



RED BULL SOAPBOX RACE DFW

PUTTING ZANY PEOPLE ON WHEELS SINCE THE YEAR 2000





DRIVER'S MANUAL

RACING AT AUSTIN RANCH IN THE COLONY; SEPTEMBER 28TH 2019





WELCOME TO THE WACKY-WHEELED WORLD OF CRAZY CREATIVITY

Congratulations, Racer!

You are one of the lucky teams chosen to participate in the Red Bull Soapbox Race DFW, truly the only race of it's kind. On September 28th, you will have a chance to burn your mark into history books by barreling towards the finish line in your totally original, totally homemade soapbox car.

In this manual, you'll find inspiration for a successful design and enough information to keep development of your soapbox vehicle on track.

Totally fine if you still have questions now or throughout this summer. Consider me your "Trackside Assistant" and don't hesitate to contact me.

Remember to stay on top of checking your email for updates and to keep your social media pages filled with content for growing your fan base. I look forward to working with each and every one of you!

Meghan Cross
Trackside Assistant
817-999-5305

soapboxraceregistrations@experienceshop.com



IMPORTANT DATES

JULY

- 17th – Team Selections Made
- 24th – All Team Build Phase Kick-Off Meeting
- 31st – Submit all info for Official Team Page / Unveiling Party Slide to Meghan

AUGUST

- 14th – Team Unveiling Party from 6:00PM – 9:00PM at The Box Garden at Legacy Hall in Plano (7800 Windrose Ave, Plano, TX 75024)

SEPTEMBER

- Friday, 27th – Soapbox delivery to event site per pre scheduled delivery (starting at 8:00)
- Friday, 27th – Team Welcome Reception at Shakertins in The Colony (starting at 6:00)
- Saturday, 28th – Red Bull Soapbox Race Event Day
 - 8:00AM – Call time
 - 10:00AM – Pits Open (teams should be in costume and ready to go)
 - 11:00AM – Live Show Starts
 - Noon – Racing Officially Starts
 - 4:00PM – Event Wraps

Meghan to follow up with updates pertaining to Team Check-In Meetings – to start one month out.

A large crowd of spectators is gathered on a grassy hillside, watching an event. In the foreground, a large Red Bull logo is painted on the ground. A blue banner with the text "RULES & DESIGN REGULATIONS" is overlaid on the image. The Red Bull logo is a red bull with yellow horns and a yellow circle behind it.

RULES & DESIGN REGULATIONS





THE RULES EXPLAINED

Sorry to state the obvious but this event is, first and foremost, a race. So the fastest car across the finish line is definitely going to be looked upon favorably. (Take note that somebody actually has to be in the vehicle when it crosses the finish line.)

However, finishing first doesn't mean you'll automatically (or manually) win. Speed is nothing without a little personality.

The Red Bull Soapbox is meant to be an enjoyable day out for all participants + spectators, but there is clearly an element of risk involved in the race.

That said, there are general rules and requirements that you must abide to earn the winning title so please read through the following pages in detail.



THE RULES

- Driver must be at least 18 years old + all other team members must be 16 years or older
- All participants **MUST** wear a helmet provided by Red Bull Risk Management
- The team **MUST** consist of a minimum of (4) people: one Driver and three Pit Crew
- Team cannot exceed (5) people
- Your team must be self sufficient: this means, no additional team “helpers” – you are responsible for getting your craft to the staging area with limited assistance from the production crew + caddies
- The pit crew is allowed to push the soapbox, but only as far as the start line; once it crosses the starting line, no one can touch the craft
- Every driver is permitted a co-driver is desired
- The driver **MUST NOT** be strapped into the soapbox, or enclosed in any capsule or cockpit from which they cannot readily escape
- Costumes **MUST NOT** pose any risk of getting caught in the vehicle or hampering the driver’s ability to see (or breathe).
- Participants in altered states (alcohol & drugs) are strictly prohibited
 - No alcohol, if you are of age, can be consumed until after the event
 - Absolutely no use of drugs or the whole team will be disqualified
- All participants **MUST** be fit and well at the time of the race and free of any medical condition, which may be exacerbated by participation
- All team members **MUST** read and sign the provided Legal Disclaimer



DESIGN REGULATIONS + PIT LANE PROCEDURES

Red Bull Soapbox Race may well be a feast for the imagination, but there are still some specific design criteria you must follow to give everyone an equal chance off the grid and to ensure the safety of drivers, teams and spectators.

- Your human-powered racing machine must not exceed a maximum of six feet wide and twelve feet long, be at least seven inches from the ground and no taller than seven feet.
- It must not exceed 176 lbs. in weight (excluding the driver, of course)
- Soapboxes must be powered by the force of gravity only. That, and your imagination. So no stored power or external energy sources allowed. (But that doesn't mean you won't go fast.)
- Fully functioning brakes and steering are required
- Modified prefabricated cars, kit-cars and vehicles such as bulldozers, steamrollers or tricked-out minis are not allowed.
- Please select building materials carefully to ensure that your machines doesn't impact too harshly on the environment
- **None of the following will be permitted:**
 - Air Horns over 200 PSI
 - Heat producing elements
 - Flares
 - Smoke Bombs
 - Pyros
 - Firecrackers
 - High-pressure cylinders
 - Chemicals
 - Caster Wheels (shopping cart type wheels)
 - No ropes of any type are to be used on craft
 - Liquids
 - Projecting items into crowd (via gun or throwing)
 - Fire
 - Dry Ice
 - Heavy Duty battery operated machinery on craft
 - Parachutes
 - No grocery carts as "crafts"



DESIGN REGULATIONS + PIT LANE PROCEDURES

...Continued.

- Each team **MUST** be responsible for the safe design and construction of their soapbox (obviously we'll help wherever we can).
- Your design will be subject to the inspection by our Safety Team, who will do all they can to ensure your run is safe.
- If the Safety Team isn't 100% satisfied, you will have to make suitable adjustments.
- You must cover **ALL** sharp edges or objects that could cause harm with foam, pool noodles, duct tape, whatever you've got! We'll confirm that all edges are covered during the safety walk through but, the more prepared you are, the better.
- No exposed wood. Wood should be covered with cloth, duct tape or other material to avoid splinters and splintering.
- Limited on-site assembly allowed; craft must be 95% complete by the time you arrive on-site. No welding, painting or power tools. Minimal assembly is ok.
- No personal GoPro or helmet cameras are allowed. Only helmet cameras provided by our Live Show team are allowed.
- Nothing can be zip tied to the helmets. Only duct tape can be used.
- Glasses of any type can result in eye damage so none can be worn on the actual course. Sunglasses are allowed during your skit but not when navigating down the course. Drivers must wear contacts if corrective lenses are needed.
- Shin guard, shoulder pads, athletic supports are all welcome for extra protection but must be inspected by the Red Bull Risk Management team.
- Closed toe + closed back shoes are mandatory at all times! Even when loading in your craft + during your skit, etc. **NO EXCEPTIONS.**



ENTERTAINMENT + JUDGING DETAILS





JUDGING

THE RACE FOR FIRST PLACE STARTS NOW

A panel of celebrity judges has been recruited for the day to rank and rate your team's performance.

Teams are judged on three criteria: Speed, creativity and showmanship.

So racers need to wow with their gritty driving, impress with their soapbox design and, of course, charm with their team's personality and performance.

Each of these criteria makes up 1/3 of your score.

- 1. Speed: Self-explanatory really. Just tear down the course as quickly as you can.**
- 2. Creativity: This is all about the design and originality of both your soapbox craft and your crew. The more inventive, the better.**
- 3. Showmanship: Your team will perform a 30-second skit before taking off down the course. This is your opportunity to wow the judges with your talents and win over the crowd.** Please think about your music selection and which part of the music track you'll be using well in advance, as we will need this information prior to the event.



THE SKIT

ABOUT THE SKIT

Once you and your team are staged at the top of the course with your soapbox, you will be given 30 seconds to do a skit, dance, or whatever your heart desires, to the music of your choice. By the end of that 30-second performance, you should be racing down the course!

- **You will need to submit music to Meghan NO LATER THAN Friday, September 13th**
- Music should be :30 seconds to align with the duration of the skit; if it is longer, we will simply fade music out
- Music must be 100% clean of profanity
- Music will be first come, first served, so if someone gets their music in before and has the same song, you'll have to go back to the drawing board

Some Helpful Tips:

- Pick a song everyone knows & the crowd can get into
- Make your dance/skit BIG! The more memorable, the better!
- Mouthing movie lines rarely translates well; keep in mind, your audience is large and spread out – bigger motions will be felt by more.
- You want to be moving down the course immediately after your skit! There's no worse way to lose the crowd's love and momentum than to have your music stop before you launch down the course.
- You need to leave the staging area as clean as you found it. That means no dumping liquids, no throwing large props, leaving large pieces behind and no pillow fights. If one of these is pivotal to your skit, we'll need to switch gears so let us know and we'll help find an alternative



COSTUMES

ABOUT THE COSTUMES

In addition to your soapbox craft, costumes are the main component to help you convey your team's theme.

The more in character you are and the more you commit to that character, the better.

Some Helpful Tips:

- Think about it ahead of time. Brainstorming your costume while you finalize your craft ideas will be your best bet and ensure your theme is cohesive
- Consider the weather! Being covered in a heavy costume from head to toe for 5 hours in the sun will not be comfortable.
- Please remember you cannot leave any exposed skin as the driver.
- Helmets are absolutely mandatory for all participants
- NO flip flops or opened-toed/open-backed shoes are allowed on site so please plan accordingly
- NO full-face head gear/helmet or mascot headwear allowed
- If you want extra protection equipment (shin guards, shoulder pads, athletic support, etc.) – these are totally welcome but must be inspected by Red Bull Risk Management so keep in mind while planning your costume

A large crowd of spectators is gathered on a grassy hillside, watching an event. In the foreground, a stage with a large Red Bull logo is visible. A person's head is seen in the bottom right corner, looking towards the stage. The text "PARTNERSHIPS, MEDIA & SOCIAL" is overlaid on a blue banner across the middle of the image.

PARTNERSHIPS, MEDIA & SOCIAL





PARTNERSHIPS

PARTNERSHIPS / TEAM SPONSORS

Everyone can look for sponsors, and we will do everything we can to support your efforts but, keep in mind that Red Bull has the final approval on all sponsorship opportunities.

In addition, all sponsors will need to sign the team sponsorship approval form to be provided by your Trackside Assistant, Meghan. You are allowed to place sponsor logos on your soapbox, but you cannot exceed 5 sponsors and ALL sponsor logos must fit in two 12"x12" areas on the left and right side of your craft.

For reference, here are just a few sponsors who **will not be accepted**:

- Another beverage brand sponsor
- Alcoholic beverage sponsors
- Politically driven sponsors
- Convenience Store sponsors
- Supermarket sponsors
- Tire company sponsors



MEDIA CHATTER

MEDIA INFORMATION

If any of you have ever seen a Red Bull Soapbox before, you know that the media coverage tends to be substantial.

This is because we have a communications team devoted to reaching out to media over the next couple of months and developing features and stories on each of you and your teams.

This is the reason your fact sheet & appearance releases are so important! The more info we have on you, the better, so give us all you've got! Your Trackside Assistant, Meghan, will be requesting this information via email.

With that being said:

- Please reach out to your Trackside Assistant **BEFORE** contacting any media on your own.
- We have tons of assets at our fingertips that media will love and, more than likely, we're already working on a story with whatever media outlet you're talking to. We just want to make sure we're not cannibalizing each other's efforts.
- If you happen to have any media contacts (friends, family, team members), please let us know and we can work together to make sure they've got all the info they need including photos, videos, media passes and more.



SOCIAL MEDIA STRATEGY + TIPS

Set up Team social profiles:

- **Facebook** – Great way to interact with [RB Soapbox DFW event page](#) and other teams. Keep the competition fierce but friendly and all in good humor
- **Instagram** – Be sure to post photos and videos to feed AND stories. Get creative with Boomerang, Time-Lapse, etc. Use geo-location to get noticed in a larger audience
- **YouTube** – Upload longer 2-5 minute videos of build process

Get Noticed!

- Tell the story of the team behind the Soapbox car
- Be authentic
- Post often
- Encourage friends and family to comment and like – boosts posts organically and helps move you past the algorithm to the top of the feed
- Keep it appropriate – remember this is a family-friendly event

Social Handles and Hashtags

- @redbull
- #RedBullSoapboxDFW
- #IfItRollsItRaces





QUESTIONS?

COMMENTS?

CONCERNS?

JUST HAVE FEELINGS YOU NEED TO SHARE?

REACH OUT TO MEGHAN CROSS.

...But, seriously. I'll be your girl for anything you need throughout the summer and the build phase + all the way up until the moment your team graces the Soapbox stage + soars down the course so please don't hesitate to reach out via email, phone call or text.