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SUPERSTUNTS
INTERNATIONAL
PRODUCTIONS™

DO OR DIE
PRODUCTIONS™

TO: (Contractor/Construction Equipment and Materials Support Companies)
Or, Event/Advertising/Product Sponsor

FROM: “Super Joe” Reed – And “Team SuperStunts” (Performing at “**Stuntland!**”)

SUBJECT: Advertising, publicity and promotion of “The Company”
(locally/regionally/nationally & internationally)

REF: Stunt Show Exhibition(s), CA location (City of Costa Mesa)

PROPOSAL

Dear (potential) “Partner”,

Question: Why not ‘utilize’ the only part of your property that <u>does not generate revenue</u> ? Answer: Use ‘the roof’, and ‘parking lot’, of your business location.

At the very least, what we propose is a “unique” opportunity to promote your company, product or service and operations, to a total (“collective”) ‘cross-section’ of ‘the general’, as well as, ‘the business’ (world) ‘public’. [‘We’ offer ‘unlimited’ “signage exposure” at the stunt sites, as well as sales/promotional booths, and, promotional flyer/product sales and distribution, on site, for the entire time of involvement.]

‘We’ have approached ‘you’ for assistance, in supplying labor and/or equipment/product (support), for the ‘start up’ of a ‘new’, ‘mini’-theme park (attraction). Mr. Joseph Reed (aka “Super Joe” Reed, “The “New’ King of the Daredevils”) is attempting to ‘create’ and ‘operate’ a new, Entertainment ‘Theme Park’ attraction... “single handedly.” ‘We’ could use your help.

‘We’ propose, a “partnership”, for 90-days, from the day we would open to ‘the public’, with no charge to ‘us’, until the end of an initial billing period. ‘We’ are looking for the “initial “costs” of labor & materials (including delivery & pick up) to be billed to ‘us’, on a 90-day period. If, ‘we’ could have this time to ‘open’, ‘stock pile’ income, to pay our accounts, (after the initial 90-days, we would then intend to pay monthly on labor costs, rentals of any equipment or

supplies/materials, as we continue to 'pay-down' on the initial 'start-up' costs), we would have enough time to know, 'if', our 'plan' can 'generate a profit', and 'live on'.

We currently plan to open May 2003 (opening on Friday, May, 23 2003, at 6 PM, and remaining open until January 1st, 2004). However, if we become a success, we intend to stay open, 'year round'. (Especially during the Jan/Feb period, during the opening rounds of the "Speedstick"/Clear Channel Entertainment "SuperCross Series"). All 'we' ask is a 90-day period to open, 'test', and 'troubleshoot' our 'theory', of a "new style" of Theme Park 'attraction.'

'We' believe you can see "the unique qualities" of our 'creative idea.' (It's a 'no-lose' situation, for all involved.)

The "overhead" is 'minimal':

- Site fee is \$4K per month. Motorcycle dealership gives us 'their building.' Land owner gives 'us' use, for a 'nominal' fee. The rest of 'the property' is "ours", on the days and hours of 'operations'. The dealership will be 'our' 'General Store'.
- Dealership is 'our' 'Partner'-(Financially).
- No business license needed. Our sponsor/partner has a current business license, (for that business location).
- No additional permits needed. We'll work under a state filming permit. As we always have, shooting 'on location' throughout' the state, and country.
- Performers, 'all', will work, for 'next to nothing.' 'Initially', ('they', are "contributing" their very bodies, and livelihood). Just to see if 'we' can "create a new living."
- Insurance is our single most expensive (line) item for production of 'the shows.' We will purchase an 'annual policy'. (Update: 'We' have a 'current', active', \$1 Million General Liability insurance policy, for use at our "planned productions.") (See-"Sample Policy")
- Besides equipment, material and labor, Mr. Reed 'owns' 'The Show' ('outright'). His 'deal' with 'the dealership' is, they invest in 'start-up,' and they benefit 'directly' from all the publicity, increased business, and location awareness, sales of bikes, parts and merchandise, etc.

This is why Mr. Reed has convinced 'Three Brothers Racing' to invest 'start-up' capital, equipment, labor, etc., to open the "new attraction." (If it were not for 'the owners', the 'idea' would never have come to fruition.)

- Advertising. 'We' will "command" a 'great deal' of "free publicity" by being willing to perform, 'live, on cue', for the T.V. news cameras. Mr. Reed has this arranged, already!

'Paid' advertising – We will run print ads in: Cycle News, weekly/National newspaper, and "trade-out" ads in the Orange County Register, and L.A. times (+Orange County version).

Also, Mr. Reed has approached Cox (Communications-Inc) Cable Systems as a potential sponsor to promote the Theme Park attraction, to all of their advertising/promotion 'clients' (already in place). A 5-to10 minute story on 'Super Joe', and his female daredevils, is scheduled to air on "O.C. on 3", a talk/interview show on the cable systems "barker channel." Going to 300,000+ homes, in Orange County. This 'piece' includes descriptions about 'our' planned 'attractions', and a "grand opening" date. 'The piece' will run 30 times over 2 weeks, from May 15th to the 30th. (During this time, we plan to open

“STUNTLAND”) Check with Producer/Writer Eric Winter, Phone 949-546-2183, Fax 949-546-3183 or eric.winter@cox.com, he’s a believer in my ‘Business Plan’.

“**STUNTLAND**” is ‘the first’, action/adventure, “mini”-theme park attraction, in the world. We’re trying something ‘new’. And ‘we’ know that this form of entertainment will sell tickets.

Review ‘our’ ‘demo reel’ (video tape) (the ‘old’, and ‘new’ footage). We’ll be using this footage to promote our ‘new production(s),’ through every media outlet ‘known to man’. ‘The story’ is ‘awesome.’ The footage, “unique”, ‘the World’ over.

Special Note: Any company or corporation that assists ‘us’ in ‘the launch’ of our mini-theme park attraction, will receive ‘unlimited’ (free) passes, for any co-worker, family member, relative or ‘business contacts’ (along with their [direct] family members)... all year long.

“Plan of Operations”

Ticket Pricing

‘We’ are pricing our tickets lower than any ‘Theme Park’... in the World (especially, here in Southern California). Any, ‘full’ family can spend an entire day (and night) (with: food, drinks [full meals], t-shirts, hats, posters and videos at ‘our’ park, for less than the price of a couple of adult admission tickets to “Disneyland.” ‘We’ are all about “family.” That’s why Mr. Reed is ‘creating’ this ‘mini’-theme park. There is no competition, for ‘our’ form of entertainment, anywhere in the world.

(He’s a ‘family man’.) This will be ‘the closet’ location to Mr. Reed’s home, he has ever performed a stunt. This is why he wants to ‘set-up’ his first ever ‘continuous’ performance location. ‘Super Joe’ made the decision at the beginning of his career, to ‘do it’ different than “Evel” Knievel. Actually, it was ‘Evel’ who counseled ‘Joe’ not to ‘go on the road’, from race track to race track, to ‘squeeze-out’ a living as a motorcycle daredevil. And it was ‘Joe’ who thought about attempting jumps, no one had attempted before (i.e. building-to-building, jump over exposed [helicopter, and other] ‘blades’, ‘blindfolded’, etc.)

Now, opening a ‘Theme Park’ attraction, only on the weekends. ‘Super Joe’ has a family. ‘Believe it or not’, a wife who lets him perform ‘these kinds of stunts’, with two sons (“Super Joey” Jr.-8, and “Jumpin’ Jack”-3 ½), who will be present at ‘The Shows’. So fans wives can talk with ‘Super Jen’ (Jennifer Reed), and ‘The Boys’, (who might race in the mini-bike events.)

‘We’ have what no other ‘theme park’ has. And, conversely, ‘we’ do not compete with ‘the majors’. ‘The majors’, and their seasonal “multi-million” dollar advertising (campaigns) budgets, will ‘draw millions’ of vacationers and world travelers to ‘our’ area. ‘We’ can take advantage of those ‘out-of-towners’ coming to So. Cal, by giving them something ‘new’, and exciting to ‘watch’, at “the world’s only, mini action-adventure theme park attraction on Earth.” “The media” will ‘eat this up’. See Article: Orange County Register, Jan ’02 (we’ll be seen, and heard in every newspaper & magazine, and on radio and T.V. (stations) [& T.V. networks], broadcasting news.

You can't 'see'...

'Our' "form of entertainment" on just any television station... (Let alone, 'in-person') unless, 'we' license 'it'. [Mr. Reed owns all his past stunt footage, and "created" 'building-to-building' motorcycle jumping in 1988. He is, 'the name', to promote this form of entertainment globally. 'We' have a stunt/daredevil celebrity to draw media to 'our' "Park", story, and future [business developments.] ("We" are unlike any; Supercross-at Edison Field, Anaheim, CA, Monster Truck/ATV competitions (at a similar venue nationally), or any Extreme Sport, seen on nearly every cable T.V. station, and sold, on countless 'copy-cat' videos.) 'Our' "action" is 'unique'. And can only be seen at one, 'mini'-theme park, in the world... 'ours' ("Stuntland").

'We' have "**the only**" '**market share**', for 'our' 'style of action'.

Shows

'We' plan to have at least 5, different stunt/'pee-wee'/'fast 50's" mx racing shows and Go-Ped, BMX, and skateboard/in-line skating exhibitions every day, and then, repeat 'the cycle', on 'the ground', as well as... "up in the sky." 'Freestyle' shows will last from 30 minutes to 40 minutes, every hour. The 'in-between' time will be spent meeting 'the performers' 'up close & personal'. (This is something that the Supercross races don't even allow. Unless you're 'lucky', and know "someone" or, know how to get a "pit pass", you and your kids are left outside "the fence". And your kid can't meet his [or her] 'hero'.) [Remember, we'll have the only female motorcycle daredevils/stunt entertainers in the world, who can perform stunts... equal to that of a man!] Showtimes: 10AM to 10 PM, Saturday and Sunday. Gates open: 10AM each weekend, (just added: Friday evenings, 6 PM to 10 PM). We'll have "female demographics", that, no "supercross race" or "freestyle show", can offer.

On Media Day [& Night]

Wednesday, May 21st, 2003.

'We' are going to be ready at 3:00 AM [for interviews] (to promote 'our' 'park')! Why you ask? Because, that's when the 'Live, East Coast' (and Central Time Zone) satellite 'feeds', of all major commercial networks morning news/talk shows, are "on the air." We'll perform (only some) of 'our' stunt 'line up', 'live', (in some cases), for 'the media' (all media), from 'our' location. We'll perform our stunts 'on cue' for any legitimate media source, for promotion of 'the park.' (This has never been offered to 'the media', ever! We'll be the first.) 'Our' 'media day', will be on Wednesday, May 21st, 2003, the 2-days before 'we' 'Grand Open' our 'Park.'

T.V. Stations...

'We' will be 'on' all of them! (Mr. Reed guarantees this!) He has a (particular) "publicity stunt" planned, that will get every T.V. station, radio news station, and print media publication, to 'our location... and 'cover' our story. And this is a little "extra stunt", 'over and above' all 'the others,' will be "unforgettable". See-"Stunt List" – We have over 58 combinations!!!

Parking

Parking is available 'on the street', as well as on parking lots 'open' (no gates or fences) at businesses closed for business on the weekend. This issue of parking, for our 'mini-theme park' attraction(s), is not an issue. Mr. Andre Barbosa, co-owner of Three Brothers Racing motorcycle dealership, assures me that street traffic along Superior Avenue, especially on Saturdays & Sundays, is 'minimal.' 85-to-90% of the businesses are closed on the weekend (and at night) at 'our' 'theme park' location, and, you will walk 'far less' (in distance) to our

entertainment site, than you would at any (other) 'theme park' attraction location (parking lot), anywhere in the world. 'We' don't need 'shuttles'.

Sound Restrictions

None. It's an industrial/commercial warehouse (business) sector. With no residential (development) areas nearby. (Fact-'Three Brothers' has held "open houses" before. With daredevil/stunt/extreme sports performance acts, entertaining spectators on the (this) actual property. With no formal complaints filed, of any kind.)

Estimates on income

'We' project a monthly income of: \$160,000.00. From a ticket price of: \$20.00. And 1,000 visitors per day, 2 days a week. (Sat. & Sun.) (With Friday's gate sales, as a 'back-up.')

1,000	Tickets sold (med est.)
<u>x \$20.00</u>	General Admission ticket price
\$ 20,000	
<u>x 2</u>	Weekend days (Sat. & Sun.) (+Fri. revenue)
\$40,000	
<u>x 4</u>	Weekends (per month)
\$160,000	Monthly income (every 30 days)

Projections:	
\$160,000	Income
<u>- 80,000</u>	Monthly operational costs (See Budget)
\$ 80,000	Profit monthly
Even 'if' 'we' only 'hit' 50% of 'our' target ticket sales, "investors" would still derive a monthly dividend of \$8K per month.	
75% = \$120K (income)	Profits = \$40K
50% = \$80K (income)	"Break even"/still 'in business"
<u>Investor Search</u>	
"Buy-in" @ \$45K = \$8K monthly investor dividend x 12 months = \$96K. Plus, a 'share' of 'profits'. Approx. 10% = an additional \$8K, per month.	

- Q. Are my "projections" real?
- A. Review 'the facts' on Costa Mesa Speedway (below).

- Q. Are my "numbers" accurate?
- A. Speedway vs. Stunt Show ="cross-promotion" success.

- Q. Can this "Business Plan" actually work?
- A. 'We' have enough sponsors, contributors, volunteers, and 'start-up' funding to begin.

- Q. Is this "operation" 'unique' enough... to 'stand out'?
- A. Just look at the photos. There's no other performance(s) like this (like these), in the entire world!

STATEMENT OF FACTS

Geographically, the closest business operation, related to 'ours', is only 2-miles away. Located at the **Orange County Fairgrounds** (which/also, any unrelated motor sports [motorcycle racing] events, continuously draws vacationers/visitors and (local/regional)

entertainment seeking consumers, 'year-around', to 'our' area), from April-to-November, hosts the **International Speedway** promoted speedway motorcycle racing events. From only 19 events, over 8 months, 'they' sell 110,000 tickets, for a 'niche' motorsport, among all the other "entertainment competition" in So. Cal. Advertising (primarily/90%) to the motorcycle industry, 'their' audience base is "loyal", faithful, and continue to 'return', 'time and time' again, (whole 'families' at a time).

Income/Revenue

With an average of 4,800 tickets sold per event, with multiple 'sell-outs' seasonally, and a seating capacity of 6,500, this proves that **motorcycle racing fans** live, visit, travel to, seek out, locate, and **spend money** at a motor sport (motorcycle) 'oriented' form of entertainment, just 2-miles from 'our' 'proposed business location'. 'Our' "market research"... is done.

Facts:

"We" can "cross-promote" with International Speedway (events). 'I' have already discussed this (idea with) Ms. Lori Oaxley, co-owner of promotion company, who have operated International Speedway Events since the 1970s.

'Our estimates

...Are far below what speedway brings in.

	<u>Speedway</u>	vs.	<u>"Stuntland"</u>
Tickets sold:	110,000	(Seasonally)	104,000
Avg. (tickets per event):	4,800		1,000
# of events:	19		52 (a year)
Season (length):	8-months		12-Months
	"Motorcycle Industry"-to-"General Public"		
	'Drawing Power'		
	(MI/GP)		
	90%/10%		50%/50%

Fact:

'World Record' stunt performances draw more attention (worldwide). Stunts (motorcycle jumpers) are seen on "Prime Time", network television. Speedway racing is not. (Speedway-was invented/created in Europe, and is much more popular on its 'home' continent.)

Fact:

Over 95% of the "speedway fans", 'know' of, 'have seen', or 'have hear of', "Super Joe" Reed, "The 'New' King of the Daredevils". (See-resume/bio, photos).

- "He" holds more 'original' "World Records", as a stuntman/daredevil, than any other performer, on Earth!
- "He's" the 'oldest', 'active', 'living', motorcycle daredevil, in history!
- "He's" "the only" stuntman or daredevil, in history, to act as his own: writer, producer, director, promoter, and, also (still) performs.

Fact:

"Speedway fans," will visit "Stuntland".

Fact:

For the length of time, 30 years, that “International Speedway” has been a success, which supports all of ‘our’ “numbers” for: tickets sold/revenue projections/income calculations, for ‘our’ (worldwide) “unique”, mini-theme park attraction ‘operation’, all proves that ‘our’ “Business Plan” will work.

Not counting:

- Food & drink revenue
- Stunt related merchandise sales
 - T-shirts/jackets
 - Hats
 - Posters/photos
 - Videos
- Vendor/booth rentals

-‘Owners’ of ‘the show’, along with ‘sponsors’ & ‘partners’, will invite and collect payments from any companies wishing to display products, promote products & services, and sell, at ‘our’ entertainment show/production location.

Exit Clause

At the 60 day ‘mark’, ‘we’ will know if our idea is going to work, or not. At that time, if ‘we’ are not generating income close to our projections, ‘we’ will “pull the plug.” And, what money (cash) we do have “on hand”, we will hold (and pay to you) for ‘you’, to ‘pay-down’, or ‘pay-off’ our account with your company.

Low Overhead- continued

The ‘few’ companies, ‘we’ request extensions of credit, to open our ‘attractions:’

1-Scaffolding & equipment Co.

1-Crane Co.

1-Lighting/portable toilets/restrooms/fencing rental Co.

1-Container Co. (shipping containers) for structures across from motorcycle dealership ‘rooftop’, and, for stock storage.

Everything else we need, to ‘rig’, and utilize for our ‘shows’, will be paid for out of our ‘start-up’ budget, ‘sponsored’, or ‘on loan’ (for publicity ‘trade-out’). No other costs are being put on an ‘account.’

Joseph D. Reed (‘Producer’)

Date