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**TORNADO  
HUNTERS**

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Partnership Proposal



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# HELLO & THANK YOU!

Hello Benjamin!

Thank you very much for taking the time to look at this package. We love Line-X, have sworn by it for years, and would love to create an on-going partnership with Line-X.

In this package we have done our best to outline all of the information you may need on our team and the work we do. If there is any information missing, or anything you would like us to elaborate on, please do let us know.

We feel all of our experiences, and years of developing our team brand and personal brands, have put us in a great position to be brand ambassadors for Line-X and their products.





## **Chris Chittick and Ricky Forbes are The Tornado Hunters.**

These fellas have seen 1000's of tornadoes, starred on international hit TV shows chasing tornadoes, and even been inside the **WORLD'S LARGEST TORNADO**. They dedicate their lives to storm chasing, their families, and living life to the fullest.

## *FEW THINGS TO KNOW ABOUT THE TORNADO HUNTERS*



### **Severe Weather Experts**

These guys are the real deal. It has taken years of experience to learn how to navigate Mother Nature at her wildest. From forecasting and intercepting these monster storms, to documenting, live streaming and warning the public, these fellas do it all.



### **Social Media and Content Powerhouses**

With a combined 800k+ followers, Chris and Ricky are regularly creating badass content and live streaming right from Tornado Alley. They pride themselves on always pushing their creative capabilities to deliver the best content for their audience and brand partners.



## Public Figures

The fans are the best part. Whenever they stop anywhere, fans often approach to say hi and ask for photos. Chris and Ricky feel very honored for their support, and always give everyone their time, no matter how long that takes. This leads to giving away 1000's of stickers and signed posters every year.



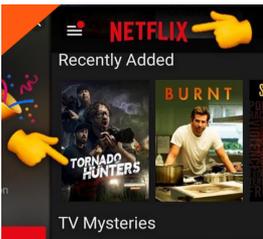
## Media Interviews

As experts in their field of severe weather, this leads to many media interviews every year on the work they do, their stories from the field, and educating the public on severe weather. This constantly builds their presence, benefitting both them and the companies they partner with.



## Speaking

Chris and Ricky speak to 100's of schools, universities, business events and conferences every year. For educational institutes, these presentations are full of incredible imagery, story telling and education. For businesses, they are similar presentations, but also cover ideas on marketing, teamwork, resilience, communication and risk management.



## TV Show: Tornado Hunters

Chris and Ricky spent 2 years filming this show in 2014 and 2015. The show did very well, appearing on Netflix in many countries around the world. The show is still airing on TV and available via Apple TV and Amazon Prime.



## TV Show: Storm Chasers

Before Tornado Hunters, Chris starred on the hit show Storm Chasers that aired on Discovery. This show ran from 2007-2011 and saw international success. This show stills airs on TV and can be found on Apple TV and Amazon Prime.

# WHAT LINE-X MEANS TO US

## Our lives depend on it.

The protective coating on our truck, Line-X, is our last line of defense. When a roaring tornado is on your heels, chasing you down, it's terrifying and there is no room for error. You can have the best vehicle in the world, but it's all for nothing if you don't have vehicle body armor that you can trust, and body armor that performs every time.

The Line-X on our truck has been there for us through thick and thin. From being inside the world's largest tornado, to school children piling on top at our presentations, this truck stands up to it all. We have had homes thrown at us, grapefruit size hail hammer down and more, our Line-X kept us safe and moving.



## THE CHASE TRUCK IS A BRAND AND AN ICON

The chase truck is the rockstar of the team, taking on a life of its own. It's important to know that, Line-X is their badass body armor, and it is one of the most stand-out features on the truck every time it is showcased. From gas stations to auto shows, the first thing people do is come up and feel the truck's rough exterior asking about the Line-X.

They feature the truck in nearly all of their photos, videos and posters because it is their brand and its instantly recognizable. Fans love the truck, often drawing pictures of it, building models of it, and photobombing it. Wherever they go, people want pictures with the truck. At trade shows, speaking events, commercial work, etc. people want the truck, and Line-X is right there for all of that attention.



**EXCITING NEWS!**

## **They are Building a New Tornado Hunters Chase Truck!**

Chris and Ricky are very excited about this new build. There will be tons of content developed around the process of putting this beast together, with Line-X there for all of it. It will make for some great YouTube and social media pieces! The build begins in July and should be on the road by September. When it does hit the road, it will be the most recognizable storm chasing vehicle.

This truck would look great at a trade show booth for Line-X. 😊

THE ALL-NEW  
**TORNADO HUNTERS**  
STORM CHASE VEHICLE



Bigger. Better. More Badass.

# ABOUT RICKY

Ricky Forbes is a man who stops at nothing to chase his passions. From documenting the wildest storms on the planet, to spending time with loved ones at home, Ricky's pursuits are all in the quest of a life well lived.

A notable achievement is his creation of the TV show Tornado Hunters that made its way onto Netflix. This show features some of the best storm footage ever captured, including being caught inside the world's largest tornado.

When not storm chasing, Ricky lives for adventure. Working as an influencer with different brands and tourism outlets, Ricky is fortunate to travel the world and share his experiences through photo and video. These incredible stories have helped build his audience to over 745K engaged followers on social media.

At home Ricky loves spending time with friends and family, volunteering and speaking to all ages. Ricky's family includes his partner, Tirzah Cooper, and his step kids, Mason (12) and Vayda (17). Ricky is 36 years old, and calls home to Saskatoon, Saskatchewan.



# RICKY'S SOCIAL PLATFORM METRICS

746.2K

Followers

45%

Men

55%

Women

35

Avg. Age



Audience

\$52.9K

Avg. Income

91

Influence

Influence is the ability to drive action. This number is based out of 100, and anything over 75 is deemed a strong influence. It is NOT about how many followers you have, nor is it how many engagements you get. The expected number of relevant users that will see and react to your post defines how influential you are.

This metric is calculated by the influencer platform, Klear.com. Influence is predicted by analyzing thousands of features and billions of posts across Instagram, Twitter, Facebook, and Youtube.

## Instagram

Verified Account

Likes per post 2.5K

Comments per post 78

Followers 113.9K

Views per Story 3K

EMV\* per Post \$4.1K

EMV\* per Story \$2.1K

## Facebook

Verified Account

Likes per post 3.2K

Comments per post 84

Followers 501.3K

Views per Story 1.7K

EMV\* per Post \$5.1K

EMV\* per Story \$1.3K

## Twitter

Verified Account

Retweets per post 25

Followers 131.7K

EMV\* per Post \$2.1K

## YouTube

Subscribers 3.7K

EMV\* per Post \$2.9K

## Age

13-17 1%

18-24 12%

25-34 42%

35-44 27%

## Country

United States 42%

Canada 30%

United Kingdom 11%

Brazil 5%

## Audience Interests

Weather 28%

Travel 22%

Adventure 18%

Photography 17%



\*Earned Media Value

# ABOUT CHRIS

Chris Chittick has dedicated his life to storm chasing. Witnessing over a 1000 tornadoes on multiple continents, several hurricanes and more. He spent many years starring on Discovery's mega-hit 'Storm Chasers', and later Netflix's 'Tornado Hunters'. In the storm chasing world, Chittick is a household name.

As the nation's leading severe weather expert, he has appeared on Good Morning America, CNN, CBS, Piers Morgan, and Fox News to name a few. Sharing his love for storms, every year Chittick travels the globe giving lectures and speeches educating the public on extreme weather. He works closely with emergency technicians, engineers and disaster relief organizations on education, prevention and survival in the field of severe weather.

He has had an incredible career, and it's only getting started.

At home Chris has an amazing family of five that he adores. His wife Chelsea, and his 3 little ones, Jax, Maizie and Lilly. Chris is 42 years old, and calls home to Regina, Saskatchewan.



# CHRIS'S SOCIAL PLATFORM METRICS

**73K**  
Followers

**54%**  
Men

**46%**  
Women

**35**  
Avg. Age

  
Audience

**\$49.7K**  
Avg. Income

**84**

Influence

Influence is the ability to drive action. This number is based out of 100, and anything over 75 is deemed a strong influence. It is NOT about how many followers you have, nor is it how many engagements you get. The expected number of relevant users that will see and react to your post defines how influential you are.

This metric is calculated by the influencer platform, Klear.com. Influence is predicted by analyzing thousands of features and billions of posts across Instagram, Twitter, Facebook, and Youtube.

## Instagram

 Verified Account

 Likes per post 1.2K

 Comments per post 13

 Followers 13K

 Views per Story 500

 EMV\* per Post \$1.8K

 EMV\* per Story \$350

## Facebook

 Verified Account

 Likes per post 218

 Comments per post 16

 Followers 34.2K

 Views per Story 400

 EMV\* per Post \$1.2K

 EMV\* per Story \$275

## Twitter

 Verified Account

 Retweets per post 3.6

 Followers 25.7K

 EMV\* per Post \$481.86

## Age

13-17  2%

18-24  14%

25-34  34%

35-44  28%

## Country

United States 56%

Canada 16%

United Kingdom 5%

Brazil 4%

## Audience Interests

Weather 46%

Nature 35%

Photography 8%

 @ChittickChris

 /Chris.Chittick

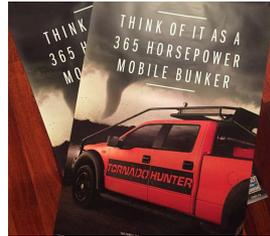
 @ChittickChris

\*Earned Media Value

# TORNADO HUNTERS PUBLICITY

The work they do attracts a lot of attention. In the past they have been featured with their truck in front page news articles, TV interviews, magazines, documentaries, auto trade shows and more.

Going forward, the work Chris and Ricky do will undoubtedly garner much more publicity. They just finished filming a documentary, and will find out soon if they have a new storm chasing TV show to film next year. Xbox has reached out and would like to see the truck in their video game, Forza 5. A lot of great things on the horizon, and it is only the beginning.



# RECENT INFLUENCER WORK

Every year they get the opportunity to work with some amazing clients. Chris and Ricky only work with companies where they believe in their brand and offering. They have to be proud representing the companies they partner up. Some recent projects include:



## Ford Bronco

This was an amazing adventure for Ricky - getting to film a commercial for the new Ford Bronco! This contract also included social media posting, content creation, and brand ambassador work. This work is currently featured on the Ford Canada website.



## Federated Co-op

Working with Co-op gas stations across western Canada, Ricky has created many pieces of adventure content over the years and continue to do so. This content lives online and this poster here is still seen at many of their locations.



## Sony Cameras

Our team worked with Sony cameras for many years testing their equipment and featuring their gear.



## General Tire

Chris does has done many events with General Tire in the past including their auto show trade booths where he chats with fans, signs poster, takes photos and helps bring the public to the booth.

**Matt Mosteller**  
Vice President  
Resorts of the  
Canadian Rockies

Ricky and Chris are the real deal! Genuine, kind, authentic, and adventurous. They can create & share powerful stories about your place, attraction, and experience! Tornado Hunters rocks!

**Matthew Curtis**  
Senior Content Strategist  
Hoffman York

The content these guys produced was outstanding! It was playful while still effectively communicating the key points associated with our campaign! Ricky and Chris are outstanding to work with, bringing great ideas to the table and are not afraid to get their hands dirty to collect the perfect shot! I would highly recommend these two to anyone considering them in the future.

**Vazul Szakacs**  
Partnerships Manager  
Steller Stories

I've worked with many creators, and Ricky and Chris are two of the most hard working people I've ever worked with, going above and beyond in everything they do. They are not only one of the most professional teams I've worked with, but very genuine and friendly people. I look forward to working with them for years to come.

When investing in someone, it is important to know they are moving forward, hungry and hustling. That is The Tornado Hunters. Chris and Ricky are excited to have many great things happening, and they have listed a few of these below:



## 2022 Storm Chase Season

They have already witnessed many incredible storm this season, and got right beside the tornado of the year. The season is only halfway through and they are on it.



## Just Filmed a Documentary

Just a few weeks ago they filmed a documentary with the award winning director, Mark Bone. While filming, they captured some of their best content yet, and the final product will be amazing.



## Influencer Projects

The goal every year is bigger and better relationships with their partners, and this year is on track. Ricky and Chris are very excited with this field as it allows them to do what they love and help promote their partners.



## Speaking

Chris and Ricky are always on the go speaking to educational institutes and business events. Currently they have many bookings already filling up for the fall.



## Writing a Book

It is early in the process, but they have began writing a book that is scheduled to release early next spring. This book will cover the wilds of all weather, their stories from the field, education, survival tips, and more.

# PROMOTIONAL SERVICE OPTIONS

On the next two pages are promotional work options Ricky and Chris would love to do for Line-X. If interested in any of these, let them know and they can get you pricing. Ideally, they are able to set up a long term relationship, and with that they are happy to discount their pricing.

## SOCIAL MEDIA

- **Social Media Photo Post**
- **Social Media Story (3-5 Pieces)**
- **Social Media Video (30s - 60s)**
- **Longer Format Video (2min - 5min)**
- **Social Media Contest**

Contest featured on Ricky's and Chris' platforms driving traffic to client's social media and/or website. This has worked incredibly well with clients, garnering often 500-1500 new followers and tons of traffic. Contest item to be supplied by client.

- **Reposting of Client's Promotions**

## BRAND AMBASSADOR

- **Use of Ricky's and Chris' Personal Brand Image and Likeness**

Value to be determined based on client's industry and length of contract. Ricky and Chris have spent years developing their personal brands, and this brand will be attached to the clients they team up with. Clients are able to use photos, videos, and imagery of Ricky and Chris in their promotions, website, etc. Approval of those materials will be required.

- **Exclusivity**

If the contract requires exclusivity, there will be an additional cost that is dependent on client's industry demand, and length of contract.

- **Media Appearances**

Both Ricky and Chris are trained in media interviews, and have spent years in front of a camera. If media appearances are needed for a client, you can depend on these guys.

- **Events**

Whether it is a trade show, or a client meet and greet, Ricky and Chris put on a great show and develop friends wherever they go. This can include bringing the Tornado Hunters truck, taking photos with public, signing posters, etc.

# PROMOTIONAL SERVICE OPTIONS

## ➤ **Featured on Tornado Hunters Poster**

Every year Chris and Ricky hand out around 10,000 posters. These posters are signed and given out at schools, keynote speaking events, to fans on the street, etc. The truck is featured with a badass storm. Your logo can be prominently shown in the corner of the poster. This poster may include a few other logos of non-competing sponsors.

## ➤ **Featured on Team Clothing**

Get your logo on the fellas Tornado Hunter tees. This is all they wear when they are storm chasing, live streaming to 1000's of viewers and creating their content that goes out to the masses afterwards. Ability to get on the t-shirt and/or hat.

## ➤ **Featured on Tornado Hunters Chase Truck**

This is a no brainer, but with Line-X's involvement with the chase truck they would have the logo shown prominently on the truck like you see in the mock-up of the chase truck. So there is doubt what is on the truck, and that it shows up in all of their content. Ricky and Chris imagine a logo placement similar to how it has been done in the past as shown below.



# CONCLUSION

Hi Ben!

Thank you very much for taking the time to read through this package. We are very excited at the potential of working with Line-X.

We are flexible on how this partnership unfolds. If you want some of the pieces listed, or all of the pieces, let us know and we can find a price point that works for both sides.

Important to note is that we pride ourselves on going above and beyond. Whatever deliverables we decide on in the end, we know we will create much more content around Line-X as it is a part of every storm chase and adventure we do.

We look forward to hearing your thoughts, and thanks again for giving us your time to have a look through this.

*Chris Chittick* *Ricky Forbes*

