

CHASING THE CROWN *Reality Show*



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TAGLINE: Take an inside look at high end horseracing, where everyone sheds blood, sweat, and tears to chase the Crown! Reminiscent of a modern day Hatfield and McCoy feud, the show will focus on how rivalries and passion run deep in the world of Horse Racing

STORY: The docusoap “Chasing the Crown” follows multiple High-end Horse Stables that participate in the world of high stakes horse racing leading up to the three biggest horse races in America: The Kentucky Derby, The Preakness, & The Belmont Stakes. These three races make up the **Triple Crown**.

Many of the stables are family owed and have been around for generations. This is not just a business, it’s a way of life. And for every

glamorous day at the races, there is a day of grit to back it up.



STONE: Horse racing brings about visions of the classic racing movies “Sea Biscuit” & “Secretariat,” and much of it is still the same today. There is romanticism about this sport that attracts women viewers. Maybe it’s that the traditions have been kept alive: Mint Juleps, gentlemen in pastels suits, and women in fabulous hats.

“Chasing the Crown” will show all of this tradition, Americana, and heart pounding excitement and drama. One moment, we will see Mint Juleps raised in a toast at a Derby’s Eve, a night of Southern hospitality at its finest.

The next moment man and horse are deep in the track, hooves will pound, dirt will fly, bets will be made and dreams will come true.

AUDIENCE:

-Men and women, ages 18-59

-The Kentucky Derby is broadcast live on NBC and had a viewership of 16.2 million in 2013.

-52 percent of Derby viewers were women, making it the only annual sporting event that draws more female viewers than males.

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