



PUBLIC INFORMATION

ITEM NO. 3

DATE OF MEETING: July 27, 2015

REQUESTED BY: Tammy Proctor, Tourism Director

SHORT TITLE: Discussion of the Upcoming Fireball Run to be held September 29-30, 2015 in both Pender and Onslow Counties.

BACKGROUND: On September 29-30, 2015, The Greater Topsail Area Chamber of Commerce & Pender County Tourism, four towns, and two counties have a wonderful opportunity to spotlight the Coastal Region of North Carolina and join the race to recover America's missing children.

Fireball Run, a program that is 75 percent travelogue and 25 percent economic development, is rolling onto Onslow and Pender Counties September 29. This is the first time the show will feature North Carolina.

Ms. Proctor will speak about the event in detail and take any questions from the Board of Commissioners.



Randell Woodruff
Pender County Manager
805 S. Walker St., PO Box 5
Burgaw, NC 28425

Dear Pender County Manager Randell Woodruff,

On Sept. 29-30, the Greater Topsail Area Chamber of Commerce & Tourism, four towns and two counties have a wonderful opportunity to spotlight the Coastal Region of North Carolina and join the Race to Recover America's missing children.

The Onslow Department of Tourism has graciously agreed to match any money Pender County contributes up to \$5,000 with a grant that will help pay expenses associated with the production. The Pender County TDA Board instructed the Tourism Director on Feb. 18 to budget \$2,500 for this exciting opportunity. We are requesting an additional \$2,500 from Pender County Commissioners to compliment the TDA's budget submission and to allow us to take advantage of Onslow's grant.

Fireball Run, a program that is 75 percent travelogue and 25 percent economic development, is rolling into Onslow and Pender counties Sept. 29. This is the first time the show will feature North Carolina.

Fireball Run is a human trivial pursuit game that brings 40 teams to an area that is progressive and rich in history. This season's theme is Space Race. Topsail Island, the home to Operation Bumblebee and the birthplace of rocket technology, was a site of interest to the producers.

This is NOT a reality show. The Fireball Run series has three levels of special interest – tourism, economic development, and philanthropy. This program has 1.7 million viewers worldwide. These viewers are interested in finding unique places to visit. More than 75 percent of the program explores interesting destinations while uncovering the region's unique history.

The participants who comprise the 40 teams in Fireball Run are leaders in industry. Past participants include the owner of the Solo Cup Company, Donald Trump's business partner, and the CEO of the Rock and Roll Hall of Fame, just to name a few. This year the participants will feature four international astronauts and two US astronauts. The participants are challenged with driving to eight destinations, taking on a task which reveals the region's history and beauty. This exposes captains of commerce to our area and our local government leaders, while boosting our economy with their expenditures.

The philanthropic aspect of the program is raising awareness for America's Missing Children. Each team represents a missing child and in each place they visit, the teams distribute flyers about the children into the hands of media and local officials. In eight seasons, 44 children have been recovered because of the awareness raised by Fireball Run. Participants also donate items to a local children's charity our mayors select. This year's participants will donate items to the Friends of the Library.

Thank you for your time and consideration.

Tammy Proctor
Executive Director

Anita Afify
Chairman, Pender County TDA

HARTFORD CONNECTICUT

2000 MILES TO

FLORIDA'S SPACE COAST

2015 FIREBALL RUN SPACE RACE

ADVENTURING TO
QUEEN ANNE'S COUNTY, MD • WILLIAMSBURG, VA • TOPSAIL ISLAND, NC • FLORENCE, SC



4 ASTRONAUTS
REPRESENTING 4 NATIONS

vs. 40 MULTINATIONAL
DRIVING TEAMS

ALL FOR BRAGGING RIGHTS
& A PLASTIC ROAD SIGN

A GREATER CAUSE



THE MOST LEGENDARY
ADVENTURELLY IN AMERICA



THE MOST EPIC
ADVENTURALLY IN AMERICA™

OFFICE OF THE PRODUCTION
ADRENALINE PARTNERSHIP

FIREBALL RUN METRICS

2015 Live Event Duration: September 25th to October 3rd **Number of Teams:** 50

2015 Official Host Destinations: Start: Hartford, CT. & finish Space Coast, FL.; other great destinations include Kent Island, MD.; Williamsburg, VA.; Topsail Island, NC.; Florence, SC.; and Liberty County, GA.

Audience & Reach: 2014 sampled

Spectators- 50,000+

Episodes- (13) 44 minute episodes

Series Viewers- 1.7+ million

Online Live Tracking- 100,000 hours

News Value \$56 million as; Articles- 259; Radio- 159 minutes; Publications- 18; TV News- 205 segments; Blogs- 140;

Auto Blogs- 80; Travel Blogs- 92

Distribution: Adeys Network; Roku, AmazonFireTV, SmartTV, GooglePlay, iTunes, NeoTV Prime, Chromecast

Site Metrics FIREBALLRUN.com: 2014 sampled

Average Viewer Spends- 8 minutes per page

FIREBALLRUN.com/Live- 18 minutes

Site Ranking- 71,000th most popular in US

Bounce Rate- 29%

Participant Profile 100+ persons: 2014 sampled

Teams are exclusively; owners, executives, industry celebrities, and elected leaders.

50% are women; 15% industry celebrities; 86% college educated; 40% Centurion Card holders

85% own 2 or more homes; 98% are corporate key decision makers.

Median HH income \$250,000.

On-Line viewers 1.7+ million: 2014 sampled

Viewer Profile: 90% early technology adopters; 63% consider themselves "aspirational"; 93% consider themselves

"avid" travelers; 60% men 40% women; 30% Some College 25% Graduate; 75% follow reality programming;

Median age 25-54; 30% own homes; 53% view most programming online;

Median HH income \$55,000

Live Spectators: 55,000: 2014 sampled

Spectator Profile: 51% early technology adopters; 41% consider themselves "drive-cation" travelers; 60% men 40%

women; 42% some college 15% graduate; 35% follow reality programming; Median Age 25-44; 20% Tweens & High School; 47% Home Owners; 30% exclusively view programming online.

Median HH income \$35,000

Average Total Participant Spending \$15,400.00: 2014 sampled (per team)

Per City misc spending= \$1700. Per City Civic contribution= \$100. Per City Charity donations= \$250

SEASON 8

2014 FIREBALL RUN: America's Frontier

frisco, tx. • camden, ar. • ardmore, ok. • enid, ok. • bentonville, ar. • pulaski county, mo. • independence, mo.

FIREBALL RUN AT UNIVERSAL • 5728 MAJOR BLVD, MAJOR TOWER ONE, STE 310, ORLANDO FL 32819

O (818) 572-1400 F (321) 248-2105

www.FIREBALLRUN.COM



MAIN STAGE & FINISH LINE REQUIREMENTS (MID-DESTINATIONS)

Items required from destinations by the production.



LIVE SHOW (Arrive)

STREETS/SQUARE: Venue location for 65-75 vehicles in motion.

LIVE SHOW AREA: 25-50'w x 150-200' adjacent to area above; w large red carpet.

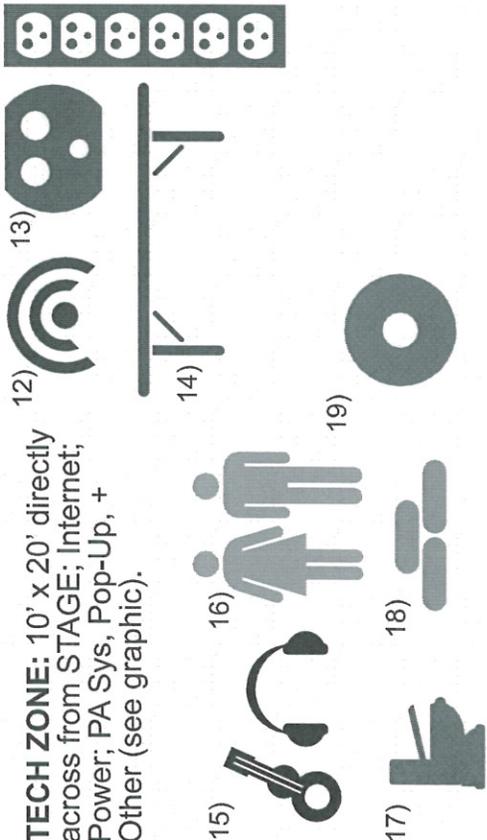
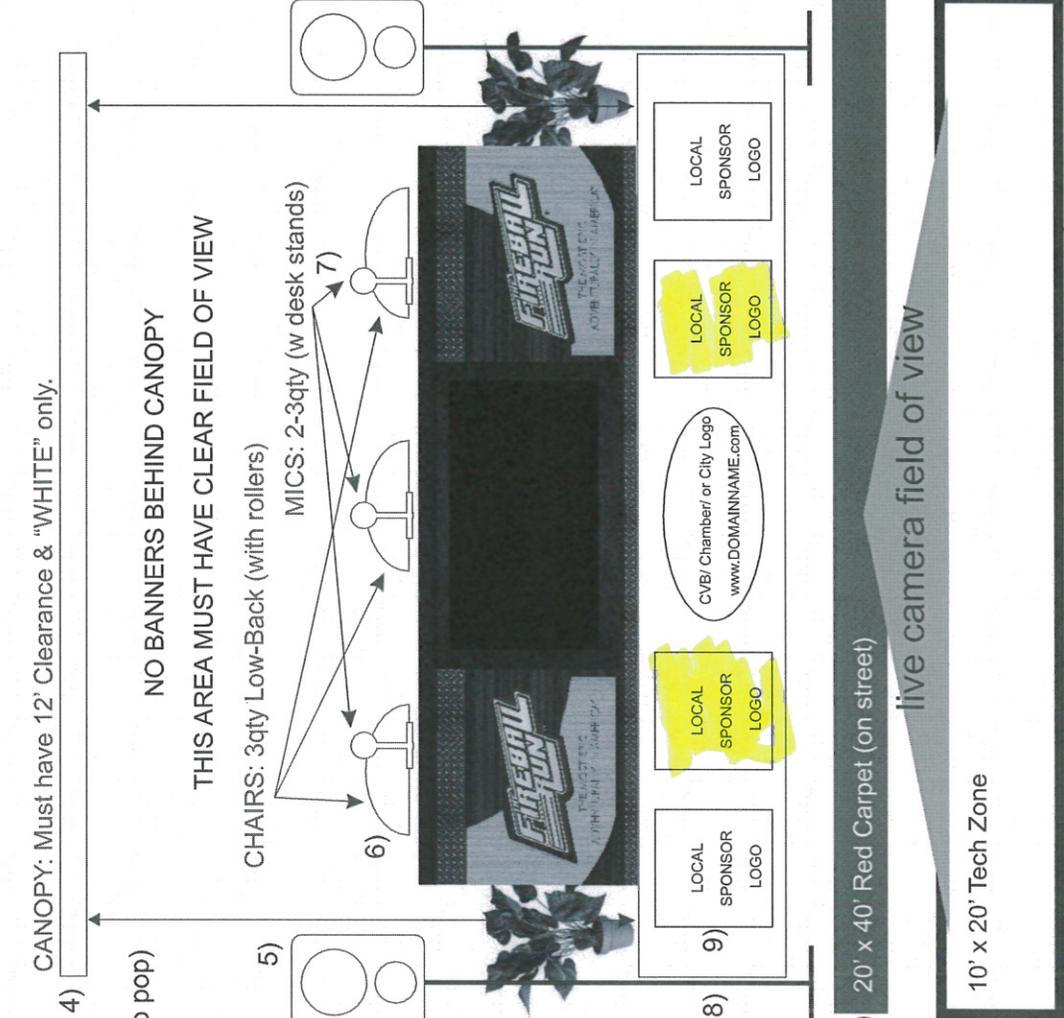
STAGE: Stage 10' D x 15' L; Canopy 15' L x 12'+ H; PA System; Power; + Other (see graphic). Canopy **MUST BE WHITE** (no pop-ups).

STAGE CANOPY: must have 10' clearance over stage (see graphic).

TECH ZONE: 10' x 20' directly across from STAGE; Internet; Power; PA Sys, Pop-Up, + Other (see graphic).

CHECK LIST;

- 1) Street Barriers (as needed)
- 2) 100 Orange Cones
- 3) Lift or Bucket Truck
- 4) White Canopy w/ 10' clearance (no pop)
- 5) PA System + Operator/ DJ
- 6) (3) low back "roller" chairs
- 7) (4) Wireless Mics
- 8) Stage 10'd x Min. 15' l x Min 12' h
- 9) Riser Front Banner
- 10) Red Carpet 15-20' w x 40' l
- 11) (2) 10' x 10' Pop Up
- 12) Dedicated DSL/WiFi/4G
- 13) 120v + (6) PWR Strips
- 14) (6) 8' Tables + (6) Chairs
- 15) Live Music + DJ Music
- 16) Vehicle Guides/Volunteers
- 17) Restroom Facilities.
- 18) (10) Sand Bags
- 19) (1) Rolls Gaff Tape





MAYORS BANQUET REQUIREMENTS (MID-DESTINATIONS)

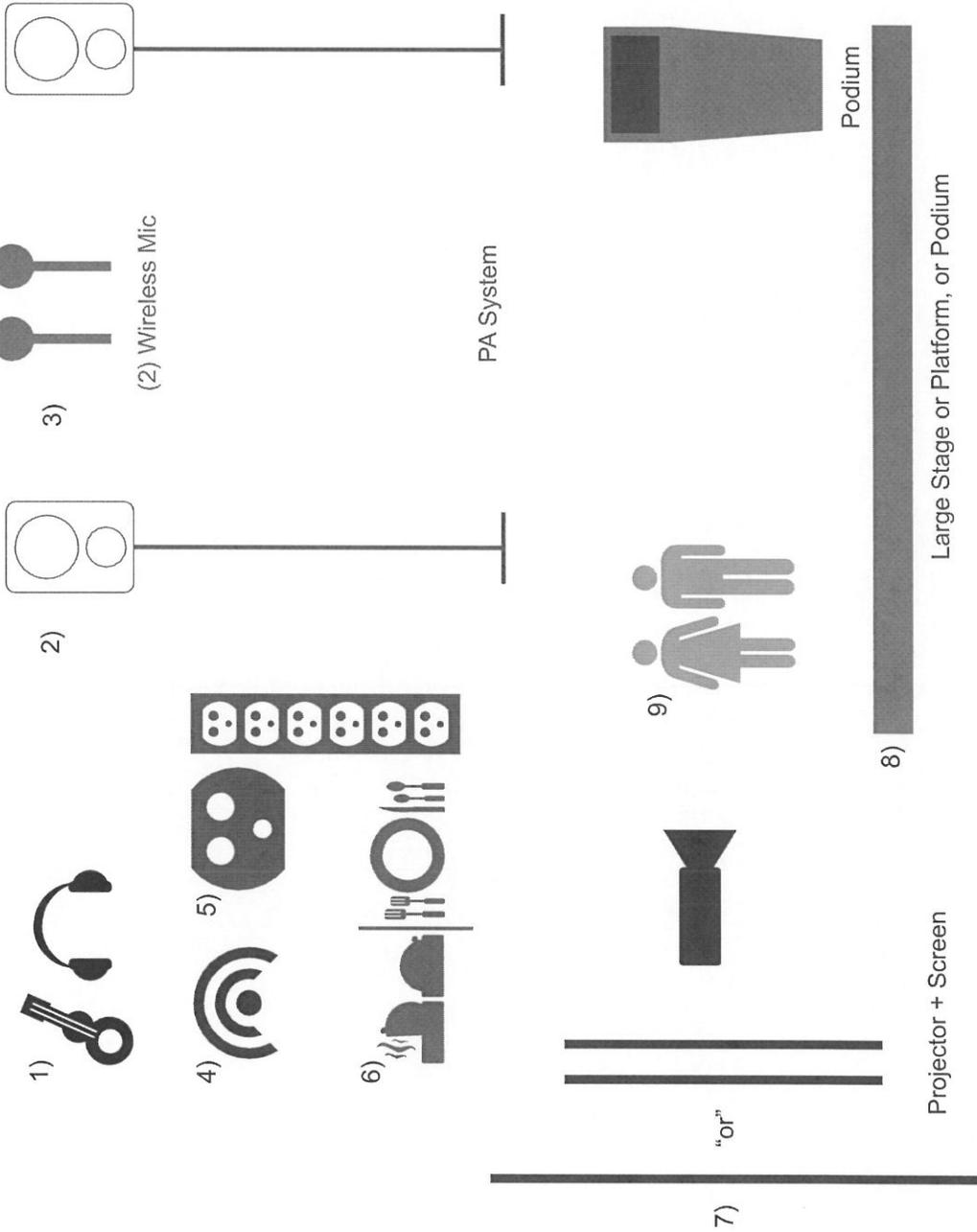
Items required from destinations by the production.

MAYORS BANQUET

SPACE TYPE: Banquet Hall, Auditorium, Sound Stage, Concert Hall, or other Venue. Location must have adequate sound, AV, and stage. DSL/WiFi/4G internet. Venue may be "formal setting" or casual buffet dining banquet for 150 FBR guests + Destination Invitees.

CHECK LIST:

- 1) Live Music + DJ Music
- 2) PA System + Operator/ DJ
- 3) (2) Wireless Mics
- 4) Dedicated DSL/WiFi/4G
- 5) 120v + (2) PWR Strips
- 6) Buffet or Formal Placement Dinner
- 7) AV System + Technician
- 8) Stage/Riser/Platform + Podium
- 9) Stage Manager (applicable venues)





STARTING LINE REQUIREMENTS (MID-DESTINATIONS)

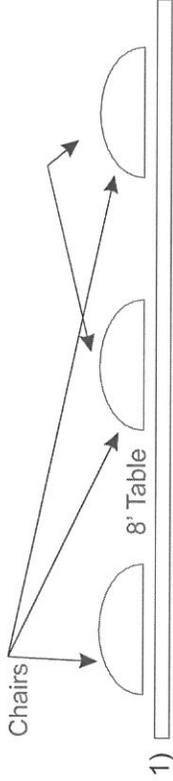
Items required from destinations by the production.

GREEN FLAG (depart)

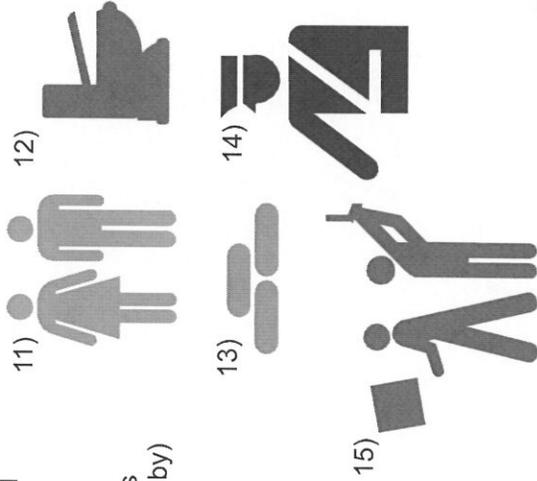
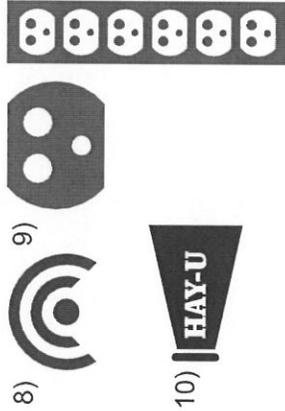
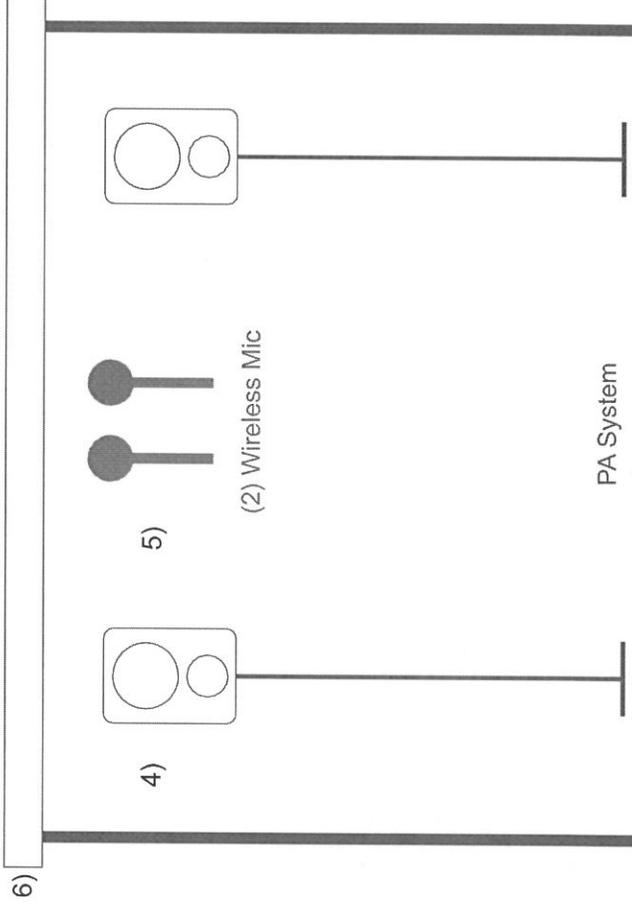
SPACE TYPE; Street closure for 65 vehicle (double file) + police escort.

CHECK LIST;

- 1) (3) 8' Tables + (6) Chairs
- 2) Street Barriers (as needed)
- 3) Orange Cones (as needed)
- 3) Lift or Bucket Truck
- 4) PA System + Operator/ DJ
- 5) (2) Wireless Mics
- 6) (1) 10' x 10' Pop Up
- 7) Red Carpet 15-20' w x 40' l
- 8) Dedicated DSL/WiFi/4G
- 9) 120v + (2) PWR Strips
- 10) Marching Band Music
- 11) Vehicle Guides/Volunteers
- 12) Bathroom Facilities (near by)
- 13) (10) Sand Bags
- 14) Police Escort
- 15) Flagman + Starter



POP-UP CANOPY



7) 20' x 40' Red Carpet (on street)

LIVE PRODUCTION LOCATION REQUIREMENTS

2015 FIREBALL RUN Adventurally
(Series Title; FIREBALL RUN: Space Race

