

TORNADO HUNTERS



WHO WE ARE



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.



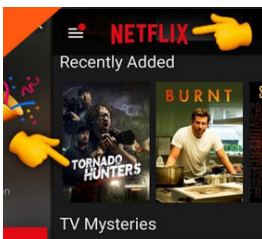
Media Interviews

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.

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. They feature the truck in nearly all of their photos, videos and posters because it is their brand and it's 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.



EXCITING NEWS! BRAND NEW 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. It will make for some great YouTube and social media pieces! The build begins in October and should be on the road by November.

When it does hit the road, it will be the most recognizable storm chasing vehicle.



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.



SOCIAL PLATFORM METRICS

755.9K

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 114.5K

Views per Story 3K

EMV* per Post \$5.6K

EMV* per Story \$2.2K

Facebook

Verified Account

Likes per post 3.2K

Comments per post 84

Followers 511.3K

Views per Story 1.7K

EMV* per Post \$4.8K

EMV* per Story \$1.3K

Twitter

Verified Account

Retweets per post 25

Followers 131.3K

EMV* per Post \$991.7

YouTube

Subscribers 4.3K

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

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 Ricky gets the opportunity to work with some amazing clients. Ricky only works with companies he believes in, and knows their product and services are great. Some recent projects include:



Alexandra Martineau
Communication Specialist
Red Bull Canada

Ricky joined us for Red Bull Outliers in Calgary to create exciting and engaging content for each race. He is a super professional individual and a very nice guy. He joined our team of MCs to enhance the on-site experience for both venues and shared his energy with our spectators. Looking forward to working with Ricky in the future!

Matt Mosteller
Vice President
Resorts of the
Canadian Rockies

Ricky is the real deal! Genuine, kind, authentic, and adventurous. He can create & share powerful stories about your place, attraction, and experience! He rocks!

Matthew Curtis
Senior Content Strategist
Hoffman York

The content he produced was outstanding! It was playful while still effectively communicating the key points associated with our campaign! Ricky is outstanding to work with, he brings great ideas to the table and isn't afraid to get his hands dirty to collect the perfect shot! I would highly recommend him to anyone considering him in the future.

Vazul Szakacs
Partnerships Manager
Steller Stories

I've worked with many creators, and Ricky is one of the most hard working people I've ever worked with, going above and beyond in everything he does. He's not only one of the most professional individuals I've worked with, but he's a very genuine and friendly guy. I look forward to working with him for years to come.



When investing in someone, it's nice to know what's next for them, to know that the future is bright. Ricky is excited to have some great things happening, and a few of those are listed below:



Storm Chasing

Ricky's team, The Tornado Hunters, had an incredible season chasing for over 70 days and capturing the tornado of the year! Next season is already shaping up to be the best yet.



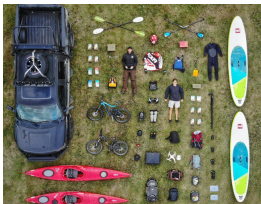
Documentary

This past year Ricky has been working with award winning director, Mark Bone, filming a documentary around his life, family and storm chasing. To be released this fall.



New Tornado Hunters Truck

Working with Ford, Ricky is building this new storm chasing rig that will be bigger, better & more badass. It's a massive part of the Tornado Hunters brand and gets all of the attention.



Influencer Projects

The goal every year is bigger adventures, and better content. This year, Ricky has had a strong start and are in talks for some great stuff in fall and winter.



Speaking

Every year Ricky speaks to many schools and conferences on his experiences as a storm chaser. This fall Ricky is excited to be a keynote speaker at the Natural Disasters Expo in Anaheim, California.

This media kit may start to seem like a resume, and it sort of is. When it comes to linking up with a personal brand, volunteering is a large part of that brand and worth mentioning.



Big Brother Program

Ricky feels very fortunate to have an amazing little buddy and have been part of the program for 6 years.



Developing Local Entrepreneurs

Ricky is a passionate entrepreneur and spends time helping other small businesses learn and grow. Ricky has spent many hours with local programs & U of S students.



Sanctum Survivor: 2 days Homeless in Saskatoon

An incredible initiative to bring awareness to issues at home and fundraise for this program.



Stars Air Ambulance Fundraiser

Every year hosting the Stars Fundraisers for Ryde the Hangar.



Swinging with the Stars

This was terrifying - Ricky is not a good dancer... Jokes aside, awesome fundraiser for the Saskatoon City Hospital.



Cat Calendar

Participated in the Annual Cat Calendar to raise funds for their shelter.

PRICING LIST

Pricing below is dependent of additional costs incurred to create content. Ricky is willing to discount services if it is a larger contract with multiple items. All content ideas to be discussed with client before capturing. All content will be approved by client before posting.

SOCIAL MEDIA

- **Social Media Photo Post \$900**
- **Social Media Story (3-5 Pieces) \$1100**
- **Social Media Video Post (30s - 60s) \$1800**
- **Longer Format Video Post (2min - 4min) \$2400**
- **Social Media Contest \$1800**

Contest featured on Ricky's 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 \$750/Post \$100/Story**

BRAND AMBASSADOR

- **Use of Ricky Forbes Personal Brand Image and Likeness**

This is an additional cost in every project. Value to be determined based on client's industry and length of contract. Ricky has spent years developing his brand, and this brand will be attached to clients he teams up with. Clients are able to use photos, videos, and imagery of Ricky in their promotions. 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**

Ricky is trained in media interviews, and has spent years in front of a camera. If media appearances are needed for a client, Ricky is happy to be a well spoken representative.

- **Events**

Whether it is a trade show, or a client meet and greet, Ricky is able to be an engaging guest. This can include Ricky bringing his Tornado Hunters truck, taking photos with public, signing posters, etc.