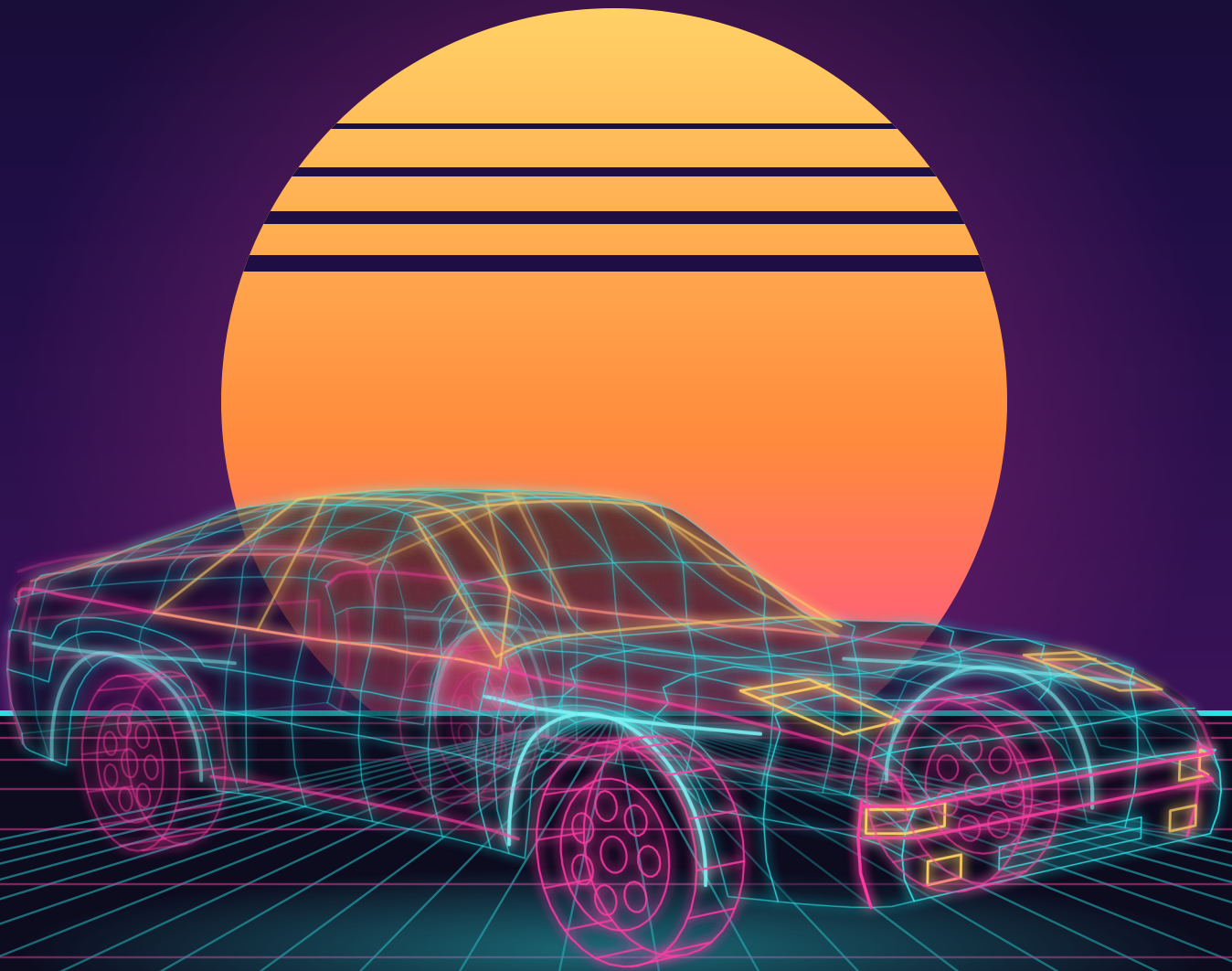


MEDIA KIT · 2027

MIAMI OR BUST

LIVE · APRIL 23 TO 25, 2027



A 42 year old Porsche 944 with no AC. Toronto to Miami in three days, live the whole way, with rider and car convoys joining in every city.

3

DAYS ON THE ROAD

40

HOURS LIVE

10

STOPS, 2 COUNTRIES

565K

POTENTIAL REACH

THE PEOPLE

TWO HOSTS, ONE OLD PORSCHE



JUAN

@ITS_LIMITLEZZ · PRODUCER

As seen on Prime Video

Owner of the 944. Runs live production in the GTA and built the stream setup the trip runs on. Featured in Supercar Saints.

LUKE

@S24.LUKE · CO HOST

TikTok 27K

Instagram 30K+

Twitch s24luke

Cars, bikes and full send content for an audience that shows up in person.

THE AUDIENCE

TIKTOK TOP MARKETS

Canada 69%

United States 8%

INSTAGRAM TOP MARKETS

United States 49%

Canada 9%

AGE

18 to 34 72%

TikTok 57% men, 43% women. Instagram about even. Figures from Luke's accounts.

LAST 90 DAYS, LUKE'S INSTAGRAM

3.3M

views

324K

interactions

+1.8K

net followers

LIVE ON ALL FIVE, AT ONCE

KICK

TWITCH

YOUTUBE

INSTAGRAM

TIKTOK

100 to 200 concurrent viewers expected at any time, backed by a paid ad campaign for the livestream.

565K potential reach. Local host creators from 35K to 160K followers each, plus Luke, posting across all their accounts.

The crew. Two hosts, an on-site mechanic and a production crew running cameras and the stream, in two cars.

Before and after. Car prep and the shakedown from October to April, daily short form on the road, a recap film after.

THE ROUTE

2,900 KM, 10 STOPS

FRI APRIL 23

MISSISSAUGA, ON

8:00 The send off

LONDON, ON

10:00 First roll in

DETROIT, MI

Lunch Over the border, city cruise

COLUMBUS, OH

Evening Roll in

SAT APRIL 24

LOUISVILLE, KY

Morning Roll in

NASHVILLE, TN

Midday City cruise

ATLANTA, GA

Sunset Golden hour roll in

SUN APRIL 25

ORLANDO, FL

Lunch Roll in

MIAMI, FL

Sunset The finish line

MON APRIL 26

FLORIDA KEYS

All day The victory lap

A local creator hosts every city and leads a convoy of riders and car owners in with the car.

FOR PARTNERS

WHAT YOU GET

- 01 Your name on the show**, on the stream, in every announcement and on the hosts' posts
- 02 Your product on camera**, in the car and at the roll ins, live
- 03 A spot on the car**. Every panel of the 944 is a spot
- 04 A segment in every city** with the local host and riders
- 05 Dedicated short form**: Reels, TikToks and Shorts, tagged
- 06 Recap film and clip rights** for your own channels
- 07 A results report** within 30 days of the trip

Delivered no matter what the car does. An on-site mechanic travels in the chase car, and the production crew keeps the stream live if the car stops.

TITLE PARTNER

ONE BRAND

Miami or Bust, presented by you. The hood and a segment in every city.

CATEGORY PARTNER

ONE PER CATEGORY

A panel of the car and your product at every stop. Product, cash or both.

SUPPORTING PARTNER

IN KIND

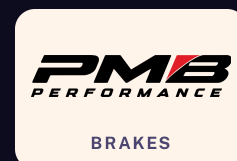
Rooms, fuel, food and parts. Your name on the site and on stream.

DESTINATION PARTNER

TOURISM AND HOTELS

A city's day on stream, dedicated Reels and full rights content.

ALREADY ON BOARD



One brand per category. Title, tires, oil, fuel, cameras and more are still open.

BETWEEN NOW AND APRIL

NOW TO DECEMBER

Partners confirmed. Car prep starts, on camera

JANUARY

Every city host booked and announced

APRIL 10 TO 11

Shakedown weekend, full crew and rig

APRIL 23 TO 26

Toronto to Miami, live. The Keys on the 26th

LET'S TALK

Juan Pena and Luke

hello@miamiorbust.com

MiamiOrBust.com · @themiamiorbust · @its_limitlezz · @s24.luke