

RED BULL SOAPBOX RACE OHIO

DRIVER'S BRIEFING

Only The Zaniest Can Win.



ARE YOU READY TO MAKE HISTORY?

Congratulations and welcome to the world's most creative, exhilarating and downright loony event: **RED BULL SOAPBOX RACE!**

You are the best of the best! From hundreds of applications for Red Bull Soapbox Race your amazing man-powered racing machine has been chose to race through Eden Park leaving thousands of spectators in awe.

You are one of only 50 teams chosen for Red Bull Soapbox Race, where you will generate excitement in front of thousands of cheering fans. This wacky event is only a month away now so here are some insights to assist you in taking your design from blueprint to reality. This will provide you with the essential information you need, as well as the rules of Red Bull Soapbox Race.

Throughout the handbook you'll also find helpful hints on a safe and successful design. Don't hesitate to contact your Crew Chief with any questions you may have.

The Red Bull Soapbox Team

MEET YOUR COMPETITION

BEASTIE BOYS

CINCINNATI, OH
#BEASTIEBOYS

BORN IN THE 80'S MADE US CRAZY

CINCINNATI, OH
#BORNINTHE80SMADEUSCRAZY

CAPN'S CREW

MAINEVILLE, OH
#CAPNSCREW

CHARLIE HUSTLE

CINCINNATI, OH
#CHARLIEHUSTLE

DO 314

ST. LOUIS, MO
#DO314

DO 502

LOUISVILLE, KY
#DO502

EVERYTHING IS AWESOME

CINCINNATI, OH
#EVERYTHINGISAWESOME

FAST N' CURIOUS

BOLIVAR, OH
#FASTNCURIOUS

GOETTA-MOBILE

CINCINNATI, OH
#GOETTAMOBILE

HALF-ASTRONAUTS

CINCINNATI, OH
#HALFASTRONAUTS

HOOSIER WINGS

INDIANAPOLIS, IN
#HOOSIERWINGS

I GOT WORMS BY 2 DUMMIES

AMELIA, OH
#IGOTWORMSBY2DUMMIES

MINION MASTERS

EDGEWOOD, KY
#MINIONMASTERS

MISS GUIDED

BATON ROUGE, LA
#MISSGUIDED

PEEP MY RIDE

CINCINNATI, OH
#PEEPMYRIDE

NATI-KINGPINS

HAMILTON, OH
#NATIKINGPINS

NATION KITCHEN + BAR/RHINEHAUS

CINCINNATI, OH
#NATIONKBRHINEHAUS

OHIO AGAINST THE WORLD

CINCINNATI, OH
#OATW

OINKER ACRES: SQUEALERS

NEW BREMEN, OH
#OINKERACRESSQUEALERS

PURE FURY

CINCINNATI, OH
#PUREFURY

RETRO RUCKUS

LOUISVILLE, KY
#RETRORUCKUS

SENATE WIENERS

CINCINNATI, OH
#SENATEWIENERS

SKYDIVERS WITHOUT PARACHUTES

MIDDLETOWN, OH

#SKYDIVERSWITHOUTPARACHUTES

STRAIGHT OUTTA KANSAS BABY

PITTSBURG, KS

#SOKB

SPACE-OUT

NEW BREMEN, OH

#SPACEOUT

SPACE SHARK

CRESTVIEW HILLS, KY

#SPACESHARK

STUDS IN SWEET SPUDS

CINCINNATI, OH

#STUDSINSWEETSPUDS

TEAM CRASHED ICE BOX

ST. PAUL, MN

#TEAMCRASHEDICEBOX

TEAM EX KING

ATHENS, OH

#TEAMEXKING

TEAM FORECASTLE

LOUISVILLE, KY

#TEAMFORECASTLE

TEAM PAVILION

CINCINNATI, OH

#TEAMPAVILION

TEAM SHREDDER

WILMINGTON, OH

#TEAMSHREDDER

THE BAMZONIAC'S

ROCHELLE, IL

#BAMZONIACS

THE FLYING TROUT

CINCINNATI, OH

#FLYINGTROUT

THE FREE WILLYS

COLUMBUS, OH

#THEFREEWILLYS

THE GREEN TEAM

DELAWARE, OH

#GREENTEAM

THE MT. ADAMS STREETCAR INCLINERS

CINCINNATI, OH

#MTADAMSSTREETCARINCLINERS

THE PHARMACY CO

CINCINNATI, OH

#PHARMACYCO

THE QUEEN'S CREW

CINCINNATI, OH

#QUEENSCREW

THE SOAPBOX THAT KNOCKS

TROY, OH

#SOAPBOXTHATKNOCKS

THE TRUCKIES

TROY, OH

#TRUCKIES

THE WARPED WALL WARRIOR

GREENWOOD, IN

#WARPEDWALLWARRIOR

THEM DETROIT BEAVER BOYS

DETROIT, MI

#THEMDETROITBEAVERBOYS

TREAT YO SELF!

HICKORY HILLS, IL

#TREATYOSELF

WALLACE WOODS WAR BOYS

WRIGHT, KY

#WALLACEWOODSWARBOYS

WHY NOT ZOIDBERG?

MADISON, WI

#WHYNOTZOIDBERG

ZOMBIE TURTLES

WILDER, KY

#ZOMBIETURTLES



DEADLINES

JULY 1

BUILD PHASE BEGINS

JULY 7

SELECTION PARTY

JULY 15

QUESTIONNAIRES DUE
PHOTOS DUE
TEAM NAME FINALIZED

AUGUST 14

SPONSOR RELEASE DUE
TEAM MUSIC DUE

AUGUST 28

TEAM CHECKIN
CRAFT DROP OFF
SAFETY MEETING

AUGUST 29

RED BULL SOAPBOX RACE

RULES & REGULATIONS

SOAPBOXES

- All soapbox racers must be human powered, meaning no engines, peddles or external sources.
- Prefabricated cars are not accepted!
- Dimensions of craft must be:
 - Less than 6ft. wide
 - Less than 6ft. tall ◦ Less than 12ft. in length
 - The front end of the soapbox must be 7 inches or higher from the ground
 - All cars must weigh no more than 176 lbs. (not including driver)
There will be point deductions for overweight crafts. Please plan accordingly.
 - Seat Belts – Driver's cannot be strapped into craft. This will create hazard should we have to extract you from your craft.

DRIVERS

- Max of two drivers per vehicle. (But you can have a total of 5 people on your team)
- Drivers and team members must be at least 18 years old

COSTUMES

- Closed-toed shoes – All team members must wear closed-toe shoes during load in and event day. No exceptions!
- No bare bodies – Costumes must fully cover your arms legs, etc... we do not want your skin exposed in case you crash, or fall out of your soapbox.
- Helmets – Are mandatory! – We will provide (we have sizes small to XL)
 - If you need a bigger helmet than this, you need to bring a motorcycle helmet to fit your head. It must be DOT approved for street use, not just a sexy helmet. We will make final determination on any non-Red Bull provided helmets.
 - Eye Protection – Sunglasses are allowed for your skit but not allowed for driving down the course. Glasses of any type are subject to creating eye damage. Contact lenses must be worn if driver needs corrective lenses.
 - Goggles are an acceptable option

RULES & REGULATIONS

PROPS

- If you use any props during your skit, it must be cleaned up right after, by your team
- All props must be approved by Red Bull. Please send your plan to your Crew Chief by the deadline
- Items NOT permitted include:
 - Projecting items into the crowd
(i.e. swag, candy, tshirts, food, etc...)
 - Air horns over 200 psi
 - Heating producing elements
 - Flares
 - Smoke bombs
 - Fire crackers
 - High-pressure cylinders
 - Chemicals
 - Liquids
 - Fire
 - Dry Ice
 - Heavy duty battery operated machinery on craft
- No alcohol consumption until after the race! No drugs etc. or your whole team will be disqualified.
- Red Bull reserves the right to disqualify anyone who is caught or appears to be drinking or intoxicated

SPONSORS

- Maximum of four sponsors
- No alcohol beverages, no other beverage brands, no politically driven sponsors
- All sponsors must be approved by Red Bull prior to the event
- All corporations (sponsors or team) must sign a release allowing Red Bull to use their logo
- Sponsor on the craft is LIMITED to 2 - 12" x 12" spaces on your craft
 - Anything larger will be removed or covered on site

RULES & REGULATIONS

TIPS AND TRICKS FOR YOUR BUILD

1. Wheels! – Caster wheels and small wheels are not ideal. Please try to use larger, thick sturdier wheels to make sure your craft gets as much speed as possible and can handle jumps along the way.
2. BRAKES! BRAKES! BRAKES! Every craft is required to have brakes!
No exceptions.
3. Think LIGHTWEIGHT – Your craft must be 176 lbs. or less. Keep this in mind when choosing your materials
4. Steering your way through the finish... All crafts must possess a functioning steering system.
5. All sharp edges, exposed bolts, screws and sharp pieces must be padded!
This can be done with duct tape, pool noodles, insulation piping, etc.
6. Need for speed! While we love the funny "crashes", 1/3 of your score is your time, so hit the jumps and keep moving.
7. Dress the part! 1/3 is creativity, so make sure your craft and costume looks good – it's as simple as that! Remember that drivers must be fully clothed – Long sleeves and pants.
8. The final 1/3 of your score is based on showmanship, so begin working on your skit now!

RED BULL RACE CHAMPIONSHIP



They Danced, Sped and Swam to Victory

Over 49,500 screaming fans lined 10th Street at Piedmont Park to watch 36 teams race their way to soapbox glory! After watching the Red Bull Air Force sky dive in to kick start the race, the crowd cheered on a penguin, a fishbowl, a food truck and even a pair of high-heel pumps as they screeched down the hillside of Piedmont Park.



THE SKIT

You will be busy building your craft, but don't forget your skit! It will be 1/3 of your total score as your "showmanship" points. Make sure to put some time into it ... trust me, we can tell if you don't.

ABOUT THE SKIT

- After you and your team are on the starting platform with your craft, you will be given 30 seconds to do your skit, dance or whatever your heart desires, to the music of your choice. By the end of the 30-second performance, you should be crusin' down the course.
- You will need to submit up to 2 minutes of music but the first 30-seconds will be for your skit and the rest can be for your run. Please send your music of choice to us via MP3 file, CD whatever means necessary before **AUGUST 14**. Know though that it's **first come, first serve**, so if someone gets their music in before you and has the same song, you'll have to go back to the drawing board and find a new one.
- Remember this is a family friendly event, so please plan your music and skit accordingly.

TIPS

- Pick a song everyone knows and the crowd can get into
- Mouthing movie lines are rarely translates well. Remember, your playing to thousands of people and not many of them will be able to see your lips move.
- You want to be off the starting ramp immediately after your skit!
- You need to leave the starting ramp as clean as you found it. What does this mean? This means no dumping liquids, throwing glitter and no pillow fights on the starting ramp.

ASSISTANCE

SPONSORSHIP

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 Crew Chief.

Here are just a few title sponsors who won't be accepted:

- Another beverage brand cannot be a sponsor on your craft
- No alcoholic beverage sponsor branding on the craft
- No politically driven sponsors

Remember to have your sponsor form completed and sent to your Crew Chief BEFORE August 14!

CHATTER

MEDIA

If any of you have ever seen a Red Bull Soapbox before, you know that the media coverage is substantial. This is because we have a Communications Team devoted to reaching out to media over the next month and developing features and stories on each of you.

With that being said:

- Please reach out to your Crew Chief BEFORE contacting any media on your own. We have tons of assets at our fingertips that media will love, and more than likely, we've already been working on a story with whatever media outlet you are talking to. We just want to make sure we aren't duplicating efforts.
- If you happen to have any media contacts, 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.

JUDGING

SPEED

Not to state the obvious, but this event is, first and foremost, a race, therefore, the fastest one across the finish line is definitely going to be looked upon favorably.

CREATIVITY

It's not enough that it actually moves. What we're looking for is the outrageous, the preposterous, the ostentatious! Your soapbox should be an extension of you, so have fun when you build it. Be wild. Be crazy. Be anything you want. Just do not be ordinary...

SHOWMANSHIP

We said the first one to the finish line will be looked upon favorably, we didn't say they'd win. That's because when it comes to Red Bull Soapbox, speed is nothing without a little personality. So, wow us with your skit, impress us with your charisma and of course, dazzle us with your showmanship.

PEOPLE'S CHOICE

The People's Choice award will be awarded to the team that has the most "votes" on their team page. Your fans can go redbullsoapboxrace.com/Ohio to find your team page then click "vote". The number of votes will be displayed on your page so you can keep track!



PRE-RACE MANUAL

THE WEBSITE

Redbullsoapboxrace.com/ohio will be the launching pad for all things event related. This site will rally the country around Red Bull Soapbox, relay event detail AND generate buzz about the teams.

That's right – we mean your team. This is your moment in the spotlight. And your 15 minutes starts...right...now.

TEAM PAGES

Based on the information you provided from your questionnaires and the photos you sent in, your team pages came to life. We know you're curious... SO GO CHECK IT OUT ALREADY!

This is also where your fans and supporters can go to vote for your team in hopes for you to win the People's Choice award!

SHARE YOUR #SOAPBOX

Want to win \$100 gift card to help get materials for your craft? We knew that'd catch your attention. THE CHALLENGE

Exercise your right to post on social media! From July 20 – August 16 each team member who posts on social media will be entered to win prizes to help you build your Soapbox.

Tweet about it, Instagram a picture and post on the Facebook event page every few days to share your #Soapbox build with all your friends. To be entered, 2 things are required.

- **@redbullOHIO #soapbox** must be tagged
- **#TEAMNAME** hashtag must be used

A panel of judges will critique eligible posts based on creativity and quality. Winners will be awarded on July 27, August 3, August 10 and August 17.

Basically were saying...

Share on social media. Tag **@redbullOHIO + #Soapbox + #TEAMNAME**.

Keep the posts quality, creative and flowing. Winners weekly!

EVENT DAY SCHEDULE

8:00 AM

All teams need to be on-site, in your costumes and near your crafts by this time.

9:00 AM

The Risk Management Team will be doing a final safety walk-through to inspect the crafts and answer any last minute questions you might have.

9:15 AM

Judges begin walking through the pit and scoring teams on their creativity. This is also the time media will begin arriving and the Red Bull photographers will be getting portrait shots of every team.

11:00 AM

Gate open to the public! All the jumbotrons are showing video, the hosts are walking around and talking to spectators and teams for the live show. The pit is open for the public to see your creations!

12:30 PM

Pre-show begins!

1:00 PM

The competition begins! We will go down the race order with each team having a 30-second skit to entertain the crowd before they race down the course.

4:00 PM

Last team goes, followed immediately by the Awards Ceremony near the base of the course.



FOR THE BRAVE, THE BOLD AND THE BANANAS

As you already know, the Red Bull Soapbox Race is all about fun and having a good time. Whether actively taking part or just being a spectator, everyone will have an unforgettable day out. We're pretty sure that you will encourage all your family, friends and close – or even distant relatives – to come and give you some well-deserved support.

SOME SUGGESTIONS FOR THE SHAMELESS SELF-PROMOTION

1. GET LOUD on social! Give the world a look into your creative process – team successes and epic fails.
2. Show us your personality. What's the story behind each pit crew?
3. Start filming! Are you working on the final number for your skit? Trying to attach a wheel to your craft? The world wants to know your secrets!
4. Maximize your street cred. Get Cincy talking about your team!

FASTEN YOUR SEAT BELTS, CINCINNATI!

YOUR TEAM VISIT

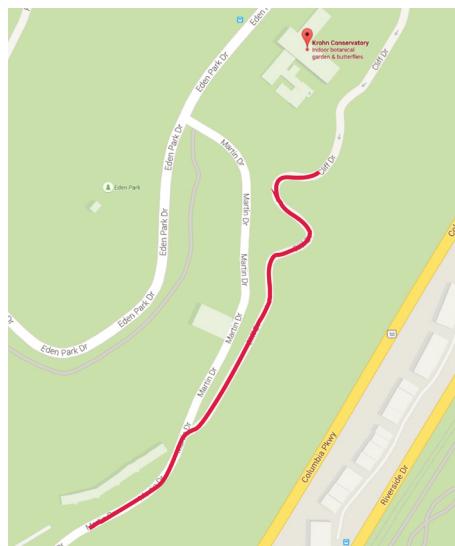
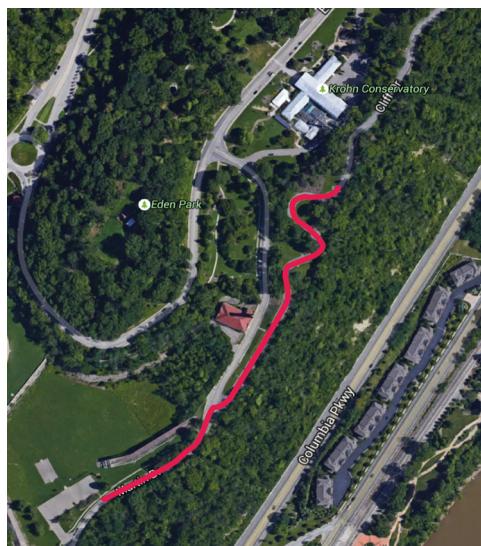
The Red Bull Soapbox Crew will be taking the road to visit you! This will be in the up coming weeks, so if you could think about when would be a good time for a visit, that would be great. This will serve as a pre-racing briefing and include a safety check of the craft.

THE MOMENT YOU'VE ALL BEEN WAITING FOR...

VENUE

Red Bull Soapbox Race Ohio will be taking place in... **EDEN PARK** on August 29th.

You will be asked to arrive the day before to deliver your craft to the site, assemble it and prepare the final touches for the big day.






Red Bull
RED BULL SOAPBOX RACE OHIO
WWW.REDBULLSOAPBOXRACE.COM/OHIO
@redbullOHIO #Soapbox

