

***“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 11**

### **Contestant Participation**

#### **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.*



## Show

Fireball Run is an independently produced and financed adventure series which entertains, educates, and inspires viewers to explore the world around them. It is a true story of 40 teams as they drive cross-country, 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.



## Culture

Fireball Run is an all positive *Factual* show chronicling on actual events, real people, and real experiences, an alternative to Reality TV, which centers on drama and conflict.

This is the story of under-discovered 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.

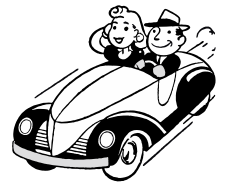
Every mission is an introduction to a unique subject for viewers to learn about. Most of the experiences are once-in-a-lifetime, extraordinarily rare, or exclusive. Daily competition ends to a live, spectator and media attended event. The finale is an emotional, massive city-wide parade finish in the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

## Locations

Annually, Fireball Run is filmed in a different region of the United States. The mission locations are all navigable by paved street, highway, or interstate, and located within, around, or on route to the eight destinations featured in the season.

## 2017 Event Details

***Fireball Run: Big Country Friday Sept 22 - Sunday Oct 1, 2017***



**Destinations:** Eau Claire WI, Rochester MN, Dubuque IA, Burlington IA, Fort Dodge IA, Vermillion SD, Yankton SD, Pierre SD, and Rapid City SD.

**Arrival:** Team must arrive to Eau Claire, Wisconsin by 12:00pm Friday, Sept 22.

**Departure:** Although the event ends Sept 30, 12:00am, in Rapid City, SD., on Sunday Oct 1 there is a private farewell brunch at Mount Rushmore scheduled for Sunday, October 1st.

- Mornings: A media and fan attended police escort at 9, 9:30, or 10a.
- Afternoons: A media and fan attended public finish 2:30 - 6p.
- Evenings: A private VIP banquet + open bar 6:30 - 8:30p.

## Criteria



Each show season, Fireball Run immerses 40 contestant teams in the adventure-experience of a lifetime. Unfortunately, nearly every position is taken by a past participant or special invitee. Not a pitch or a gimmick, Fireball Run is not easy to get into, and at best, there are 2-4 entries available annually.

Based on the show criteria, sadly not every applicant qualifies for participation. Although Fireball Run emulates a rally theme, it is not a car rally. Part of its value to destinations and advertisers is the way it brings influencers together for a unified experience.

Main applicant must meet one of the criteria below:  
(active or retired, domestic or foreign citizen)

- *Business Owner (any size)*
- *Qualified Investor*
- *Elected Leader*
- *Astronaut / Scientist*
- *Ph.D / M.D. / J.D.*
- *Developer*
- *Scientist*
- *Ambassador*
- *Judge*
- *Attorney*
- *Senior Corporate Officer*
- *Key Corporate Executive*
- *Celebrity (any industry)*
- *Senior Military Leader*
- *U.S. Armed Forces Veteran*



If you meet the criteria and are available Sept 22 - 30, 2017, submit your application online at [fireballrun.com](http://fireballrun.com). Good luck.

## Experience

The nine-day adventurality (Friday to the following Sunday) takes place in front of thousands of spectators, media, and area and state leaders.

Applicants should embrace history, be in good health, have a positive attitude, and anticipate a non-stop adventure. Arrogance and dangerous behavior have no place here.

Fireball Run continues to be the go-to experience for the some most successful people abroad. If selected, you'll be part of a fraternal and sororal collective of like minded great people. Not just a guy thing, half the teams are notable, influential, competitive women.

Well recognized as life-changing, Fireball Run contestants are extended rare, epic, and historic opportunities that money can't buy and fame doesn't influence

## Registration



Upon arrival to the Eau Claire, Wisconsin, you really just need a vehicle, fuel, and a co-driver. Fireball Run's \$12,500 entry package is all inclusive and applies to Sept 22-30, 2017.

Registration Includes: Entry for a (2) person team and your (1) personal vehicle; single room/double occupancy accommodations; group breakfast, lunch, dinner + beverages; nightly open bar; access to all events and receptions; (1) competition jersey; (1) commemorative dash metal; (1) massive premium gift package delivered to your home; (1) driver gift kit available at registration; vehicle installation of all official



## Adventurally

The contest is a risk-versus-reward game of intellect and strategy. It has been strategically and logistically designed to be played at the legal and posted speed limit.

Each day contestants receive envelopes containing one or several **Missions** and **Bonuses**. The clues are based on a location. While missions must be played, locating a bonus is optional. Missions are typically located within or near the eight destinations.

Contestants may use internet enabled devices, fans, friends, and other teams to solve the clues. Solving the clue reveals a place. To earn points, the team must arrive at the location within a specific time window and complete a challenge, activity, or take part in a rare experience at the location.

Additional missions are received throughout the day until all are completed or time is up. Daily competition ends to a spectator and media attended finish.

Randomly inserted into the mission envelopes are **Highway Cards**, which are similar to Monopoly Chance cards. A Highway Card can positively or negatively a team score, and some can even be used to help or set back another team.



### Missions

Mission locations are typically museums, points of interest, attractions, notable places, and sometimes businesses. Most of the experiences are rare, epic, or historic opportunities, although some may be physical or industry related challenges.

- **Rare** missions are those unavailable to the general public. Past rare experiences include holding Saddam Hussein's arsenal or a notable presidential artifact.



- **Epic** activities are over-the-top or out of the ordinary experiences. Past examples have been flying in a vintage plane, driving a real locomotive, and driving a tank.
- **Historic** moments are once-in-a-lifetime. Past teams have held a national treasures, driven the real lunar rover, and gained access to highly restricted places.

### Bonuses

Missions all involve real places, however some bonuses may not exist. Teams risk losing points and valuable time in pursuit of bonuses. Bonuses are often along the route.

### Highway Safety

Speeds are monitored by GPS device within participant vehicles. An unknown speed threshold is set daily. Exceeding it results in a 50 point loss, exceeding it twice in the same day means an additional 100 point reduction, and a third violation results in disqualification.



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

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[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. 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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