

Wednesdays at 9pm
beginning September 2nd

only on the **CW**

& all Globally accessible CW on-demand platforms.

**FUELED BY
SPONSORS...
DRIVEN BY
PURPOSE...**



THE GREAT
AMERICAN
ROAD RALLY
CELEBRITY EDITION

A National Engagement Platform Designed to Drive Audience Participation and Real-Time Brand Interaction

"The Highway that Defined a Generation Meets the Network Defining the Next"

Two Legends + Two Thousand Miles of Paying It Forward = One Legendary Ride...



SERIES PREMIERE
COMING THIS FALL

THE GREAT AMERICAN ROAD RALLY - CELEBRITY EDITION

Where America Hits the Gas on Culture, Community, and Entertainment
A National Prime Time Television Series on The CW Network
Route 66 | Chicago to Santa Monica



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THE GREAT AMERICAN ROAD RALLY CELEBRITY EDITION



SHARKNADO

Ian Ziering isn't just the host - He's the signal.

Ian Ziering brings instant credibility, recognition, and built-in audience to the series. From Beverly Hills, 90210 to the worldwide Sharknado phenomenon, he has helped power multi-generational hits that audiences don't just watch - they follow.

With decades of on-screen presence, a deep-rooted connection to car culture, and a global fan base that spans generations, Ian becomes the emotional throughline of the series.

He's not introducing the Rally - he's leading America through it...



HOSTED BY IAN ZIERING

A GLOBAL FACE - A PROVEN FRANCHISE ANCHOR...

"You don't launch a national event without a face audiences trust.

Trust the driver - Follow the journey - Ian Ziering is that signal to audiences everywhere...

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PREMIER PARTNERSHIP STRUCTURE

All Premier Opportunities Are Designed As Fully Integrated Ownership-Level Brand Positions Within The Great American Road Rally Ecosystem.

Unlike traditional sponsorship tiers that limit exposure by platform, GARR's premier partnership model is built around strategic ownership positions that extend across broadcast, digital, live event, social, and experiential integration.

Each premier partner aligns with a distinct lane of ownership within the series, including vehicle integration, episode ownership, branded challenges, content activations, celebrity association, and national fan engagement, while maintaining full participation across the broader entertainment platform.

THIS STRUCTURE CREATES:

- Greater brand visibility**
- Protected category positioning**
- Multi-platform audience engagement**
- Stronger long-term sponsor value**
- Premium integration beyond traditional commercial inventory**

NATIONAL REACH

DRIVING REACH AND IMPACT FOR OUR PARTNERS

The CW Network delivers access to 100% of the Country through over 100 million U.S. households across broadcast and digital platforms, with additional reach through The CW App and on-demand distribution.

Prime-time unscripted and event-style programming across the CW and comparable networks typically delivers between 500,000 and 1.5 million viewers per episode, with higher engagement for event-driven formats.

The Great American Road Rally expands beyond traditional broadcast through integrated celebrity and influencer participation, projecting a combined social reach exceeding 150 million followers across Instagram, TikTok, YouTube, and X.

Each episode is designed to generate between 5 million and 15 million total impressions across broadcast, social, and digital distribution.



Across the full season, projected total campaign impressions range from 75 million to over 200 million, driven by episodic content, social amplification, and live activation moments.

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TIMELINE & PRODUCTION SCHEDULE

THE ROAD STARTS NOW...

Pre-production: *Began in October 2025 and wraps in June 2026*

Filming start: *Principal Preliminary Segment Package Photography has already commenced...*

Principal Episodic Photography: *Begins August 6th - October 15th*

Key City Stops: *August 6-16 Chicago, IL, St. Louis, MO, Springfield, MO, Tulsa, OK, Oklahoma City, OK, Amarillo, TX, Albuquerque, NM, Flagstaff, AZ, Las Vegas, NV, Santa Monica, CA*

Air dates: *Fall Premiere Wednesdays at 9pm beginning Sept 2nd - Nov 25th*



Production and release strategy are aligned to maximize audience, build partner integration, and coordinated engagement across all platforms.

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THE ROUTE

THE ROAD THAT BUILT AMERICA

CITY STOPS | CHICAGO, IL | ST. LOUIS, MO | SPRINGFIELD, MO | TULSA, OK, | OKLAHOMA CITY, OK | AMARILLO, TX | ALBUQUERQUE, NM | FLAGSTAFF, AZ, | LAS VEGAS, NV | SANTA MONICA, CA |

*The rally follows historic Route 66 from Chicago to Santa Monica.
Each stop becomes a moment of connection, bringing together local communities, fans, and brands.
This is a national journey with multiple high-impact touchpoints.*



Each stop is not just a location, but a branded touchpoint where audience engagement, local activation, and content creation intersect...

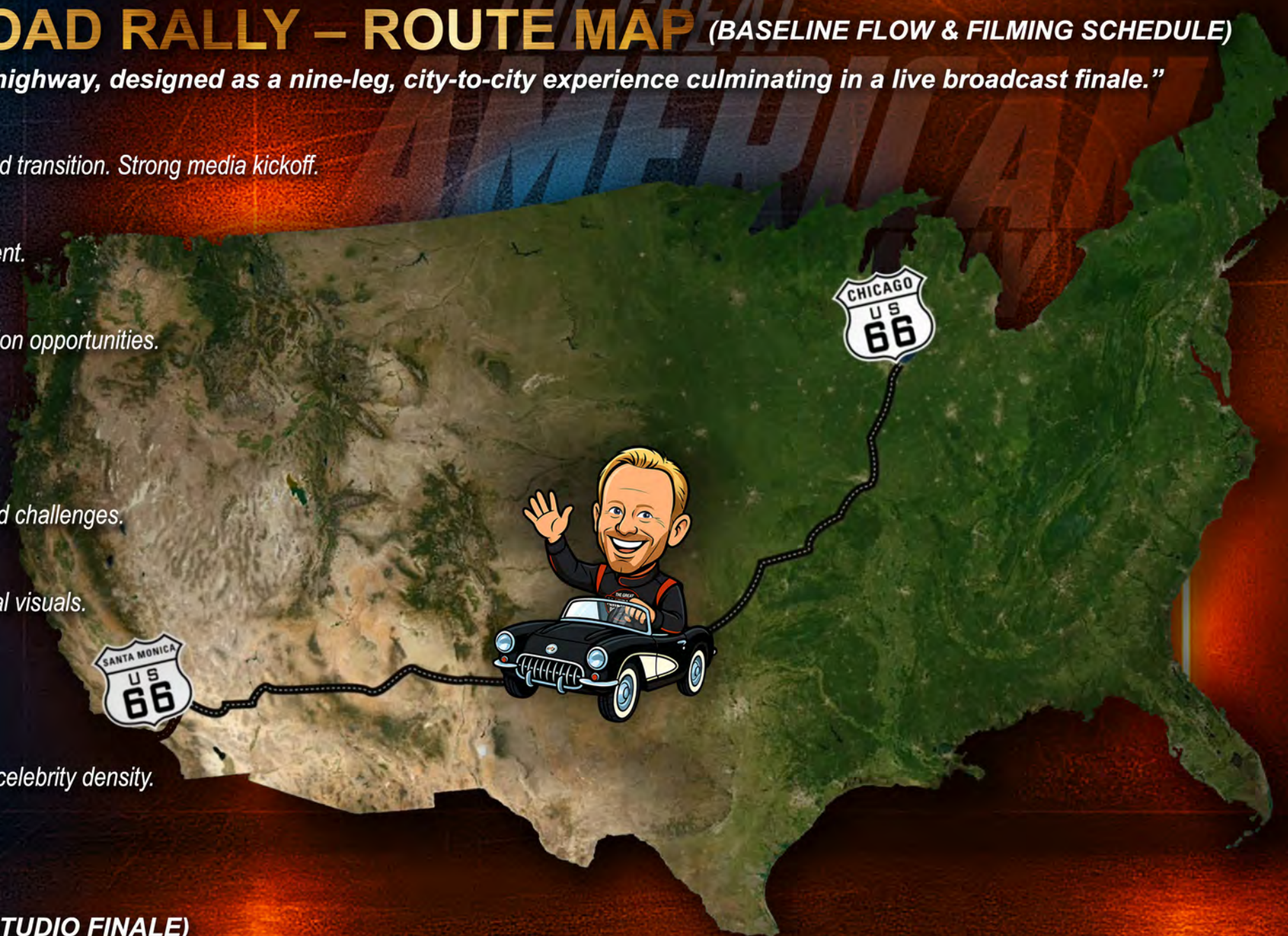
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THE GREAT AMERICAN ROAD RALLY – ROUTE MAP (BASELINE FLOW & FILMING SCHEDULE)

“A 2,000+ mile journey across America’s most iconic highway, designed as a nine-leg, city-to-city experience culminating in a live broadcast finale.”

FILMING
SCHEDULE

- AUG 6** **LEG 1 — CHICAGO, IL → ST. LOUIS, MO**
Launch moment. Press, celebrity reveal, first rally push. Urban to heartland transition. Strong media kickoff.
- AUG 7** **LEG 2 — ST. LOUIS, MO → SPRINGFIELD, MO**
Classic Americana. Car culture, roadside nostalgia, community engagement.
- AUG 8** **LEG 3 — SPRINGFIELD, MO → TULSA, OK**
Midwest energy. First real competition rhythm kicks in. Strong fan interaction opportunities.
- AUG 9** **LEG 4 — TULSA, OK → OKLAHOMA CITY, OK**
Momentum leg. Challenges intensify. Brand integrations begin to stack.
- AUG 10** **LEG 5 — OKLAHOMA CITY, OK → AMARILLO, TX**
Wide-open roads. Visual scale. Big cinematic driving + performance-based challenges.
- AUG 11** **LEG 6 — AMARILLO, TX → ALBUQUERQUE, NM**
Southwest transition. Cultural texture. Balloon Fiesta tie-in potential / aerial visuals.
- AUG 12** **LEG 7 — ALBUQUERQUE, NM → FLAGSTAFF, AZ**
Elevation shift. Scenic drama. Outdoor/adventure-style challenges.
- AUG 13** **LEG 8 — FLAGSTAFF, AZ → LAS VEGAS, NV**
High-energy destination leg. Entertainment crossover. Music + nightlife + celebrity density.
- AUG 16** **LEG 9 — LAS VEGAS, NV → SANTA MONICA, CA**
Final push. Pacific arrival. Emotional payoff. Pier finish moment.
- OCT 15 THROUGH NOV 5** **FINAL TRANSITION — SANTA MONICA → LAS VEGAS (STUDIO FINALE)**
Pier photo moment - “Stage Door” misdirect - Smash cut to Vegas LED arena finale - 360° audience + global screens - All celebs reappear - Charity totals revealed
Humanitarian Awards announced - Season reset / next year launch



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THE GREAT AMERICAN ROAD RALLY

Celebrity Edition — Broadcast Schedule

Wednesdays • 9PM ET/PT • The CW

Episode 101 — September 2, 2026

Episode 102 — September 9, 2026

Episode 103 — September 16, 2026

Episode 104 — September 23, 2026

Episode 105 — September 30, 2026

Episode 106 — October 7, 2026

Episode 107 — October 14, 2026

Episode 108 — October 21, 2026

Episode 109 — October 28, 2026

SPECIAL SOCIAL ACTIVATION WEEK

No Broadcast November 4, 2026 Due to National Mid-Term Election Week

Episode 110 — November 11, 2026

Episode 111 (Recap Special) — November 18, 2026

Episode 112 (Two-Hour Season Finale) — November 25, 2026 • 9PM–11PM



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CORE DEMOGRAPHIC PROFILE FOR THE SHOW

PRIMARY AUDIENCE

Age Range: 25–54 Core (Expanded Reach: 18–64)

Gender Split: 52% Male / 48% Female (balanced due to entertainment + music + family nostalgia blend)

Household Income: \$50K–\$125K Median Core

(Strong over-index in middle America + working families + suburban households)

Top Markets (DMAs): Los Angeles, New York, Chicago, Dallas - Fort Worth, Atlanta, Houston, Phoenix, Tampa - St. Petersburg, Nashville, Orlando

Ethnicity Breakdown: (Blended National + CW + Social Audience)

White: 55–60%

Hispanic/Latino: 20–25%

African American: 12–15%

Other/Mixed: 5–8%

Average Daily Screen Time: 6.5 – 8.5 hours per day (U.S. avg across TV + mobile)

Primary Platforms: Linear TV (CW Broadcast), YouTube, Instagram, TikTok

Weekly Content Consumption: 25–35 hours per week across platforms

(Heavy dual-screen behavior: TV + phone simultaneously)



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AUDIENCE BY CATEGORY - MULTIPLE FAN BASES... ONE PLATFORM... STACKED AUDIENCE COMPOSITION

The Great American Road Rally aggregates multiple high-value audience segments into a single, unified engagement platform, combining legacy media reach, live sports energy, music culture, and next-generation digital influence.



Legacy Television & Film:

Core Demo: 35–64

Gender: *Balanced*

Total Reach: 20M+ *(broadcast legacy and social)*

Top Platforms: *Broadcast, Facebook, YouTube, Instagram*

Engagement: *Moderate, loyalty-driven*

Key Behaviors: *Episodic loyalty, nostalgia engagement, family co-viewing*

Top Brand Categories: *Retail, CPG, entertainment*

Music Icons & Cultural Artists:

Core Demo: 25–64

Gender: *Slight female skew*

Total Reach: 25M+ *(catalog, touring, and social audiences)*

Top Platforms: *Instagram, YouTube, Facebook, streaming platforms*

Engagement: *Moderate to high*

Key Behaviors: *Social sharing, cultural influence, repeat listening*

Top Brand Categories: *Beverage, lifestyle, fashion*

ICONS OF SCREEN & SOUND

The convergence of television, film, and music culture

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AUDIENCE BY CATEGORY - MULTIPLE FAN BASES... ONE PLATFORM... STACKED AUDIENCE COMPOSITION

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Sports & Motorsports:

Core Demo: 18–49

Gender: Male-leaning

Total Reach: 15M+

Top Platforms: Instagram, YouTube, X, live TV

Engagement: High

Key Behaviors: Live viewing, competition engagement, merchandise purchasing

Top Brand Categories: Automotive, apparel, performance

Wrestling & Combat Sports:

Core Demo: 18–49

Gender: Male-leaning

Total Reach: 30M+ (ecosystem scale influence)

Top Platforms: Instagram, YouTube, TikTok, X

Engagement: High

Key Behaviors: Repeat viewing, strong loyalty, live event attendance

Top Brand Categories: Energy, apparel, supplements



SPORTS, MOTORSPORTS & WRESTLING HEROES

Athletes from the worlds of competition and combat

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AUDIENCE BY CATEGORY - MULTIPLE FAN BASES... ONE PLATFORM... STACKED AUDIENCE COMPOSITION

The Great American Road Rally aggregates multiple high-value audience segments into a single, unified engagement platform, combining legacy media reach, live sports energy, music culture, and next-generation digital influence.



Comedy & Personality Talent:

Core Demo: 25–54

Gender: *Balanced*

Total Reach: 10M+

Top Platforms: YouTube, Instagram, TikTok

Engagement: *High*

Key Behaviors: *Viral sharing, clip consumption, personality follow-through*

Top Brand Categories: *Entertainment, digital platforms*

Creators & Digital Influencers:

Core Demo: 18–44

Gender: *Balanced*

Total Reach: 50M–100M+ aggregated

Top Platforms: TikTok, Instagram, YouTube Shorts

Engagement: *Very high*

Key Behaviors: *Short-form consumption, sharing, direct conversion*

Top Brand Categories: *DTC, tech, food delivery*

COMEDY & PERSONALITY TALENT

with Creators & Digital Influencers

PLATFORM SUMMARY:

This is not a single audience buy. It is a stacked audience model built from multiple fan bases that converge into one unified platform, delivering reach, engagement, and conversion across broadcast, live, and digital environments...

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A PLATFORM ADVANTAGE - THAT DELIVERS BOTH REACH & DEPTH

3 LANES... 1 ENGINE..



PRIME-TIME TELEVISION VISABILITY



LIVE CITY TO CITY ENGAGEMENT



DIGITAL ALWAYS-ON CONTENT

The Great American Road Rally operates across three core layers:

Broadcast visibility through national television - Live engagement through city-by-city activations - Always-on content through digital and social...



Broadcast delivers SCALE



**Live activations create
REAL - WORLD CONNECTION**



**Digital and social drive
CONTINUOUS ENGAGEMENT**

BUILT TO MOVE AUDIENCES FROM AWARENESS TO ACTION

PARTNERSHIP OPPORTUNITIES



**"FULL PLATFORM
INTEGRATION..."**

*"Each brand has full ownership of their
vertical across broadcast, digital, live
activations, and in-show integration..."*



**"WHERE YOUR BRAND
ENTERS THE RALLY..."**



**"ONE BRAND PER LANE.
NO OVERLAP..."**



**SELECT YOUR
ENTRY POINT
NOW...**

IN SHOW BRAND INTEGRATION

We've built a platform where brands don't just advertise, they stand for something in front of a national audience...

BRAND + CHARITY CO-BRANDED PLACEMENT

Guaranteed recurring exposure across 13 Episodes + National Broadcast + Streaming Distribution

Millions of branded impressions across top U.S. DMA's

Captured in motion, close-ups, drone shots, and in car footage throughout each Episode...

Category Exclusivity Available...One Brand Per Category

Drive national exposure while supporting meaningful causes that resonate with audiences and consumers...



BRAND & CHARITY CO-BRANDED PLACEMENT

SOCIAL | DIGITAL EXTENTION

Extended exposure across social, livestreams, and digital content



OWN YOUR CATEGORY



CHAMPION A CAUSE



YOU'RE NOT JUST BUYING EXPOSURE,
YOU'RE BUYING IMPACT

TEAM (BRAND NAME) - Racing for (Charity Name) All Integrated into storyline, competition, and on-screen graphics
10 - Teams = 10 Brand Ownership Opportunities

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PRIME BRAND INTEGRATION

EACH IS RARE, EACH IS MEASURABLE, AND EACH LIMITED TO ONE BRAND PARTNER
EXCLUSIVE PRESENTING-LEVEL INTEGRATION WITH 100% BRAND OWNERSHIP
NO COMPETITION... NO CLUTTER... JUST YOUR BRAND...

DELIVERING MILLIONS OF IMPRESSIONS ACROSS BROADCAST, SOCIAL & LIVE ACTIVATIONS
RECURRING, STORY-DRIVEN BRAND INTEGRATION IN EVERY EPISODE

THE OFFICIAL HOST PACE CAR



THE OFFICIAL VIRAL VAULT DIARY LIMOUSINE



LIMITED TO ONE BRAND PER CATEGORY - INQUIRE NOW!

HIGH FREQUENCY EXPOSURE ACROSS TOP 25 U.S. DMAs
STREAMING & SOCIAL EXTENSIONS...

FEATURED IN HERO SHOTS, HOST SEGMENTS, TRANSITIONS,
AND CINEMATIC COVERAGE THROUGHOUT THE SERIES...

MORE THAN PLACEMENT... IT'S PRESENCE...

BUILT - IN CONTENT ENGINE GENERATING
BROADCAST, SOCIAL, AND BRANDED MOMENTS



EQUIVALENT TO A CONTINUOUS
BRANDED PRODUCTION ENVIRONMENT



360 ° BRAND VISIBILITY - INSIDE & OUT



DESIGNATED FOR SHAREABLE MOMENTS, SOCIAL CLIPS,
AND VIRAL CONTENT DISTRIBUTION

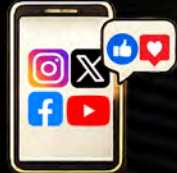
ALWAYS - ON CAMERA PRESENCE

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PREMIER OPPORTUNITIES WITH OWNERSHIP-LEVEL EXPOSURE



BROADCAST
INTEGRATION



SOCIAL MEDIA
AMPLIFICATION



LIVE EVENT
PRESENCE



VEHICLE
BRANDING



CUSTOM
CONTENT



CHARITY
ALIGNMENT



FINALE'
INTEGRATION



CELEBRITY
ASSOCIATION



EVENT
ACCESS



PR & MEDIA
EXPOSURE



CHALLENGE
INTEGRATION

PREMIUM OPPORTUNITY

AMOUNT

CATEGORY

ENTITLEMENTS

PRESENTING SPONSOR

\$5,000,000

Series Ownership



CELEBRITY TEAM VEHICLES



\$250,000 EACH

Vehicle Program



FULL FLEET OWNERSHIP

\$2,500,000

Vehicle Program Exclusivity



HOST / LEAD CAR

\$500,000

Host Integration



VIRAL VAULT

\$500,000

Social + Emotional Content



RALLY LEGS

\$500,000 EACH

Episode Leg Ownership



EPISODE CHALLENGES



\$250,000 EACH

Challenge Ownership



STRATEGIC BRAND ALIGNMENT OPPORTUNITIES WITH PROTECTED CATEGORY POSITIONING

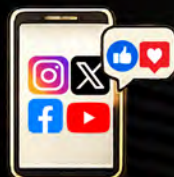
EVERY PREMIER PARTNER RECIEVES OWNERSHIP-LEVEL INTEGRATION ACROSS BROADCAST, DIGITAL, LIVE EVENT, & FAN ENGAGEMENT PLATFORMS

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PREMIER OPPORTUNITIES WITH OWNERSHIP-LEVEL EXPOSURE



BROADCAST
INTEGRATION



SOCIAL MEDIA
AMPLIFICATION



LIVE EVENT
PRESENCE



VEHICLE
BRANDING



CUSTOM
CONTENT



CHARITY
ALIGNMENT



FINALE'
INTEGRATION



CELEBRITY
ASSOCIATION



EVENT
ACCESS



PR & MEDIA
EXPOSURE



CHALLENGE
INTEGRATION

PREMIUM OPPORTUNITY

AMOUNT

CATEGORY

ENTITLEMENTS

AUTOMOTIVE EXCLUSIVE

\$2,500,000

Exclusive Category Ownership



APPAREL EXCLUSIVE

\$1,000,000

Exclusive Category Ownership



BEVERAGE EXCLUSIVE

\$1,250,000

Exclusive Category Ownership



TELECOM EXCLUSIVE

\$1,500,000

Exclusive Category Ownership



FOOD DELIVERY EXCLUSIVE

\$1,000,000

Exclusive Category Ownership



RETAIL EXCLUSIVE

\$750,000

Exclusive Category Ownership



STRATEGIC BRAND ALIGNMENT OPPORTUNITIES WITH PROTECTED CATEGORY POSITIONING

EVERY PREMIER PARTNER RECIEVES OWNERSHIP-LEVEL INTEGRATION ACROSS BROADCAST, DIGITAL, LIVE EVENT, & FAN ENGAGEMENT PLATFORMS

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BRAND INTEGRATION: *PART OF THE STORY... NOT JUST PART OF THE SCREEN...*

Brands are woven directly into the fabric of the rally, appearing naturally across every layer of the experience.

On-screen placements embedded within real moments and storylines.

Lower-third and broadcast integrations tied to key segments.

Talent-driven moments that bring brands to life through personality and action.

Vehicle branding that travels the full journey across every episode.

Live activations that connect brands with audiences in real time.

Digital and social content that extends visibility far beyond airtime.

This is not interruption-based advertising, it's participation within the story itself.

Brands don't sit outside the experience... they move with it, mile by mile.

From broadcast to social to live experience,

brands are present in every mile of the journey.

No fluff. No poetry. Just value, volume, and visibility...

*THE GREAT
AMERICAN
ROAD RALLY
CELEBRITY EDITION*



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WHAT A BRAND ACTUALLY GETS: VISIBLE... MEASURABLE... SCALABLE...

A fully integrated presence across broadcast, live experiences, and digital platforms, delivering consistent exposure and real audience engagement throughout the entire rally.

BROADCAST EXPOSURE:

Recurring visibility across 13 hours of national prime-time programming Integrated brand moments within episodes, not isolated ad spots Association with key storylines, challenges, and talent interactions.

ON-VEHICLE & IN-SHOW PRESENCE:

*Branded rally vehicles featured across every leg of the journey
Continuous on-screen exposure through driving sequences and challenges
Organic mentions and visual integration tied to real-time competition*

DIGITAL & SOCIAL AMPLIFICATION:

*Ongoing exposure through official show channels and content distribution
Talent-driven posts across combined celebrity and influencer audiences
Short-form, behind-the-scenes, and real-time content extending reach beyond broadcast*

LIVE EVENT ACTIVATION:

*On-the-ground brand presence at each city stop
Consumer engagement through experiential activations and fan interaction
Local market visibility tied to national exposure*

CONTENT & MEDIA VALUE:

*2,500+ pieces of content generated across the full season
Always-on visibility before, during, and after each episode
Multi-platform distribution driving frequency and recall*

*This is not a single placement, it's a sustained presence across an entire content ecosystem.
A platform designed to deliver reach, repetition, and real audience connection at scale.*



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MEASUREMENT & REPORTING

MEASUREMENT THAT MATCHES THE MOMENT

Every partnership is backed by transparent, performance-driven reporting across all platforms.

We track and deliver:

Broadcast reach and total impressions

Social engagement and audience interaction

Content performance across digital platforms

Talent-driven amplification and reach

On-site activation engagement and participation

Conversion indicators tied to campaign activity

Each partner receives a comprehensive post-campaign report outlining performance, insights, and opportunities for continued growth.

THE GREAT AMERICAN ROAD RALLY

CELEBRITY EDITION



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BUILT FOR SCALE... DESIGNED FOR IMPACT...

BUILT FOR SCALE. DESIGNED FOR IMPACT.

*The Great American Road Rally is more than a television series,
it's a multi-platform national event designed to move at the speed of culture.*

It combines:

National broadcast reach

Live, city-by-city consumer engagement

Celebrity-driven distribution across social platforms

Continuous content creation across every mile

Purpose-led storytelling that drives real-world impact

*Brands don't sit on the sidelines of this platform
they become part of the journey, the story, and the outcome.*



**NEXT STEPS?
LET'S HIT THE ROAD!**



HOSTED BY | IAN ZIERING

*We work with partners to identify the right level of involvement and build tailored offerings as well that align with your brand's goals. For custom sponsorship opportunities contact: **David@iyagico.com***





WEDNESDAYS AT 9PM STARTING SEPTEMBER 2nd

HOSTED BY

IAN ZIERING

ONLY ON THE

CW

JOIN US THIS FALL
FOR THE RIDE OF A LIFETIME

