INFLUENTIALS

UNSCRIPTED ADVENTURE COMPETITION



THEY FOLLOWED THEM ONLINE.
NOW THEY HAVE TO LEAD THEM.

6 TEAMS / ONE REGION / 6 X 45 MINUTES

Followers compete to earn a place beside their favorite influencer. Six winning fans become six creators' partners in a regional adventure race. Every leg includes a mandatory change of control: each partner must lead, each must execute, and both must deliver to stay in the race.

THE COMPETITION

Physical, mental, creative and social challenges reward observation, judgment and communication alongside physical effort. As routes and advantages shift, a creator who commands an audience may have to trust a fan with the only instructions that can get them through.

THE RELATIONSHIP

The follower arrives feeling they already know their partner. The influencer starts with a stranger. Pressure reveals the person behind the profile—and the abilities of someone who has spent years watching from the other side of a screen.

EARN YOUR PLACE

Before they race together, the followers have to win.



01 THE CALL GOES OUT

Creators in comedy, cooking, gaming, DIY and outdoors invite adult fans to apply. Casting seeks distinct people across ages, races, backgrounds and abilities. Applicants enter one creator's pool; follower counts do not determine selection.

02 THE FOLLOWERS COMPETE

Shortlisted fans face a filmed qualifier combining a practical task, a puzzle and a communication test. Entrants in each pool face the same tasks under preset scoring and tie-break rules. The highest scorer earns the partner spot.

03 THE PAIR BECOMES A TEAM

One winning fan joins each influencer. Teams may pair different generations or be same-gender or mixed-gender. Each pair stays together throughout the race and competes for a shared cash prize. Both partners carry real responsibility from the opening leg.

THE SERIES STARTS BEFORE THE STARTING LINE

Short-form qualifier stories introduce contenders and the moment each fan wins. The main-series premiere recaps those victories, so every viewer can enter the race understanding the people and the pairings.

CHANGE OF CONTROL

Every leg. Both roles. The clock keeps running.



THE RULE

Every race leg contains a challenge with a required leadership reversal. The influencer leads the first section and the follower executes. At a defined checkpoint, they switch. The new leader receives the information or authority needed to direct the next section. Both sections must be completed to continue.

A CHALLENGE WE CAN SEE

One partner sees a hidden pattern. The other controls the pieces and must reconstruct it using only their partner's instructions. Once the first pattern is correct, a fresh pattern appears and the roles reverse. The clock never stops. Clear directions save time; assumptions and frustration cost it.

THE FOLLOWER HAS REAL AUTHORITY

Only the designated leader can access the instructions; only the designated executor can manipulate the task. The creator cannot take over when listening gets uncomfortable. A visible role marker lets the audience see who is responsible at every moment.

The question inside every leg: **can you trust the person you are used to influencing?**

ONE REGION. MANY TESTS.

A new destination. A different kind of advantage.



One home base anchors the season, with legs staged across a nearby town, lake, ranch and purpose-built courses. Each leg combines movement between checkpoints, a varied challenge sequence and the signature change of control.

PHYSICAL + COORDINATION

Paddle a marked course and recover the next route clue. Speed helps; steering and timing together determine whether it helps enough.

MENTAL + NAVIGATION

Decode a street route, spot a false lead and solve a timed assembly task. Observation and clear directions can recover lost ground.

CREATIVE + SOCIAL

Learn a percussion phrase from a local musician, then teach it to your partner. The partner must reproduce the required rhythm accurately before the team can leave.

HOW A LEG IS WON

Teams start together. Checkpoint marshals verify each task; fixed time penalties are served before the finish. Arrival order after all required tasks determines the standings. Challenge criteria and penalties are announced in advance.

WIN TOGETHER

Six pairs start. One partnership takes the prize.



01 THE FIRST LEG

Meet the six pairs, see how the fans earned their places, and send everyone into the opening race. The premiere has no elimination: the audience gets to know every team as admiration meets the demands of working together.

02–05 THE FIELD NARROWS

Four elimination legs take six teams down to two. The last team to finish each leg leaves. New terrain and different skills shift the advantage; every leg requires both partners to take control.

06 THE FINAL RACE

The final two pairs face a course combining physical, mental and creative tasks with multiple leadership switches. The first team to complete every requirement and cross the finish wins the cash prize, split equally between creator and follower.

THE PAYOFF

At the start, one person is the reason the other showed up. By the finish, both know what their partner can do. The winning image is two people crossing together—each having earned the other's trust.

Working proposal: six 45-minute episodes plus a short-form qualifier lead-in. Casting, location, prize value and task rules will be finalized through development and playtesting.