

A PARTNERSHIP PROPOSAL

MIAMI OR BUST



APRIL 23 TO 25, 2027

Two guys and a 42 year old Porsche kept alive in a garage. Toronto to Miami in 3 days, live the entire way, with rider convoys joining in 8 cities.

Juan Pena and Luke
@its_limitlezz / @s24.luke

LIVESTREAM POWERED
BY

Blackmagicdesign



THE SHOW, IN NUMBERS

3

days on the road

Friday April 23 to Sunday April 25, 2027. 10 hour driving days, 28 hours behind the wheel.

40

hours live

Streamed from inside the car and from a chase car, to Kick, Twitch, YouTube, Instagram and TikTok at once.

8

cities of riders

Detroit, Columbus, Louisville, Nashville, Atlanta, Orlando, Miami and the Keys. A local rider creator hosts each one.

2,900 km

one way, Mississauga to the Keys

2 hosts

Juan and Luke, in the car the whole way

1 car

a 1980s Porsche 944 with no AC

THE THIRD HOST

THE CAR IS 42 YEARS OLD AND HAS NO AC.

That is the show. It was brought back in a Mississauga garage, it gets prepped on camera, and it is getting pushed 2,900 km live. Every viewer tunes in to root for it. Every sponsor is backing a character, not buying a logo.



BUILT IN A GARAGE, NOT A BOARDROOM

THE CAR

Fixed by hand

Kept alive in a Mississauga garage. The injectors, the vacuum lines, the welded block: every repair done ourselves, and the rest of the prep happens on camera.

THE RIG

Broadcast grade

A multi cam rig built into the cars on Blackmagic Design gear, switched live from the production car with custom production software.

THE CREW

Small, but covered

Two hosts, a chase car with an on-site mechanic and a small production crew, and riders in every city who show up because they want to, not because they are paid to.

Nobody handed us this. We are building it anyway, and we are looking for the brands that back the underdog.

THREE DAYS, EIGHT CITIES

Day	Date	The road
Day 1	Friday April 23	Mississauga send off, London roll in, the Windsor border, Detroit lunch cruise, Columbus by evening
Day 2	Saturday April 24	Louisville morning roll in, Nashville midday cruise, Monteagle, Atlanta at golden hour. Luke's birthday, live
Day 3	Sunday April 25	Orlando lunch roll in, the Turnpike, Miami finish line convoy at sunset
Day 4	Monday April 26	The Keys, a victory lap with the Miami riders

Weekends where they matter.

Nashville and Atlanta on a Saturday, Miami on a Sunday. Riders show up on weekends.

Rolling stops, not parked meets. 45 to 75 minutes on the ground per city. The stream is the road.

The week before the Miami GP. Out of Miami before the F1 crowd arrives, hotels at normal prices.

THE STOPS

Day 1
Fri Apr 23

Mississauga

8:00 send off

Home. GTA riders and
Porsche owners roll out

Host: Juan and Luke

London, ON

10:00 first roll in

Riders join for the run to
Windsor

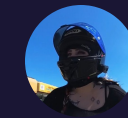


Host: Legger
[@legger.r3](#)

Detroit, MI

13:30 lunch cruise

First US stop, off the
Windsor border

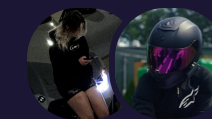


Host: Kiki
[@kiki.gsxr](#)

Columbus, OH

18:30 evening roll in

First night on the road



Hosts: Datsblu
and Nova

[@datsblu](#) · [@nova_riderr](#)

Day 2
Sat Apr 24

Louisville, KY

10:00 morning roll in

Riders join for the run to Nashville

Nashville, TN

13:00 midday cruise

People drive in for this one. Luke's
birthday

Host: Lane Motor Museum

Atlanta, GA

19:30 golden hour roll in

Biggest scene on the route

Day 3
Sun Apr 25

Orlando, FL

13:00 lunch roll in

Florida rider roster from here

Miami, FL

19:30 finish line convoy

Sunset arrival, settled live

The Keys

Mon Apr 26, victory lap

Cruise to Key West

Times are local windows. Each host calls the lot an hour out on stream; the drive between stops is the show.

HOW A CITY WORKS

1

A local rider creator hosts

They pick the lot on the inbound side of town, post the window to their followers, and lead the convoy.

2

Riders roll in, one channel

The host and their escort ride on one comms channel with the car and the chase car. The riders and the hosts talk live, on air.

3

The convoy cruises the city, live

45 to 75 minutes. The chase car shoots the 944 rolling with the bikes. The hosts talk to the riders on air.

4

Everyone posts the car

Riders post it from the saddle, the host posts it from the front, the stream posts it from inside. Then the next city.

ANYONE CAN JOIN THE CONVERSATION

With an open comms channel, any rider who pulls up next to the Porsche can hop on and talk to the hosts as they drive. Like CB radio back in the day, except it is on stream and the car is a Porsche.

WHERE YOUR BRAND RIDES ALONG

IN THE CAR

40 hours of interior shots

On the dash, in the hosts' hands, keeping the stream alive. Your product doing its job on camera for three days straight.

AT EVERY STOP

Eight roll ins with local riders

Every host and their riders get your product in hand on camera. Eight cities, eight moments, one trip.

ON EVERYONE'S FEEDS

The stream, the hosts, the riders

Five platforms live, every host posting from the front of the convoy, riders posting from the saddle, and the clips after.

One partner per category. Comms, tires, oil, power, connectivity, cameras, drinks, rooms. Whatever you make, the trip is built to use it on camera.

WHO IS WATCHING

57K+

Luke, @s24.luke

27K on TikTok and 30K+ on Instagram. Cars, bikes, full send. The audience that shows up to a roll in.

565K

Potential reach, combined

Local rider and car creators from 35K to 160K followers each, plus Luke. Posting across all of their accounts.

40 HRS

Live, on five platforms

Kick, Twitch, YouTube, Instagram and TikTok at the same time, across three days plus the Keys. Every partner rides along for every hour of it.

Produced in house. Juan, @its_limitlezz, runs the rig: multi cam, live switching, and the recap film. Featured in the Prime Video documentary Supercar Saints.

Eight local audiences. Every host brings their own city. The stream is one audience; the roll ins are eight more.

Canada and the US. A Canadian crew, Canadian tourism and media partners at the start, US riders and tourism boards down the route.

THE HOSTS



Juan

@its_limitlezz, featured in Supercar Saints on Prime Video

Owens the 944 and produces the show. Runs live production in the GTA and builds the stream stack the show runs on.



Luke 

@s24.luke, 27K on TikTok and 30K+ on Instagram

Co host. Cars, bikes and full send content for an audience that turns out in person. Turns a year older on day two, somewhere between Louisville and Atlanta, live.

AND THE CAR

A 1980s Porsche 944, 42 years old, no AC, prepped on camera. Now it has 6,000 km to cover, live.

WHAT PARTNERS GET

Your name on the show

Named on the stream, in every announcement and on every host's post. The title partner gets the show name: Miami or Bust, presented by you.

Your product on camera

In the car, in the hosts' hands and at the roll ins. Three days of the product doing its job, no cuts.

A spot on the car

Every panel of the 944 is a spot. Pick yours on MiamiOrBust.com and it is on the car in every frame.

A segment in every city

Eight roll ins, eight moments where the host and their riders are on camera with your product.

Rider content from eight markets

Every host and escort rider posting the car from the saddle, tagged. Content you can repost.

A recap cut and clip rights

A finished recap film of the trip, plus rights to use any clip from the 40 hours on your own channels.

Everything above is delivered no matter what the car does. An on-site mechanic rides in the chase car to keep the 944 moving, and if it breaks down in Tennessee, the production crew keeps the show live and your brand is still on it when the tow truck arrives.

ALREADY ON BOARD



COMMUNICATION PARTNER

Packtalk Pro and Edgephone intercoms for the hosts, the chase car and every convoy, live on stream.



SPARK PLUG WIRE PARTNER

New 944 ignition wires, installed on camera during the prep.



BRAKE PARTNER

PMBC ceramic pads front and rear, installed on camera during the prep.

One brand per category. Still open: the title spot, tires, oil, fuel, connectivity, lodging and more.

LIVESTREAM POWERED BY

Blackmagicdesign



WAYS TO PARTNER

TITLE PARTNER

One brand, the show name

Miami or Bust, presented by you. The hood, a segment in every city, and a contribution toward the production plus product. Sized together on a call.

CATEGORY PARTNER

One per category

Your product in the car and at every stop, a panel of the car with your logo, and mentions on stream. Product, cash or both.

SUPPORTING PARTNER

Product, rooms, fuel, parts

The things the trip runs on, supplied in kind. Your name on the partner wall at MiamiOrBust.com and a thank you on stream.

What it costs to run. Roughly \$9,000 to \$12,500 USD for five people, two cars and nine days: fuel, rooms, food, connectivity, insurance, roadside and a contingency for the car. Partners cover it line by line. On a trip this size, every partner is a big one.

BETWEEN NOW AND APRIL 23

DECEMBER

Title partner confirmed.
The car's prep budget is set by this answer.

JANUARY

All eight city hosts booked. Loaner units and roll in plans agreed per city.

MARCH

Car qualification done. Tourism and media partners locked. Announcement content starts.

APRIL 10 TO 11

Shakedown weekend. Both cars, full crew, full rig, comms between the cars, a practice roll in with GTA riders.

APRIL 23

Mississauga to Miami. Three days, live. Keys on the 26th.

Every month between now and April is content: the car prep, the shakedown, the hosts announcing their cities. Partners are in all of it from the day they sign on, not just the three days on the road.

NEXT STEP

LET'S GET ON A CALL

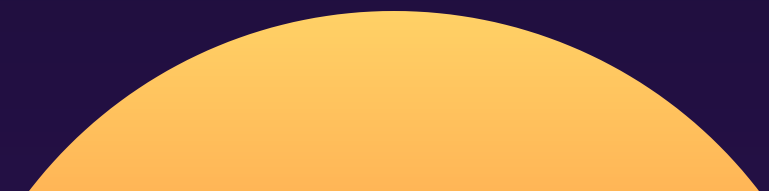
Two guys and a 42 year old Porsche against 2,900 km. Thirty minutes to walk the route, the roll ins and what you want out of it. What you put in and what you get back come out of that conversation.

JUAN PENA AND LUKE

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MIAMI OR BUST