

**ENCORE PRODUCTIONS PRESENTS:**

# **AMERIQUEST 2003**

## **Super Bowl Celebration**

It's been a long, hard season but with the draft of some key MVP players, rigorous training and just plain "Doing the Right Thing", Ameriquest and its' players have emerged as champions.

Because of two key factors:

- 1) Flexibility and adaptability and
- 2) Ameriquest's alternative strategies for success, the Ameriquest team has sidelined the competition.

After steamrolling through the regular season and playing near perfect ball in the play-offs, the Ameriquest team is now headed for the big "pay off". Many pundits, pros and prognosticators considered this Ameriquest's destiny and the expectations have come to fruition...

Ameriquest is going to the The Super Bowl!!

There will be plenty to do before going to "The Show" and this includes dinners, parties, special appearances and team participation in the "The Best Sports Show Ever" Super Bowl Special.

Saturday, before the game, team members will check into the Hyatt Regency Huntington Beach Resort and Spa and will thereafter be given several options prior to the night's dinner and event. "Players" will be offered the opportunity to unwind in an upscale hospitality lounge, cut loose in an elaborate sports-themed \*game room or be pampered in the Hyatt's lavish spa and facilities.

*\* "The Big Game" room, as supplied by a separate vendor, will be the FUN place to let off some steam. All the best in interactive, classic or arcade gaming can be found here.*

The real festivities begin at 6 p.m. when all the team members will be treated to a sumptuous sit-down dinner inside Hyatt's Grand Ballroom, which has been transformed into a football and sports fan's playground. Ameriquest team members will be seated by region, at **8-foot banquet rounds** set crescent style on a **tiered seating configuration** that curves around the stage area.

The “stage” is actually comprised of two main areas: A **football field** utilizing 2/3 of the playing space and situated stage center-to-stage right. The stage left area will be dedicated to “**The Best Sports Show Ever**” TV show set.

The sheer size of the football field will dominate the room’s ambiance and will immediately set a tone for the evening. That tone...high-energy, full-contact fun and competition! The football field, filled with what looks like an obstacle course, is the “battle ground” where the evenings’ final competition will take place.

Since everybody here has already won the right to go to the Super Bowl, tonight’s festivities are designed to create a spirited and competitive air to decide just where they’ll get to sit. So, let’s have some fun with the decision making process. (Of course, an advantage can be given to the top selling MVP’s of the Ameriquest team.) But, when it’s all said and done, the regional team, and its’ representative(s), with the most skill will get the better of what are already premium seats in the stadium.

“The Best Sports Show Ever”(BSSE) set will be an intentional replica of FOX Sports Nets’ “The Best Damned Sports Show Period”(BDSSP), hosted by Tom Arnold, Chris Rose, John Salley and John Kruk. If you are unfamiliar with the show, the hosts toss around sports conversation from the fans’ and players’ points of view with a no-holds-barred approach. Blending sports and comedy with an irreverent tone throughout the two hours, BDSSP also takes a humorous look at the sports happenings of the day, and features special guests with the guys in their living-room style set.(See foxsports.com to get a sense of the show and the set.)

Our concept for Ameriquest’s event includes replicating the style and environment of the BDSSP show. It’s current popularity and approach complements your AE’s profile and provides a demographic-compatible vision for this experience.

*\* (We would like to suggest 2 options with regard to the **talent** portion of this show element and they are: **OPTION 1) To engage the services of Two of the actual stars of Fox’s BDSSP [depending on availability] or OPTION 2) To hire Two professional, improvisational trained actors to act like the real hosts. \* Because of the inherent spontaneity and unpredictability of this event, Encore recommends OPTION 2.)***

**EVENT:** (Total running time approx. 45-60 minutes.)

At the end of dinner, while the tables are being cleared, a referee’s whistle blares, followed by the fight song of the Notre Dame Fighting Irish (*or similarly recognizable fight song*) signaling the beginning of the show.

The music swells. House lighting gives way to the brilliantly colored, rock-and-roll sweeps of **intelligent lighting**.

Get ready for the games to begin!!

The music dims, and out from the BSSE set runs the show's **stage manager**. This over-the-top **character** will address the audience and work them up into a frenzy just as if they were the real audience of the TV show. He/she preps them for the "taping" that is about to take place and, using flashing **APPLAUSE signs**, instructs them on the rules of proper television audience etiquette. Once the audience is prepped and ready he/she gives the countdown to show – 3, 2, 1... and "We're on!"

The **BSSE intro music** rings out, **monitors** above the audience and **two plasma screens** on the set spring to life with the **BSSE show logo** and, with that – our two hosts burst onto the stage to the rousing applause of the audience. *(All events on the stage and football field will be televised using 2 stationary and 2 hand-held professional TV cameras.)*

This is a special Super Bowl edition of the show and our hosts are full of excitement and urgency. There is a lot to do in a short amount of time so the pace is driven at break neck speed. The opening introductions and audience interaction take no more than 5 minutes after which Ameriquest Senior staff could be welcomed as guests, interacting with our hosts and delivering appropriate corporate messaging and the serious accolades for top qualifying Sales producers. Following this possible scenario, our hosts introduce our next(or first) special guest "host" of the evening Mary Jo Shelton.

Not everyone made it this far in the season, and there are some who made it but didn't get the "stats" they thought they would. Mary Jo "goes to the **video**" to look back on some early predictions, plays and outright trash talking from Ameriquest team members. Using a **telestrator**, Mary Jo(ala John Madden) freezes the video playback at various times to highlight or diagram certain missteps, bloopers and gaffes.

- *Within this segment, Mary Jo might bring up from the audience some of these people for commentary and interaction with our other two hosts, and/or use Kirk Langs as a reporter in the audience to help out. This wisecracking but light-hearted segment lasts approximately 10 minutes before we cut to **commercial**.*
  - *(Encore would like to propose a **1-minute comedic parody video** of a competitor's commercial spot. Perhaps it is a send up of Jim Palmer in the Money Store's commercial.)*

Returning from commercial, our hosts jump right into the opening round of competition- a **Super Bowl Trivia contest**. This audience-wide competition will determine the rankings of each region for the second and final round of competition- the "**Ameriquest 2-minute Drill**."

With players seated by region and utilizing **Audience Response System(ARS)** keypads, Ameriquest players respond immediately to questions about Ameriquest, past Super Bowls or any subject you feel appropriate posed by the BSSE hosts. Scores are immediately tabulated by region and are displayed on the audience monitors as well as the BSSE plasma screens. A total number of 10 questions(TBD) are tossed out with the final two queries being posed by **2 Pro Football celebrity guest hosts**. *(We suggest bringing back Jim Kelly, or another popular Pro quarterback as well as perhaps a well-*

*known kicker.*) Both of these celebrity football players will put an impressive button on our first round competition and give an energized segue to our on-field competition.

Once scores and regional rankings are confirmed, Regional Branch Managers are called to the football field and individually allowed a brief amount of time to recognize their key regional players. After each manager gives their accolades, our BSSE hosts call upon the Regional MVP's(top-selling AE's) to charge down from the audience and represent their region along with their Branch Manager. The field is abuzz with the desire to win and stoking this flame are our professional athletes along with Ameriquest President, Roland Arnall. Their involvement in the competition, in the form of refereeing, demonstrating or coaching provides some comic relief yet increases the stakes among the players. The pressure mounts...

Audience members are just as keyed up and their energy level is never allowed to die down because our BSSE hosts continually provide up-to-the-second color-commentary as the competition unfolds. Two minutes are placed on the scoreboard and the first regional teammates explode into action. A nerve-wracking obstacle course of **\*football-related tasks and games** taunts our players as they muddle their way to potential victory. Referees monitor each section...points are assigned...and the tally is displayed throughout.

*\* (The tasks and games might include a comical "Punt, Pass and Kick" sequence utilizing Nerf balls, arcade style kicking games and/or table-top games. If deemed viable, players might also play out the competition using physical means. Competitors might be required to traverse an array of tires, push a tackling dummy or other similar training exercises.)*

Audience members cheer or jeer the competitors as their regional rankings rise or fall. Like a baton race in the Olympics, each segment can create an advantage or disadvantage for each team. It is constant tension in this heated battle. Regional teams never know until the last whistle blows which team will win and only the final tallied scores of the "2-minute drill" will determine the assignment of seating at The Super Bowl. The best seats go to the highest-ranking region.

The last whistle blows and the scores are totaled. We have our order of winners. Players remain on the field and are given their Gatorade while the towel boys mop up the sweat. Shortly thereafter our BSSE hosts take charge of the situation to preside over our seating location award ceremony. Much ado is made of where each region will end up sitting.

An image of the San Diego stadium(By means of 3-D rendering, graphics, etc.) is displayed and our hosts have a little fun with the audience and winners by falsely pointing out a number of erroneous possibilities. After a few moments of leading the regions down the primrose path our winners are awarded their actual locations. Bells and whistles and musical fanfare accompany each presentation. Our award ceremony culminates with an avalanche of effects, sights and sounds. Canons shoot out multi-colored **confetti...** A **sea of balloons** cascade to the floor... The deafening roar of cheers swallow us up...Gary Glitter's unofficial sports anthem, "The Hey Song" blasts out from the speakers...

...and, just when we think the fervor has reached it's pinnacle...we see our BSSE set begin to rotate 180 degrees to reveal a **cover band** that will continue the party for the balance of the evening.

Guest are also informed by our hosts of their option to stick around or to continue satisfy their competitive urges by visiting the game room. Our raucously fun night of recognition, laughs and competition continues into the night until we lastly hear the Monday Night Football theme, "Are You Ready For Some Football" ring out.