

SEAWORLD PARKS & ENTERTAINMENT



“Generation Nature, LIVE!”

Traveling Live Show



Treatment V.5

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Production Team

Role: Executive Producer

Role: Production Team

Role: Show Writer

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Joint Brainstorm

On October 29, 2014, we had a very productive brainstorming session with a variety of creative players from different areas: Alan Tailbot and Scott Swenson from Busch Gardens Tampa; Steve Welch from SeaWorld Orlando; Crystal O’Hea, Mish Clark, Janet Wagner from corporate; and Julie Peluso and Stacy Barton who attended as creative consultants. During the afternoon, a flurry of creative ideas and grounded expertise merged together in an exciting way and our brainstorm session led to a few governing goals:

- Define show elements, staging and Park activation that would incorporate the integrity of the Generation Nature brand in a live show format.
- Provide collateral that could be used/reused by each Park.
- Expand this experience beyond a 20-minute show by helping each Park identify Generation Nature “action stations” that send guests to the Generation Nature website through signage and social media. (locations TBD by each park,).

Objective

The objective is to create a live show that feels as though it has jumped off the kid-centric Generation Nature website. The same colors, branding, energy, style and messages will be used, but the new live show offering will not attempt to replicate a website, but rather complement it with a fun, live interactive show that travels from Park to Park taping segments to be used in future “webisodes.”

Synergy

The intention is to create a circle of inspiration between the Parks and the website, with a goal of driving kids (from either location) to send in stories of their own actions as “GAME CHANGERS FOR NATURE.” Thus inspiring a grass roots movement of the next generation that goes beyond a single theme park show or website. A big part of this synergy would be using the star power of Bindi Irwin (the “face” of Generation Nature’s GAME CHANGERS) in the live show. Another energetic performer (auditioned/directed by SeaWorld Parks and Entertainment) would act as Host in order to maximize Bindi’s star status.

User Generated Content

The show will offer opportunities for action around the park that drive kids to upload their own “GAME CHANGER FOR NATURE” pictures and videos on the Generation Nature Facebook page. Likewise, the website will inspire kids to visit the parks where they can see “for real” some of the animals featured in the “GenN” webisodes.

Show Beats

- Sizzle video opener (delivered to the parks)
- Set up that has the buzz of a LIVE taping that could be used in a webisode
- Reveal issues facing nature through fun audience games, creating personal awareness
- Inspire kids through emotional connection by introducing live animals impacted by the issue they now understand
- Educate kids on three specific actions they can take to make a difference and be a game changer for nature
- Lead audience in a fun up-on-their-feet pledge and send kids out into the parks empowered as true “GAME CHANGERS FOR NATURE!”

SHOW ELEMENTS

Set: To make this show feel current and connected to the website, the set needs to be simple, with the energy flowing between the screen, Bindi, the Host, and the audience. We defined a few elements that can help maintain consistency between parks while still allowing the use of each individual Park’s unique assets:

- With the concept that this is a LIVE taping of a GenN webisode, any unfinished, backstage, exposed theatrical equipment etc...is not only acceptable, but assists the theme that this is a “working webisode.”
- A projection screen is needed. A Generation Nature “frame” (graphic already created) turns the screen into a set piece.
- On-screen content will be provided from existing webisodes. (IMAG and GoPro can certainly be used on screen where available but not necessary)
- To finish this “working webisode” set, we populate the stage around the screen with large photographs of kids in their GAME CHANGER FOR NATURE actions (print-ready artwork provided)
- Of course each Park can add set pieces that integrated with the provided on-screen content and photographs, to create a fun, kid-friendly, intimate environment.

Cast

- Bindi Irwin
- Host – Sea World Parks & Entertainment will hold auditions to find the right fit male or female counterpart to Bindi, another energetic youth the kids in the audience can relate to. Over 18, but in looks could pass for 15, this Host will be well-versed in improvisation and audience interaction in order to help with the interactive nature of this show, but he/she will also have scripted portions that keep the show on track with accurate facts.
- This Host allows Bindi to take the spotlight by handling the transitions and set ups for each segment.

SHOW FLOW

Arrival/Preshow

Since this is a show about nature and the outside world, everything begins outside the doors. Our energetic Host mingles with Guests performing fun “red carpet interviews” in the line. With silly quizzes and fun facts he/she talks to the kids and families about nature, pollution, energy use etc... Planting the seeds that set the stage for the show’s goal of helping kids become GAME CHANGERS FOR NATURE.

Crowd Warm Up

Just before show time, the Host moves inside the venue to warm up the crowd:

- Warm up is kid-centric, high-energy, funny
- Host gets families laughing by offering quirky facts about animal pictures rotating on the screen
- Animal shadows appear on the screen, accompanied by the animal’s sound. The Host gets the audience to guess the animal they hear/see. Once an audience member identifies the animal, the Host gets the audience repeat the animal sound in a fun way.
- Finally the Host gives a shout of, “Are you ready to go LIVE?” As the audience responds, he/she calls out, “3-2-1 Generation Nature LIVE!” Host gets the crowd to cheer “for the camera.” This causes an explosive reaction on the screen as the sizzle video bursts to life to start the show.

Sizzle Video Opening

A high-energy, visually stimulating, “sizzle video,” created with a montage of webisodes and other collateral, moves quickly from image to image over the screen as upbeat music energizes the audience. (video provided to Park)

Show Intro

The end of the sizzle video results in a fun, non-traditional reveal of Bindi Irwin with a clever voiceover introduction that sets up her status. This reveal will take advantage of each Park’s show space. (ie: Bindi found in audience as lights come up, she enters from back of house etc...)

After her reveal, Bindi talks about how she became a “GAME CHANGER FOR NATURE,” setting up who she is and showing her passion for Generation Nature. Bindi ends this brief intro with, “You’re gonna to be on my LIVE webisode today!”

Reveal Nature’s Predicament

The Host comes running out to join Bindi and together they get the audience engaged in fun, interactive challenges. This first section sets up the problems or issues selected for the show; it must be connected to the animals or their habitats that will soon be brought on stage (animals TBD per Park). This issue must also have doable actions for kids to do on their own.

- From call and response Q&A and ice-breaker games, to splitting the audience into teams and bringing kids on stage, Bindi and the Host include the audience in

the discovery of the problems that globally threaten animals and/or their habitats (these will be the animals presented TBD per each Park).

- This section ends in a recap of the serious environmental issues that were identified in a fun way, setting up the introduction of the animals affected.

Meet the Animal Impacted

To inspire the kids and families on an emotional level, this section shows them the animal that is hurt by the issue facing nature they just learned about. The idea here is to give them a personal point of connection that inspires them to want to be a “GAME CHANGER FOR NATURE.”

- Husbandry experts bring in the animals (TBD per Park related to enviro issues in last segment). This entrance should be a delightful surprise, with the husbandry experts coming in from the back of the house, down the aisles to the stage, to make the introduction closer and more personal. Once on stage they tell Bindi and Host Funny or quirky facts about the animal and its global location.
- This is where Bindi really “does her stuff” helping the kids and families get to know and love the animal.
- The Host completes the interactive circle by being out in the audience with microphone. He/she relates to individual audience members either by asking questions of them or taking their questions for Bindi and/or husbandry experts. The Host is equipped with “sure-fire” Q&A lines to stack the deck for success.
- Finally, together on the stage (Host, animals, husbandry experts) Bindi offers three simple, clear achievable actions the kids and families in the audience can take, allowing them the chance to make a change for these animals’ well being.
- Husbandry experts and animals exit.

Challenge the Kids

This is the section where Bindi and the Host bring it home, challenging the kids to choose for themselves if they want to be a “GAME CHANGERS FOR NATURE.”

- Bindi and the Host draw attention to the photographs of kids all over the stage who are—“just like them.” (Artwork provided to Parks) Bindi gets excited and tells the kids in the audience that these are pictures of kids who have watched her webisodes on Generation Nature and sent in their *own* stories of how they’ve become “GAME CHANGERS FOR NATURE!”
- The Host joins in by telling the audience that there are locations around the park where they’ll recognize GenN logo signs (print-ready graphics provided to Parks) where they can take action or make a pledge and with their parent’s assistance, post a picture of themselves as “GAME CHANGERS FOR NATURE” using the hashtag at that location.
- At this point Bindi gets everyone on their feet to shout out their own personal pledge to become a GAME CHANGER FOR NATURE! This fun, interactive declaration is led by Bindi and the Host and supported by an onscreen graphic (included in collateral) that the audience can follow along.
- Then the Host explains how they can join “right now!” Telling the parents that they can use their smart phone, tablet or home computer to go to the website (supported with screen slide in collateral) or Facebook page to stay connected.

- Bindi concludes the experience by reminding the kids, “It starts now, it starts with you...YOU can be a GAME CHANGER FOR NATURE! Just look for our logo in the parks (included in collateral) for actions YOU can do today! And don’t forget to go to the website and Facebook page—cause YOU could be in one of my next webisodes!

Walk Out

- Energetic music plays
- Merchandise and culinary opportunities TBD according to each park

Beyond the show

As stated earlier, there is an intention to extend this experience for kids and families beyond the impact of a 20 min show. And so we send them onto fun, creative “action stations” throughout the Parks. From here the reach expands even farther as their parents help them post their own stories/pictures/videos online at Generation Nature Facebook page.

- To this end there will be up to twelve “GenN” logo signs created (print ready artwork provided to Parks) that will be strategically placed around each Park for a self-guided experience for the guests.
- Each one of these signs and “action stations” will relate to a GAME CHANGER FOR NATURE opportunity coordinated with live show as well as the animals, habitats and environmental efforts specific to each park.

“Action Station” ideas from the brainstorm:

- GenN signage in front of a gift shop where kids can buy the turtle necklace or “Park map” necklace that Bindi wears online and live.
- Kids can take a selfie in various nature spots and have their parents post them via Instagram to #generation nature