquet + mixer for cast, crew, and destination invited guests.





The Pitch

Producers can't select everyone and won't select just any destination. Make this pitch count by conveying passion, community pride, and hospitality.

Position your small town as a big experience or make your big city feel like hometown USA. This isn't an event, it's TV. Be different, unique, and grab attention.

Producers look for inspiring content that can hold and motivate viewers. Give reason why serious funds and an entire year should be spent on your destination.

Next Steps

1. Request the complete RFP from FBRSegProducer@Gmail.com
2. If you're ready, go to: www.FireballRun.com/DestinationPitch
3. Answer the questions and submit the Letter of Intent.



Rationale

Entertainment is one of the most effective and expensive means of communicating and building awareness. This is a very rare chance to feature your destination in a series specifically scripted to promote it, all in exchange for support any size destination can accomplish, and sometimes even profit from.

- **Production Value:** The \$7,500 per minute cost to conceptualize, create, script, film, and produce exciting episodes about your destination is not your liability.
- **Publicity Value:** Your season, available to Amazon's domestic and international audiences, with playability on any streaming device, any day at any hour.
- **Advertising Value:** Fully educate, entertain, and immerse viewers into the destination's story. You can't do that with a commercial, print, or online advertising.
- **Exposure:** An opportunity to educate, inform, and attract visitors.
- **Influencers:** Contestants are exclusively leaders, corporate executives, investors, legislators, and even a few celebrities, all experiencing your destination on camera.
- **Self-Promotion:** After the season premiere, you will receive the episodes digitally for your own social distribution, website inclusion, and self-promotion efforts.



Venture

The series is funded through Amazon distribution, as well as a unconventional application of brand integrations, sponsorships, and investor involvement. In so doing, the series is able to involve destinations in this unique and affordable way.



Need additional information?
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M - F 8:30a - 5:30p ET

Adrenaline Partnership, LLC.

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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. This effort has lead to the successful recovery of 49 missing children.

Fireball Run was created by J. Sanchez, a USAF veteran and 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, contributing as pilot consultant. Mr. Sanchez has also served civically, as City of Orlando Goodwill Ambassador and as Orlando Chamber of Commerce Chairman. The production is headquartered at Universal Florida.

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