



Road Trip

SUMMER 2014

SERIES OVERVIEW

MLB Road Trip is an **MLB Network** television series that follows the journey of adventure-loving brothers Mike and John Trupiano as they tour the incomparable fan culture of America's National Pastime during the 2014 regular season.

Join the guys as they trek across the country -- visiting all 30 MLB stadiums -- to explore fan traditions, go behind-the-scenes with each MLB team, and uncover so many of the quirks of the game and the organizations that fascinate baseball enthusiasts.

SERIES FORMAT

MLB Road Trip is 15-episode TV series. Each 22-minute episode highlights the fan experience of two of Major League Baseball's 30 teams -- as well as the travel adventures that hosts Mike and John have while on tour. Episodes will premiere weekly in primetime on MLB Network -- which is carried to more than 72 million households -- from November 2014 through February 2015, with episodes repeated many times per week. A sample episode outline is shown at the end of this overview.



PRODUCTION BACKGROUND

Mike and John have recently collaborated on sports culture video projects focused on NFL and NASCAR fan culture -- called **Tailgate32** and **Revved Up**, respectively.

These projects have been featured by national media outlets including ESPN and Sports Illustrated, and have won numerous awards and honors. The guys are excited to shine the spotlight on Major League Baseball fan culture with a tour during the 2014 season!

Both shows can be viewed at tailgate32.com.

For more information, contact John Trupiano / (765)396-8787 / john@tailgate32.com



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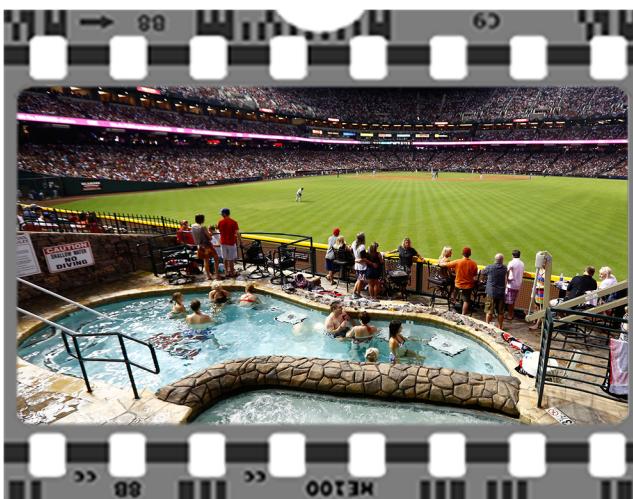
EPISODE FORMAT

Episodes showcase two MLB teams and fan experiences. Each team's ~11 minutes begins with a locator-style introduction, and full episodes conclude with credits and outtakes. Episodes are devoted to local fan culture and road trip experiences. The series features segments that tie back to the city/region, the team, or the fan base.

SELECTED EPISODE HIGHLIGHTS

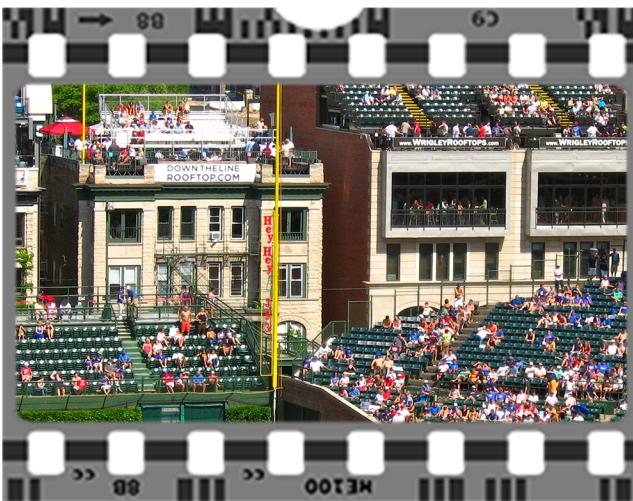
The MLB Road Trip team covers a lot of ground over the season -- both literally and figuratively. The guys hang out with fans, players, owners, mascots, and others as they criss-cross the country. Here are four representative segments from the season:

Arizona
Stop #9



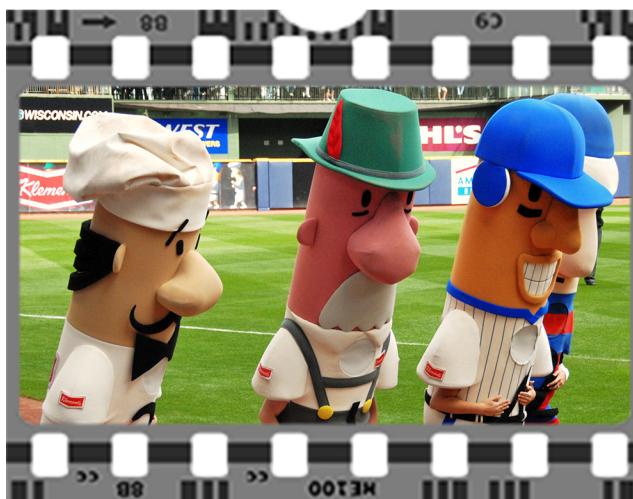
The pool at Chase Field provides a nice break from the hot Arizona sun. The guys get a first-hand account!

Chicago
Stop #15



The raised bleacher seats across the street from Wrigley Field provide a unique viewing experience!

Milwaukee
Stop #12



The guys meet up with the Brewers' sausages for a behind-the-scenes look at the famous gameday races.

Boston
Stop #16



The guys enjoy a game in the bowels of the manual scoreboard at Fenway Park and help keep score!



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SPONSORSHIP PROGRAM

MLB Road Trip is seeking a headline sponsor. Highlights of sponsorship include:

- Brand name integration in program title
- Tasteful product integration throughout the series
- Major cable network distribution
(MLB Network is in over 72 million households)
- “Owning primetime” of one weeknight during the four-month MLB offseason -- each episode will air a minimum of four times in its debut week (see sidebar)
- Active promotion by MLB Network via commercials and pop-ups, as well as by other MLB properties (including MLB.com)

Sample airing schedule

New episodes will air each week, with re-airings at regularly scheduled intervals. A prospective airing schedule for each new episode (shown below) will be agreed to by Sponsor and MLB Network:

- Tuesday 8pm (premiere)
- Wednesday 2pm
- Friday 4pm
- Sunday 10am

ADDITIONAL INFORMATION ABOUT MLB NETWORK

- MLB Network is the ultimate television destination for baseball fans, featuring the multiple Emmy Award-winning "MLB Tonight," live regular season and Postseason game telecasts, original programming, highlights, and insights and analysis from the best in the business, including Bob Costas, Peter Gammons, Jim Kaat, Al Leiter and Harold Reynolds.

- MLB Network is broadly distributed across cable, telco and satellite systems on expanded digital basic cable or the equivalent. MLB Network is available on major systems including Comcast, Cox, DirecTV, Time Warner, Charter, Cablevision, Verizon FiOS, AT&T U-verse and Dish Network.

- MLB Network is a social media force, boasting over 800k Facebook “likes” and over 500k Twitter followers.

- MLB Network's demographic splits:
 - ~75% male, ~25% female
 - ~60% ages 25-54



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SAMPLE EPISODE OUTLINE

This outline depicts a possible layout of one (1) 22-minute episode of MLB Road Trip, Episode 6: Chicago Cubs and Boston Red Sox.

PART 1: Chicago Cubs

0:00 Locator-style introduction to Chicago's north side, concluding with a sequence of closing in on Wrigley.

0:45 MLB Road Trip show intro sequence

1:15 Quick-hitting on-location overview of Cubs stop by hosts + some fan interaction

2:30 SEGMENT 1: Historic Wrigley Field. From the iconic ivy to the bleacher creatures to the rooftop seats across Waveland Ave, there are several parts of the Cubs fan experience that can't be found anywhere else in the majors.

COMMERCIAL BREAK

5:30 SEGMENT 2: City excursion. Chicago is a town known for a lot of things... one thing a lot of Cubs fans can agree on is the town's great food. Our hosts go out and get the scoop--and their fill--on Chicago-style hot dogs and deep dish pizza!

7:30 SEGMENT 3: Meet Clark, the new Cubs mascot! The guys spend time with one of the newest members of the Cubs family, and learn about how he came to be. They then join him to share in the pre-game experience with fans of all ages.

10:00 Montage of Chicago visit, quick clips/soundbites from fans, host wrap-up

COMMERCIAL BREAK

PART 2: Boston Red Sox

11:00 Locator-style introduction to Boston, concluding with a sequence of closing in on Fenway Park.

11:45 Quick-hitting on-location overview of Sox stop by hosts + some fan interaction

13:00 SEGMENT 1: Batting practice with Xander Bogaerts. The guys learn about Xander's experiences as a very promising big leaguer at such a young age. He gives the hosts a few batting tips and they try (with limited success) to take a few cuts.

16:00 SEGMENT 2: City excursion. Baseball is like a religion in Boston. The guys hit the streets around town to find out why that's the case.

COMMERCIAL BREAK

18:00 SEGMENT 3: Fun with the manual scoreboard. We meet the manual scoreboard operator who lives inside the Green Monster during games. He shows us his job and tells a few favorite stories about things that have happened. The guys partake in the gameday experience with him.

20:30 Montage of Boston visit, quick clips/soundbites from fans, host wrap-up

21:30 Closing credits played over humorous episode outtakes from Chicago and Boston