

# **Celebrities' World 4-Horse Chariot Racing League™**

**BUY A TEAM IN  
THE GREATEST SPORTS LEAGUE  
IN HISTORY**

## **Business Summary:**

Celebrities' World 4-Horse Chariot Racing League: to be a modern, intense revival of the greatest sport of the ancient world. Is this one of **The Best Business Plan Ever Written?**

THE PLAN:

All teams are to be advertiser-sponsored. The advertiser, if any, pays all expenses.

The Team Owner keeps all the profits, if any. Salaries can be paid, with income.

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# After a Temporary Absence of 2,500 Years....

## The World's Most Exciting Entertainment Is Back!

The World 4-Horse Chariot Racing League™ revives the greatest sport of the ancient world. To fill the worldwide market for universal sports television. In modern, safe form, as extremely exciting family entertainment.

**100 nations competing nightly on world satellite sports TV.**

### Why Four-Horse Chariot Racing?

It is extremely rare to find an entertainment and sports business that is pre-sold from motion pictures and history. Four horse chariot racing has star quality. Every nation is equally skilled at it. League 4-horse chariot racing can be satellite broadcast 24 hours a day worldwide and become a great, worldwide passion.

League 4-horse chariot racing has an accessible cost structure and can keep its costs from escalating by the simple means of low claiming prices on the horses.

World 4-Horse League™ 4-Horse Chariot Racing with wagering:

- Lends itself to spirited competition among nations and cities, as well as groups of friends and leading families.
- Can be telecast on worldwide television daily for hours by satellite networks, and has no language or cultural barriers.

## Celebrities' World 4-Horse Chariot Racing League™

— Can show in any 10 minutes of television viewing a tense drama with: Preparation. A beginning. An exciting, crowds-shouting, middle with wild, mano-a-mano combat. An end. A resolution.

— Lends itself to pageantry, ceremony and color, and modern staging techniques including rock concert-genre lighting, power music, and power announcers.

— Involves grandstands and grandstand crowds, and the excitement of wagering.

— Can carry television cameras, on each chariot, in the midst of its own pell-mell, frantic action, broadcast to giant public-screen, and worldwide television.

— Is a family entertainment enjoyed by fans from young children to the senior citizens.

— Involves something as universal and perpetual as horses.

— Can have charioteers become national and world heroes, and can spawn film and television dramas.

— Allows 12-month League conferences composed of institutions that mean something to people worldwide.

— Can be a major regional and national tourist attraction.

## The Format of World 4-Horse Chariot Racing League™ Racing

World 4-Horse Chariot Racing League™ racing can be a more compelling production than the old-style chariot racing such as seen in the motion picture *Ben Hur*.

Our modern revival has a much better pre-race drama. Spectacularly beautiful chariots. Chariots self-lighted at night.

Celebrities World 4-Horse Chariot Racing League™ is systematically safer for charioteers and horses: There is no real weight limit on charioteer armor made of plastic and composites.

The four horses are individually hitched with breakaway hitches and tack on chariots with brakes.

Chariot wheels are required to have suspension, independently. No rubber or pneumatic tires (except for tire sponsors). Chariots can have, believe it or not, gear boxes like bicycles and motorcycles or transmissions not excluding microprocessor read-outs; differentials; and fly wheels. The reason: for complexities of competition.

There is no “whipping” of horses.

## The Pre-Race Drama

**The Spectacular, Tense, Pre-Race Race:** At the starting gun and count-down clock, there is a 'pre-race race'. In a 'Le Mans start,' the charioteers sprint on foot to their unhitched chariots and pick up the hitches.

During this sprint, each charioteer is allowed **two NFL-genre bumps-and-runs**.

Then the charioteers must haul their chariots another 200 meters to the starting gate, hitch in one hand, running as fast as their athletic strength and speed allow. Thus, only National Football League-genre running position players and other first rate athletes possess the **speed, strength and toughness** to be charioteers.

There is a 6'1.82 meters or 6'2" height minimum and charioteers must be able to bench press 300 pounds (135 kilograms) to 400 pounds. Thus the charioteers have action hero, Rambo-esque physiques and on warm evenings may be bare to the waist for the sprint. Every boy on the planet is going to want to be a charioteer. The chariot will weigh in excess of 200 pounds.

**Simultaneously in a breathtaking action scene**, two men and two women sprinters bring up the four horses to be hitched to the chariot to the *count-down clock of modern sports*.

OR: the four sprinters – in a 4 by 100 meters relay race – carry the team sponsor's large, logo flag to the chariot.

The race begins when the count-down clock hits '00', ***regardless of whether every team is ready***. This is not a sipping mint juleps sport. This is not skateboarding. This is to be a world, major sport from day one.

**To the countdown clock tension, to the tense shouts of the total of 30-40 sprinters and 10 charioteers**, the sometimes whinnying, nervous, dangerously kicking-back horses are hitched up and the charioteer's armor and helmet slapped on – ***EVERY SECOND COUNTING DESPERATELY***.

## Celebrities' World 4-Horse Chariot Racing League™

Television cameras a few feet above the thick of the Starting Line action record this super-exciting scene. The charioteers jump onto their chariots and race off at '00' on the clock. Or, groaning horrors, are seconds late in starting.

The charioteers' armor includes clear plastic visors or clear, face-fitting covers with their 'ancient Roman centurion' plumed helmets. Helmets can be gleaming gold.

**This allows safe and spectacular, bring-the-crowds-to-their-feet, wheel-to-wheel 'whipping' duels - called dueling** - between the male charioteers wildly lashing at each other with huge, thick, long, black whips.

The World 4-Horse Chariot Racing League™'s modern revival of four-horse chariot racing stands to be: Sport. Spectacle. Pageantry. Peaceful outlet for national and cultural pride. A worldwide common denominator. A substantial new industry. Showing that neither victory nor defeats endure. Family excitement. The fascination of equal competition between teams from large institutions and places and those from small groups.

A current example of a successful racing sport with four hitched Thoroughbred horses: the 100-year old chuckwagon races of the Calgary Stampede and in the Western states (two in front of two, rather than epic four side-by-side in Celebrities World 4-Horse Chariot Racing League™).

ITT was to spend \$200 million at its Caesars Palace centered on live, 4-horse chariot races. *Forbes*, January 27, 1997. That is a Fortune 500 company planned to spend a fifth of a billion dollars centered on 4-horse chariot racing.

A theme park was to be built in Rome, Italy is to feature 4-horse chariot racing. 4-horse chariot racing is about to enter the national and world consciousness.

## What Makes Up This Televised League?

Team development groups. Current or planned worldwide satellite sports television networks. Direct broadcast satellite, wireless cable and telephone company video ventures. Television programming consortia. Television syndication companies.

Cable companies who may want to participate in the separate consortium of **Chariots Entertainment Television**, to be a separate company with its own worldwide satellite broadcast capabilities 24 hours a day in due course. Perhaps a major IPO. Race track chief executives worldwide. Race track developers. Sports marketers. Manufacturers licensing. Sports and entertainment celebrities. Potential team sponsors.

**Almost-made-the-NFL, and “too tough for rugby” professional athletes** interested in careers as charioteers or team managers. Thoroughbred horse trainers.

Some charioteers will be signed with a team. Others can freelance.

Individuals and private groups that may not now be engaged in any sports at all can enter 4-horse chariot teams, with a sponsor to pay costs for fielding and operating the team.

The annual cost to field and operate a 4-horse chariot racing team: seven figures, about 1/50th or less of the cost for a team in one of those other leagues when you can get in.

**Team Development Groups:** Each individual or group that intends to enter a team constitutes a Team Development Group, a League member, and a delegate to the League. The shape and development of the World 4-Horse Chariot Racing League™ will be decided in some continuing measure by the members including your team, as in the other sports leagues.

Each board member of your team can communicate at will with any or all of the others daily by the League's private Intranet forums. You may serve on a League committee. Your team is an independent corporation run by you as you see fit, within the framework that the Celebrities World 4-Horse Chariot Racing League™ has an NFL-genre commissioner. Compare to a race car team on the car racing circuit.

The number of teams needed to go forward is based on formulas. Many race seasons at race tracks begin with such as 1,500 horses.

**Say for Example at**

## **O BEHOLD! THE GREAT GLOBAL RACEWAY!™**

**1,000 Teams each racing once every, say, 10 days, 100 teams racing a day. There may well be 1,000+ World 4-Horse Chariot Racing Teams.** With a huge ten Thoroughbred horses for each team. Maybe 5,000 to 10,000 horses.

Fans love to be able to take a small-gauge, park-ride train among the stables and TEAM SECTIONS, wave to their massive, perhaps bare chested, heroic charioteer.

Teams plus race track seasons provide more television appearance opportunities for more sponsors.

All this is to be sliced and diced on a standard spreadsheet available online daily to teams.

## **The Annual Universe Tournament™**

All this leads to the annual The Universe Tournament™, a perhaps eight summer weekends tournament, to be watched by '2 billion' people as *the world's pre-eminent annual sporting event*.

The final day of The Universe Tournament™ – known dramatically as Judgment Day™ – decides *the* one and only **Global Super Champion™**.

This chariot team – the **Champion of All Champions™** – and charioteer – **Emperor Caesar for a Year™** “Bestride the World Like a Colossus™” (from Shakespeare’s Julius Caesar) for a year, with the greatest athletic fame ever, much greater than a heavyweight boxing champion.

In Global Victory, your team receives **The Great Gold Chalice Cup™**.

## Celebrities' World 4-Horse Chariot Racing League™

The winner of the Women's League is **Empress of the World for a Year™**.

In due course, there may be high eight-figure purses. History will absolve us.

Kodak would make a good team sponsor as would Dubuque Ford Dealers and Hong Kong Restaurant Group.

**Each team can have its fan clubs. Its flag. Its banners. Its cheers. Its T-shirts. Its capes.**

Its charioteer hero. Its band. Its restaurants and lounges. Its section at the race track.

**For advertising and sports marketing sponsors, Celebrities World 4-Horse Chariot Racing League™ can mean squadrons of fans enjoying themselves by carrying sponsor posters and flags and shouting the sponsor's name. And singing the Team Song with the Sponsor Name. On national television.**

During each race day, the announcer will call for every fan to stand and applaud the sponsors who have the courage to sponsor a team even though they cannot know whether it might come in last. Each night there will be a 'Courage Cup' awarded with standing applause to the team that finishes slowest, to be a tradition like the seventh inning stretch.

Good-bye cornball, dull Win, Place, Show.

Hello **Triumph, Victory, Winner.**

What if 100 individuals and groups in, say, New York City, want to enter a 4-horse chariot team flying the Big Apple flag? The teams can choose a local geographic suffix or a Roman numeral. For example: 'New York City, Staten Island'. 'New York City, East Side'. 'Brooklyn, Team VIII'. 'New York City, Forest Hills'. 'Harlem'. 'New York City, Garment District'. 'New York, Chinatown.' In the Universe Cup Tournament™ heats, the New York City teams can race for the glory and potential prize money of representing New York City in the Universe Cup Tournament™, Cities League.

## Team Names

**Team names** must be League approved and fit the family atmosphere yet can be spiritedly competitive and boastful in good spirits.

Thus, The Roman Empire - The Empire State - Harlem Globemasters - Ohio Express - The Rising Sun - The Middle Kingdom - Japanese Bullet Train - New York Italians - Italian Stallions - Harlem On My Mind - Brooklyn Guys - Chinatown Express - Shanghai Story - Brazilian Bossa Nova - The Royal Canadian Mounted Police - The Teamsters Union - Bombay Spice - - Chinese Warrior – Szechuan HOT! – Xinjiang Province, China – China Power - Russian ICBM - The British Bulldog - French Superiority - Mexican Conquista - Egyptian Pharaohs - Boston Irish - Argentine Horsemen - Bengal Tigers - The Arab Horsemen - Seoul Korea - Heart in San Francisco - The [ your name] Family Team - Take the A Train to Harlem - Motion Picture Producers - Hollywood Talent Agents - Australian Expeditionary Force - Rio Carnivale - Favela People of Rio - New York Cabbies - Santiago! Chile - Caesar's Rome - Swedish Blondes - People of Pakistan - African American Colossus - Nigerian Man Power - Wall Street Trader - Singaporean - The Taiwan Dragon - The Prince of Monaco - Mexico Aztecs - Malaysian Twin Towers - The Sioux Tribe - Guatemalan Indian People - St. Petersburg - Guangdong Province Warriors - Hong Kong Trader - Indonesia Forever - Casablanca - The [your company] Team - The Long Island Rail Road - The Young Turks - Bangkok Kick Racers - Ghengis Khan Warriors - Manhattan Transfer - Spirit of St. Louis - The Calgary Stampede - Pacific Coast Highway - The Chicago Loop - Pride of Peru - Ben Hur - Swiss Precision - Bengal Lancers - Thriller from Manila - The Zulu Tribe - Big Tokyo, Los Angeles - The Trans-Siberian Express - Koreatown L.A.! - The American Eagle - The Black Stallions - Japanese American! - The Polish Cavalry Charge - Barcelona - Russian Cossacks - Dallas Cowboys - South Central L.A.! - The Maltese Falcon - The Bronx is Up! - Cubans de Miami - O Great

Israel! - USA USA USA! – Apache Warriors Again! - The Jordanian Nation – Chinese Bullet Train – Built Ford Tough - Women Are Tough.

**League-approved Team Names yet pushing people's buttons and, well, causing cardiac arrest screaming around the world:**

The Great Black Race. The Great Chinese Race. The Great Korean Race. The Great White Race. The Great Japanese Race. Etcetera.

The Great Roman Catholic Religion. The Great Protestant Religion. O Great Judaism! The Hindu Triumph! The Sikh Sword !

These teams must pointedly have Multicultural Owners, with photos of their Diversity on their Team web site. No one knows why.

One acceptable Team Name can be reserved and held for each Right-to-Race Team Medallion. The name can be used – or sold separately.

Celebrities World 4-Horse Chariot Racing League™ does not allow 1. private-code names, or 2. old-geezer-winking salacious names, or 3. artless names that blight Thoroughbred horse racing.

Among those that can suitably enter teams are entertainers and music groups and companies.

**Power music** is to be played at the grandstand and on television during 4-horse chariot racing. Therefore there is a particular opportunity for a music company, group or individual record promotion to sponsor a 4-horse chariot team. Talent agents receive the usual commissions.

An independent motion picture company can name and theme its team after a film release each year for inexpensive worldwide publicity.

## **Motion Picture Studios and Producers:**

The League has an action-hero screenplay, with two written Sequels, about modern, league 4-horse chariot racing by an Academy-nominated screenwriter.

It is: The best and biggest worldwide series and Studio Tentpole Franchise since Harry Potter.

Contact Terrence.

## The Greatest Advertising Vehicle Ever

There is no greater, more spectacular advertising vehicle in or outside of sports than a 4-horse chariot team. Yet chariots are very cheap in contrast to race cars where a typical sponsor can afford only a decal.

To be compared with the sewn patch on tennis uniform or the decal of auto racing, each and all of the following bear your company's colors and logo:

**1.** A large flag or banner flying on the aerial of the chariot. **2.** The heroic charioteer's six foot long flying cape. **3.** The chariot itself designed and built from the ground up imaginatively to show your company. For example a watch company can affix a watch on each wheel spoke to show the punishment their watches can take. A clear plastic chariot can be filled with soda pop or auto oil. Chariots can be lit by car batteries, thus allowing lighted chariots and advertising, maybe slow-blinking. **4.** The Formula I-style 'spoiler' – chest high to prevent horses from running into the back of the chariot in front of them – can carry major signage as in auto racing. **5.** The charioteer's chest armor can feature your company's logo, like the Superman 'S'. **6.** The charioteer's forearm armor, **7.** boots, **8.** helmet and plumes. **9. The three mandatory video broadcast cameras on each chariot can be partly pointed at your logo.** On worldwide television. **10.** Plus three 'knights' galloping on horses, following the field with large, sponsors' banners flying, noted below.

While your 4-horse team walks and parades on the track before and after races, the horses can have **11.** mane-to-tail blankets that feature your sponsor's logo. Back-of-the-track interviews can feature, **12.** a background *film commercial on a movie-size screen with sound.* Other interviews can include **13.** a background *wall-size sign* held up by a cherry-picker. **14.** a Mascot and cheerleaders and **15.** freedom to give out promotions at raceways.

**There is no sports advertising that begins to compare.**

Each chariot is required to have mandatory deep bas-reliefs or equivalent wind resistance. Aerodynamic, low wind-resistance chariots are not allowed.

A wind tunnel will be used to check Equality of Wind Resistance.

TV-camera video can be used for in-house or showroom promotions, as can posters, T-shirts, and so on. For example, in an auto dealer's showroom.

The noted automobile batteries on the chariot can also light the chariot underneath so the light projects to the track below at night – making each chariot look like a 'spaceship'.

The current plan is that all or almost-all Celebrities World 4-Horse Chariot Racing League™ races will be **at night** – for maximum ability to ramp-up spectacular Special Effects. For example: faux lightning underneath the grandstand overhang roof.

## Advertisers and Team Sponsors

Advertisers and team sponsors can sit on the World 4-Horse Chariot Racing League™ Committee of Advertisers and Sponsors Association and make decisions.

Same-industry sponsors can be in different conferences and races.

**SUMMATION IN ONE SENTENCE:** A new, worldwide, Thoroughbred wagering sport is starting up – League 4-horse chariot racing – that is much more exciting than jockey Thoroughbred racing, can perhaps use the fallow season of a large, sunbelt race track worldwide until building its own destination-raceway with hotels, and can potentially become as large as current Thoroughbred racing worldwide, grossing well into the double-digit billions of dollars in due course.

The planned destination raceway is: **O BEHOLD! THE GREAT GLOBAL RACEWAY!™**

4-horse chariot racing teams from every nation in Europe, North America, Asia plus Australia, and South America can compete nightly in worldwide TV in a spectacularly exciting nightly sport.

Some of these may be owned by nationals in the U.S.

The World 4-Horse Chariot Racing League™ can be the basis of the largest satellite TV business ever.

Class I race tracks in a U.S. state are encouraged to form a coalition, with satellite wagering, to double their season and value of the race track with a World 4-Horse Chariot Racing League™ season.

If the racing track can be wide enough for ten, 4-horse chariots, 40 horses wide.

Celebrities World 4-Horse Chariot Racing League™ intends to build:

The **O BEHOLD! THE GREAT GLOBAL RACEWAY!™**, just outside Las Vegas – with an Asian-race-track and NASCARs-genre number of seats in the racetrack.

Say, 150,000. Maybe 200,000.

**Financing O BEHOLD! THE GREAT GLOBAL RACEWAY!™ :**

“Seat Licenses” may be sold for, say, \$30,000 each to finance building or THE GREAT GLOBAL Raceway™. \$4,500,000,000 for a 150,000 seat facility.

Some Asian horse racing tracks have crowds of 265,000.

Something like a Real Estate Investment Trust. We shall see.

The investor purchaser would own the seat income for, say, 30 years.

Major Las Vegas hotels can be invited to build a hotel and casino around **O BEHOLD! THE GREAT GLOBAL RACEWAY!™**. As can Chinese and Brazilian hotels et al.

With moving-sidewalks between **O BEHOLD! THE GREAT GLOBAL RACEWAY!™** and the hotel.

The plan is to have a 365-day season at **O BEHOLD! THE GREAT GLOBAL RACEWAY!™**. 365 nights of telecast racing a year to 200 nations and 2,000,000,000 viewers.

And bettors.

Celebrities World 4-Horse Chariot Racing League™ now invites major development firms.

**Wagering:** worldwide satellite television broadcasting would allow wagering by telephone or in private clubs where legal. Where wagering is or becomes legal, The World 4-Horse Chariot Racing League™ stands to be the *major consumer use of the converging cable, satellite TV, tablet TV, computer and telecommunications markets*, larger than most nations' banking usage or TV shopping.

**Popular with Congress:** Celebrities World 4-Horse Chariot Racing League™ intends to go with the “Federal Beneficial Automatic IRA Light-Entertainment Sports Wagering Proposal” in **which every dollar bet must be \$1.10** – with the ten cents going into the bettor's Federal Beneficial Automatic IRA.

After 30 years, the guy may have a serious IRA.

There is now wagering by telephone in Kentucky and Pennsylvania to televised Thoroughbred racing. New York State's Off-Track Betting Corporation intends to set up the nation's first Internet service to offer wagering by computer.

#### **SPECULATIONS ABOUT WAGERING:**

A billion dollars wagers betting an average of \$5,000 a year would be a FIVE TRILLION DOLLAR TOTAL, \$5,000,000,000,000.

And \$500 Billion dollars into the Federal Beneficial Automatic IRA Light-Entertainment Sports Wagering System.

## Theme Park Opportunity

The League will specify that as soon as possible races are to be in dedicated, new-built race tracks - called Destination Raceways - designed for family visits and enjoyment and that will be to old-style race tracks as DisneyWorld is to sawdust carnivals.

Beginning with **O BEHOLD! THE GREAT GLOBAL RACEWAY!™** outside Las Vegas.

The race track itself will be in **the revolutionary, trade dress, 'Flat-side Figure-8'™ shape** – for maximum crowd viewing pleasure and 'fighting for the rail position' excitement. In the 'Flat-side Figure-8'™ shape race track — with grandstands at the flat-side — the grandstand fans see each race thunder by – and *at*, and *from* – them 3 or 4 separate times, 30-40 times per 10-race day. Each thundering pass by, with the heroic charioteers whipping wildly at each other, called dueling, bringing 100,000 shouting fans to their feet, is equivalent to the home run or touchdown pass.

Some Asian race tracks get crowds as large as 265,000.

It is possible that no current race track can be made wide enough for Celebrities World 4-Horse Chariot Racing League™, nor is large enough to accommodate the number of horses.

**Sample themes for Destination Raceways:** The Forum of the 12 Caesars. Ben Hur Park. The Raceway of the 100 Nations™. Asia's World Tourist Park. Rio's World Raceway Park. Australia's 100 Nations Raceway. The World Show of Shows™.

**As planned for O BEHOLD! THE GREAT GLOBAL RACEWAY!™:**

**O BEHOLD!** can have 2, 3 or 4 separated super-entrances, each like the Arc de Triomphe, and each featuring the name of a different film studio. Or gaming resort. Or satellite sports corporation. Or a resort/gaming group. Or Las Vegas hotel-resort that wishes to expand in a nation abroad – each park a 10-figure consortium.

## Celebrities' World 4-Horse Chariot Racing League™

A World Chariots Raceway **small-gauge railway** tour around the park can feature **permanent sponsors** and **your team tourist attractions**.

Headquarters of the national teams can fly their flag high and feature each nation's architecture, style and glory with a national visitor's center on '5 Continents/100 Nations Square'. At 10 races a day, each national team may race every day, to the heartfelt passions of visiting nationals.

Motion picture stars' teams and world leading families' teams can have permanent headquarters with retail store for visitors. "Eatertainment" restaurants.

**A small-gauge railway** can take visitors through the actual and fantastical/historic 4-horse chariot racing/theme park back lot. 'See the drama of Caesar's Rome.' .

One or a few major investors, real-estate firms, and/or race tracks, and/or resorts could put together an **O BEHOLD! THE GREAT GLOBAL RACEWAY!™**, major "World Chariot Racing Raceway" project in Las Vegas or Florida or Mexico or Malaysia or anywhere.

Reply in complete confidence directly to the chairman of the League.

Individual team advertiser sponsors may participate in a raceway/theme park project, for both financial and advertising benefits.

Great World Raceway™ complexes, being unbuilt now, provide a ground floor for corporate finance, capital services and asset financing companies to acquire equity as a lead company – with an office on the lot.

## **Thousands of Jobs for a Nation or U.S. State**

A World Raceway complex means thousands of jobs directly and, via being a destination attraction, thousands of jobs in the tourist industry via continuing worldwide television. Interested U.S. state governors and national and state industrial development officials are invited to contact The World 4-Horse Chariot Racing League™.

## Merchandise Licensing

World League 4-Horse Chariot Racing™ provides **the largest sports and collectibles licensing opportunities in sports history**. It stands to be the first truly worldwide sports League.

Charioteers are natural national and international heroes. The League will systematically work with charioteers to develop national and worldwide long-term superheroes and multi-media personalities. The chariots and horses have unmatched beauty. The sport is spectacular. The whole world loves horses.

The World 4-Horse Chariot Racing League™ intends to begin licensing of a wide array of products forthwith, before being underway. Licensing is one of the League locomotives not the caboose.

The World 4-Horse Chariot Racing League™ four-color logos, variously with men and women charioteers, stand alone. They invoke: Action. Triumph. Glory. Confidence. Power. An ancient provenance. A sport of unmatched prestige. The ageless icon of horses: the basis of a 100-year product.

Licensing opportunities are in men's and women's apparel including casual wear, sportswear lines and a major jeans line. Consumables. T-shirts. Collectible cards. Jewelry and other accessories. For video games that use live video sources, 4-horse can provide ever changing, spectacular, unique videogame programming. Toys including stand-in chariots for both tots and pre-teens. Television cartoons. Comics. Posters. Bronzes. Silver plates. Commemorative coins.

The Association of 4-Horse Chariot Racing Licensees is now being formed and will help make policy online. Contact the League CEO. The League is also seeking a major licensing executive, a real self-starter entrepreneurial person.

**The League wants individual vendors worldwide to be able to sell on the League site.**

## Advantages for Sports Marketers

League 4-horse chariot racing constitutes the greatest sports marketing opportunity ever. It surpasses the Olympic Games because it can be 365 days a year, and can include entries from, and television to, dozens of nations. It can be like World Cup soccer 12 months a year, a great world passion.

In addition to entering a 4-horse chariot racing team, there are levels of sports marketing sponsorship: Official Sponsor. Sponsor of a race meet. Sponsor of a race day. Sponsor of an individual race. A presenting sponsor. A participating sponsor.

In all the world of sports sponsorship, there is nothing that can remotely compare to the spectacular effect of a 4-horse chariot racing team.

There is direct sponsorship. For example, 'The [Name of Product] Team. There is indirect sponsorship. For example, 'Team U.S.A., Sponsored by [Name of Product].'

## The Association of 4-Horse Chariot Racing Sports Marketers

The Association of 4-Horse Chariot Racing Sports Marketers is now being formed.

It may include sports marketing firms in each major metropolitan area in the U.S. and abroad. *Sports marketing firms can be the agent to obtain sponsors for any number of Team Development Groups*. All can communicate on 4-Horse Chariot Racing Sports Marketers forums on the League Intranet pages.

The World 4-Horse Chariot Racing League™ would like at this time to hear from about every major sports marketing firm.

## The Senior League Executive

The current plan is to recruit a satellite or network television sports president or network president with the blessings of his employer, give him potential 8 or 9-figures in stock options, and make a deal with one or more satellite sports companies for worldwide telecasts with teams-from-150-nations from day one.

League 4-horse chariot racing is *the sole available worldwide, universal-culture for 24 hours daily programming*, and the basis of international destination theme parks.

Thus, chief executive officer of The World 4-Horse Chariot Racing League™ stands to be *the singular executive position open in the nation* today, and can perhaps make a fortune by any person's definition. The CEO of a network or other executive with national reputation can consider. Inquire in complete confidence directly to the chairman of the League, dedicated private line: (310) \_\_\_\_-\_\_\_\_.

### Slam-dunk Touchdown for Pro Athletes:

There is no reason why players' associations and pro-athletes should not own part of a worldwide satellite television network. Many charioteers may be former or almost-made-the-team NFL and NBA athletes in any case.

The World 4-Horse Chariot Racing League™ can consider such creative plans as offering stock options in **Chariots Entertainment Television** worldwide satellite television network to one or two major sports leagues *players' associations* and to current players. Let interested pro-athletes contact the chairman of the League.

## How World League 4-Horse Chariot Racing Can Anchor and Then Fill a Worldwide Satellite Sports Network

Only two venues gives a full 6+ hours a day of spectacularly exciting racing at 90 minutes each venue counting time for commercials and promos; 3 hours a day is enough to anchor a branded TV channel.

As previously done in Asian satellite television, tens of thousands of minutes of advertising can be sold prior to launch. Or as the teams are advertiser sponsored, the programming can be given to satellite TV channels and sports networks in return for an inviting, only 50% of advertising revenues as they come in.

**SPECULATIONS:** For eight hours daily of broadcast races worldwide, sometimes live, sometimes tape delay, and with a race about every 15 minutes, would require five race tracks to be in season. A race every 15-20 minutes means a great great deal of viewing excitement: The Pre-race. The race. The post-race.

**Examples:** say for example 2,500 Celebrities World 4-Horse Chariot Racing League™ teams. This may seem like a lot. However, it is only 25 teams from 100 nations or 100 teams from 25 nations or 1,000 teams from the U.S. and the Americas, 750 from Europe to Capetown and 750 from Asia/Australia. At any major race track meet there are often 1,000 to 1,500 Thoroughbred horses ('teams') entered.

For reference in your own calculations and due diligence investigations, some 275 sponsors per Winston Cup, in NASCAR, pay up to \$5 million apiece. Update: \_\_\_\_\_

The Indy Racing League has 500 sponsors. Sponsors spend at least \$350 million a year on Indy car racing — alone enough to support perhaps 1,000+ 4-horse chariot teams. Update: \_\_\_\_\_.

CART receives \$387 million in sponsorship dollars, NASCAR \$441 million dollars. Update: \_\_\_\_\_

To enter a NASCAR team: \$15 million a year.

**Other figuring:** say that your sponsored team races only twice per month (and you may race 4 times).

Counting pre-race color, the pre-race race to countdown clock tension, the race and post-race as 10 minutes times 24 races a year, is 240 minutes on television a year **for your team.** Or double that.

**This is as speculated here: four hours on television for your sponsor.** And rather more for a weekly race for each team. This may be notably inexpensive advertising to your team's sponsor. Compare to about \$250,000 to \$1 million dollars for one minute of network prime time.

Pre-race, race, and post-race color can emphasize home nation sponsored teams, as each nation does in Olympic Games broadcasts.

**The World 4-Horse Chariot Racing League™ is the sole television opportunity in history that offers 24 hours a day of universal-culture,** breathlessly exciting television with teams from 100-200 nations literally flying national flags on the chariots' aerials. Thus a satellite television, and/or entertainment/media company combines, *can enter worldwide telecasting with a brand new, 24 hours worldwide, branded television channel or two.*

Here is *shouting-in-the-living room* television. In 200 nations. Seven nights a week. Small nations can compete on an equal footing with giant nations.

**Here is pandemonium, screaming-in-the-sports-bar television** as national heroes with body-builder, massive physiques – often 6'6" men *standing 7'6"* with boots and helmets with plumes, enormous guys – thunder wheel-to-wheel down the track fighting heroically for national and team glory and frantically, wildly 'whipping' at and bravely enduring the 'savage whipping' from challengers on either side of him.

**To shouting and screaming by pairs of power announcers for each nation.** Announcers are encouraged to act out. "Go hysterical. Blame everyone else."

All this to electrifying pop music on TV. Rock and rap music.

**People from 5 to 95 on 5 continents** can be daily devoted fans.

**Herein is a once-in-a-century opportunity for a worldwide television network of universal common denominator. For the right major media party there can be some shared risk on the advertising revenues.**

*Cable and telephone consortia:* U.S. cable and telephone companies can hereby form their own satellite TV network of one or two 24-hour channels because 24 hours of exciting programming are herein available. The chief executive can be chosen by the cable/telephone companies, all of whom can participate online daily.

*Regional sports networks:* a regional network can become a national and global sports TV network herein.

*Television syndication:* herein is a singular television syndication opportunity. Watching World League™ 4-horse chariot racing can be a daily habit for hours.

U.S. cable companies pay up to one billion dollars for a pair of local sports teams that can provide them with at most 750 hours total world-class exciting programming per year. World 4-Horse Chariot Racing League™ can provide up to 8,760 hours of programming a year.

From London's *Financial Times*, April 20, 1996, "...Rupert Murdoch about to make a multi-billion dollar bid for the world broadcasting rights for the [soccer] World Cup finals in 2002 and 2006....to use the digital television systems now launched all over the world to offer non-stop coverage of all the games and charge for the top matches on a pay-per-view basis..."

Herein is the best available opportunity for a universally popular satellite TV branded channel. Reply in confidence directly to the League chairman.

## Should You Form A Team Development Group?

Individuals can enter teams. As can groups. Team groups can be 2 to 25 persons or more. A group of business people, CPA's, attorneys, doctors, a group of friends, others are suitable. You might want to meet monthly for lunch to review the team business. This may be a fun business but it is very much a business. Your team is a permanent business. It may become a thoroughly profitable business year after year indefinitely.

For purely speculative example, a team that chooses a good name, for example, THE BIG EASY – NEW ORLEANS, and a good sponsor and great logo and wins only its share of races, might return a substantial annual profit indefinitely and come to be worth some millions of dollars.

Teams – and team numerical position in the first 1,000 Team Development Group slots – can be bought and sold to League-acceptable parties. Acceptability includes later passing an FBI check in regard to any connection to unsavory persons.

A team is purchased by paying membership dues for \_\_\_ months, \$\_\_\_\_\_ per month, \$\_\_\_\_\_ total. For example, \$\_\_\_\_\_ a month from ten equity holders in your team corporation or \$\_\_\_\_\_ from 15 participants or \$\_\_\_\_\_ a month from \_\_\_ shares.

Get 5 or 10 or 20 business or professional colleagues, frat brothers, fellow alumni, friends, family members together and you own a sports team. It is one of the more inexpensive entrees into business ownership.

You might buy two or more Right-to-Race Team Medallions. Each costs more than the previous.

The potentially valuable placement on the numerical list (see Other Potential Advantages for Team Development Groups) runs from Right-to-Race Team Medallion 0001 to Right-to-Race Team Medallion 1,000.

**This is a true world league:** Right-to-Race Team Medallion #0547 may be in Russia,

Right-to-Race Team Medallion #0548 may be Shanghai,

Right-to-Race Team Medallion #0549 may be Chicago.

Whether the team is to be entered by an individual or group, each Team Development Group that forms to enter a 4-horse chariot team must obtain an attorney on its board of directors in due course. Loving lawyers is beautiful.

A C.P.A. Each team needs to obtain one or more board members who can be part-time executives or consultants in marketing and manufacturer's licensing for your team's individual logos and trademarks and images.

**So the League goes forward as a juggernaut, the greatest world sports league ever.** The day by day team management can be done by an individual as a sideline. Or the daily operating position may be filled by a semi-retired executive from his or her home office. The League will prepare kits that your team can give to potential sponsors of your team. *Most teams may prefer a sponsor-paid fee to a sports marketer to obtain the team sponsor.* There are sports marketing newsletters.

## **A Business Plan for Your 4-Horse Chariot Team:**

The commercial sponsor, if you get one, pays all of the expenses of your team – including your management expenses – and your League fee expenses retroactively. This is the idea. It is not a guarantee.

The team organizers/owners keep the winnings. The sponsor obtains very inexpensive national advertising. In this arrangement, the team owners supposedly would lose nothing and might have considerable profits, while having a good deal of enjoyment.

YOU, talking to your HERO CHARIOTEER when he is on the track before the race.

**A League 4-horse chariot team is to be a permanent corporation** and, if successful, profitable year after year, perhaps decade after decade. And with success, having beaten the learning-curve, a person or group may be able to field other teams, in the U.S. and abroad.

This is a sports league in which you can own more than one team, the commissioner approving. An IPO may become possible for your team. And for a number of teams together.

Your team's operators can, should, and need to make use of the League's private Intranet forums. And web site sections.

All the teams' attorneys, C.P.A.'s and other executives have their own departments online, **downloading non-proprietary documents** and information worldwide, and talking to each other. iPad and Skype.

Online you can weigh in daily with your views. 'Our team thinks that....'

You can keep in touch daily at will with your team organizer/coach/trainer man or woman and charioteers at the race track by videophone. Your team's chariot can have a cellular phone. Talk to your heroic charioteer pre- and post-race.

**Each chariot is required to carry at least three videocameras, recording every race.** For the fans, sponsors, owners and their families to enjoy. For real-time, race-time big screens. And for worldwide television.

Video of your four galloping horses, your heroic charioteer wildly fighting in unhinged WHIPPING DUELS.

**Deafening sound from SCREAMING CROWDS and POUNDING MUSIC.**

Your LOGO.

**Chariot Weights:** all chariots with charioteer must weigh an identical amount. Say: 750 pounds precisely. One reason: so that chariots can be beautiful and elaborate, rather than sleek. And charioteers can be massive.

## Celebrities' World 4-Horse Chariot Racing League™

Each team has access to the League president and the League commissioner. And has 24 hour access to its headquarters-paid Team Account Executive at the League headquarters in West Los Angeles. As well as seven day a week access to the League online and thereby to every other team individually and all.

The online is like a daily convention, rather than once a year.

The online will include a daily-updated League Yellow Pages of suppliers of goods and services worldwide: chariot makers, tack makers, sports marketers, Thoroughbred horse breeders, designer tack suppliers, uniform makers, team managers, horse trainers, charioteers, want ads, worldwide transporters, and everything under the sun.

At the beginning of the League, the team-development groups will have a step-by-step, date by date, simultaneous-development schedule. 'By such and such a date must have commissioned your chariot....' This schedule is to be something of a consensus schedule. To protect each team, any that falls behind must exchange places with a group on the waiting-list.

The charioteers must be **world class athletes** (due to the sprint start, 6'/1.82 meters or 6'2" height minimum, 300 pounds/135 kilograms to 400 pounds bench press requirement, **NFL-genre bump-and-run, hauling the chariot 200 meters to the starting-line**), evidence good sportsmanship, stay for autographs signing and photos with the fans, be "visibly good to their mothers and wives," and make first-rank spokespersons.

A charioteer in any trouble at all with the law is out of the League.

There is to be a World Charioteers Guild online. As a model for young people, charioteers are **not allowed to nurse real, actual grudges** and must be willing to shake hands on television at any time with any other charioteer. Same with owners.

No political shunning. There will be Israeli teams and heroic charioteers.

There will even be Canadian teams. Uncivilized people must be shown how to be civilized. Multiculturalism above all.

## Entertainment at the Raceway

**However, there will be League and Conference-created grudge-matches.**

Seven-foot tall REFEREES are “needed” to pull apart to two charioteers going at each other. That such hostilities are created will NOT be concealed from the audience.

**REFEREES:** Forget the zebras with big bellies and big bottoms.

Celebrities World 4-Horse Chariot Racing League™ referees will be huge, **Darth Vader-esqe, masked, ominous** men with six-foot long flying black capes.

They are not always fair. A charioteer – on grandstand and TV broadcast audio – asks a referee for a ruling on the field. Response by the grim referees: two, seven-foot tall Darth Vaders respond by **jumping him and “beating him up”**.

**HERE COME DE JUDGE:** a WHITE-WIGGED judge rides around in a wagon drawn by donkeys that are ever referred to as “four glorious prancing steeds” by the ANNOUNCER. “Unsavoury characters” are seen, on TV in extreme close-up, thrusting money into his all-too-willing hand, as a girl with nice booty winks at him.

Before making his decisions, the Big Old Judge consults a huge but upside down law book, and consults a large bottle of vodka straight up.

(In actual fact: all winner horses must be tested for drugs. Former FBI agents are at the track at all times with instructions to call the FBI for any reason.)

**ANNOUNCERS:** Announcers from 100 nations are allowed, with feigned, acted out incredulity, to blame the League, blame the Canadians, and in general act out for the fans back home. We wuz robbed!

That this is mere fun, acting-out is made clear to the fans worldwide.

**The SLITHERERS:** Except that this would be too scary for young children:

Each night, between two races:

“The SLITHERERS” are a **Hollywood make-up horror people**. “The SLITHERERS” slobber a lot and each night, between two races, they slither out from dark, underground, torch-lit caves underneath the midfield.

They carry Star Wars-genre lighted swords.

The RESPONSE to the threat to all from the “The SLITHERERS” comes from prepared and armed FATHERS and SONS, maybe DAUGHTERS, in the grandstands who carry lighted, plastic swords and wear protective helmets and gear.

**JOINED by off-duty CHARIOTEERS armed with the swords.**

They RUSH down from the grandstand to meet the “The SLITHERERS”.

They “DO BATTLE” against the “HORRIBLE SLITHERERS”.

The “The SLITHERERS” invariably retreat to their foul, dark lairs below the infield.

## How Specifically To Participate In Formation of a Team Development Group

Decide whether you wish to be a lead team-organizer or other active participant or a less active part owner of a team.

A team group can be organized by one man or woman, or by two or a few persons.

The League can act as **Communications Central** to assist you in forming or joining a group in your area by putting you in touch with other interested men and women in your area. You may have a monthly lunch.

Like the National Football League and other leagues, each team may be able to serve on various committees: television, syndication, Official League Sponsors, expansion, rules, licensing, scheduling, liaison with investment banking firms, and so on.

Except that you own a Right-to-Race Team Medallion, there may be monthly dues.

### A Free Market League:

The League intends to be something of a free market League, not a bureaucratic office with supplicants supplicating. The idea is that there can thereby develop powerful, vigorous regional and local conferences. As in government, bureaucrats in the private sector do not know that they do not know. No one knows whether there should be 1,000 or 10,000 teams, or hours of sports on TV, or Italian restaurants in America.

Every town and hamlet anywhere can have its 4-horse team and local hero charioteer in regional and national televised conferences, all driving the greatest sports league in history.

## But Will Your Team Make Money?

As in other sports leagues, the League intends to be structured from the beginning so that teams that do not win their share of races might be profitable. Might. Each team wants one or more sponsors to pay all expenses. The current plan is for the League commissioner to set the start date after each team may stand, perhaps in some sort of consensus view including the view of your team, to make money from: Purses. Television. Official League Sponsors. League merchandise licensing. Your own team merchandise licensing of your logos, and so on.

So that as each team might possibly be in profit before it has raced a race. The League will not succeed and grow in the U.S. and abroad unless most teams at least break even each year.

Of course no guarantees at all should be construed here. You can lose purchase and investment and any fees money with no recourse as well as any out-of-pocket such as mailings to potential team sponsors by your team corporation, 100% owned and operated by you/your group. Your team can go bankrupt.

In the League's view, your sponsor should be expected to pay to you the amount that each team investor has paid, that your expenses are recouped.

As in other sports leagues, each team is to participate in the television, sponsorship and licensing and other revenue, if any. For legal reasons: this is subject to change, as are other notes herein.

To speculate blue sky, if nine figures were divided among 1,000 teams, this would be six-figures per team. Plus individual team merchandise licensing; there is *Team Licensing Business* magazine.

More blue sky speculation: even NCAA TV contracts are for a billion dollars. Divided among 1,000 teams \$1 billion is \$1 million each.  
\$10 billion is \$10 million to each team.

The League is committed, subject to change, to sharing a fixed percentage of television and licensing revenues with racing teams. Of course, again no guarantees of any revenue should be construed here. The League does not know.

## The League Conferences

Currently, seven conferences are planned, and others later. Plus intra-nation conferences.

The first 12-month circuit now forming can include entries from all of the seven:

1. Nations.
2. Cities and counties and towns.
3. States and provinces.
4. Sports and Entertainment Celebrities, individually or a group of friends.
5. Corporations.
6. League of Leading Families of the World™.
7. Fraternities and university alumni teams from all universities worldwide (except Yale because Yale alumni would be scared of being creamed by Harvard).

## The World Women's 4-Horse Chariot Racing League™

There is as well The World Women's 4-Horse Chariot Racing League™, women charioteers.

If your team is seeded into the sixth race on any night, it must hire a woman charioteer for that race. Celebrities World 4-Horse Chariot Racing League™ is the only field sport with women on the field on the same night and within minutes of the men.

This means that every Celebrities World 4-Horse Chariot Racing League™ team is in the **Women's League**.

As The World 4-Horse Chariot Racing League™ is to be a true world league from the beginning, there is to be as well The World 4-Horse Chariot Racing League, Europe™.

The World 4-Horse Chariot Racing League, Asia™.

The World 4-Horse Chariot Racing League, Latin America™.

World 4-Horse Chariot Racing League, Africa™ - each with their own headquarters as well as strong national leagues, for examples The World 4-Horse Chariot Racing League, Italy™, The World 4-Horse Chariot Racing League, Japan™, and so on.

**A typical race:** teams from nations. And from the other conferences. That is, a true world league. The first race tracks will be where available, be that North America or anywhere worldwide. A team of one nation can be located for the time being in another nation, just as can a Formula I team.

## The Cities League

Many cities and towns in the U.S. and five continents can have its teams in due course. Even little towns such as Green Bay.

For a small town, with a local 6'4"/250 pound body-builder athlete phenomenon as its hero charioteer, it is "Our Town" on national television, perhaps in the global Universe Cup Tournament™ telecasts.

Let business people, attorneys and C.P.A.'s get together to organize a town or district's or county's commercially sponsored entry into The World 4-Horse Chariot Racing League™.

## The League of Leading Families of the World™

A league conference composed of entries by leading families of the world is being formed, and these entries can enter the first League races.

There can be few better common endeavors for a wealthy family than having a family sponsored 4-horse chariot team in The World 4-Horse Chariot Racing League™.

Like the other conferences, the League of Leading Families of the World™ can have various claiming race structures, thus allowing perpetually inexpensive 4-horse chariot teams. As well as higher claiming when desired. A team can be sponsored by a corporation connected to the family.

A Leading Family team can be anywhere from entirely organized and operated by one or more family members to organized and trained by a current racing stable for a family.

A group of families can enter a team together. Shaker Heights Families. Pacific Palisades Families.

The League of Leading Families of the World™ also includes sponsorship of a selected team theme. For example, 'Team California' sponsored by The \_\_\_\_\_ Family. 'Women of Texas' sponsored by The \_\_\_\_\_ Family.

Leading Family teams can include fan clubs. Limited partnerships.

## Celebrities' World 4-Horse Chariot Racing League™

As in each League conference, the League of Leading Families of the World™ can have its own League Web Site bulletin board system and club rules. And entry may become by recommendation only.

Each family is required to develop its own crests and flags. Etcetera.

**The League of Leading Families of the World™** should, like the other conferences, be a true world League from the beginning.

Let leading families of the world from Brazil to Hong Kong, from Britain to Kuwait, France to Japan, from Canada to Chile, from Ireland to Italy to Israel to India, from Australia to Zimbabwe, from Zambia to New Zealand and the Philippines and China including Taiwan take up the great challenge and compete for incandescent and imperishable world glory by entering a 4-horse chariot team in The World 4-Horse Chariot Racing League™ and the annual Universe Cup Tournament™ watched by '2 billion' people.

One hundred years from now your victory will be re-shown worldwide, at the annual Universe Cup™, to be seen by your great, great grandchildren.

Reply in complete confidence directly to the chairman of the League. Dedicated private line: (310) \_\_\_ - \_\_\_\_.

The League of Leading Families of the World™ members or their corporation must hold a minimum of one third of the equity in their entry. Other equity can be held by sports clubs and individuals who become adherents of the family's entry.

A team can issue public stock.

All The League of Leading Families of the World™ teams must have two or more women on their boards of directors.

At weekend and summer races each 4-horse chariot team is encouraged to have three 'knights', on horseback and, with flying cloak/capes, following the field at 100 meters around the track at a gallop.

The knights can steady the horses post-race. They can carry the sponsor's or family's flag before the grandstand and television in review and in victory laps to standing ovations. They can carry the sponsor's or family's standard, which can be gold gilt and with tapestry. Or neon.

## Celebrities' World 4-Horse Chariot Racing League™

Family members of both sexes, 16 and over, can be knights, with at least one adult supervisor, known as the 'Duke' or 'Duchess'. League 4-horse chariot racing is thus the only professional sport where family members can participate on the field.

There are annual money prizes for each conference for the most beautiful team that wins a race — chariot, horses, horse vans, truck, charioteer dress and armor, everything. This is to **go to extreme**. For example: Truck engines: gleaming silver or gold.

*The family aura of the League of Leading Families of the World makes a major reason for corporate sponsorship of teams in the various conferences.*

ONE OF THE LARGER BUSINESS SECTORS?: The League of Leading Families of the World™ also positions a family in a whole new industry that worldwide may become as large as the popular music business or the worldwide motion picture business — and be on satellite television for 24 hours a day worldwide.

Race tracks on five continents with 365-day seasons may be a 100-500 billion dollar per annum new industry not counting the potentially far larger off-track wagering.

World 4-Horse Chariot Racing League™ 4-horse chariot racing may be able to become a strong growth industry: Hong Kong with 6 million people, does \$10 billion-U.S. Thoroughbred pari-mutuel; the entire U.S. with 44 times the population does only \$11.5 billion per annum. Current figures are \$\_\_\_\_\_ and \$\_\_\_\_\_.

League 4-horse chariot racing might become one of the larger entertainment businesses on earth.

The World 4-Horse Chariot Racing League™ intends to make or sanction a business deal for a new-built, single-use, figure-8 racetrack in a number of nations.

Leading families, media corporations and others are invited to contact the League.

To everyone's benefit, there is to be a worldwide show-and-tell meeting every three months of all projects so that each project can learn the state of the art from the others.

## The No-Limits League™

Demand existing, there will be a no-limits League (referring to horse prices) — a locomotive for all teams. The No-Limits League™ will use the name **Global Giants League™**.

Claiming race amounts may proceed upwards year by year as decided by a simple majority of the teams in Global Giants League™. For example in thousands of dollars claiming per horse: 50, 100, 250, 500, 1,000, perhaps No Limit/No Claiming. At the Universe Cup Tournament™, the Global Giants League™ can race for the 1,000 Year Immortals Cup™.

Each of the Global Giants League™ teams may be owned by a world's leading family and/or by a public corporation.

## Race Tracks

Race tracks on any continent are needed to allow 365 days of worldwide televised League 4-horse chariot racing. Each race track needs to be Class I with track wide enough for 10 4-Horse Chariot Racing teams, 40 horses wide, a spacious stable area, and have racing days available by schedule and by legislature allowance.

The track needs to be soft or able to be made soft. The League is a good citizen of the Thoroughbred industry and can give first hiring notice to the usual Thoroughbred people.

A participating nation can place an executive in the League world headquarters in Los Angeles.

## **How to Purchase a Celebrities' World 4-Horse Chariot Racing League™ Team**

**Sports Consultants and Investment Groups here  
Celebrities here, Entertainment industry agents and  
attorneys here**

**The World's Billionaires and Forbes 400 here**

**Television Network Sports Departments here**

You can purchase one or more of **Consecutively Numbered Team Medallions**.

RRTM means: Right-to-Race Team Medallion.

They number # RRTM 0001 to # RRTM 1,000 so far.

**The earlier the Medallion, the better for obtaining your Advertiser Sponsor,  
in the League's view.** Or you may sell your Team Medallion.

Your Medallion gives you, or a buyer from you, the right to enter a team in  
Celebrities' World 4-Horse Chariot Racing League™ if the League gets underway. First  
numbers come first, as described and limited herein. For example:

There will be an NFL-MLB-genre League Commissioner. He can exclude you.  
Be polite.

## Celebrities' World 4-Horse Chariot Racing League™

Inquiring advertiser-sponsors will be steered to the Team Medallions in numerical order, first to Right-to-Race Team Medallion # 0001, second the Right-to-Race Team Medallion # 0001 and 0002, third to Teams 0001 through 0003, and so on.

You might get to choose from the major sponsors, Kodak, Ford, and so on.

Yet, Teams are in competition with each other for sponsors. For speculative example, Coors will choose the best presentation, not a Medallion Number. “Their chariot is gleaming gold. Fantastic. So let’s go with RRTM Number 0298 rather than RRTM Number 0047.”

Yet, every Team MUST have a Right-to-Race Team Medallion.

Your Team Medallion is a Right-to-Race Team Medallion.

**No Team Medallion, no right to race.** There is no real analogy, but it is sort of like a New York Taxicab Medallion, at \$766,000 as of June 2011. Medallions can be leased. Caveat emptor.

As described with caveats herein, the Business Plan for your one or more Team Development Group: your Advertiser-Sponsor pays all expenses, including salaries and fees. Your team gets all the income, if any.

Celebrities' World 4-Horse Chariot Racing League™ is a true *World* League, not a U.S.-League. Buyers from virtually every nation on earth are welcome. It is one, universal league.

There will **not** be the U.S.-section and the non-U.S. section. The charioteers from all over the world will all train together, just for one of numerous examples.

You can perhaps have a permanent executive, or at least you will have a League Account Executive, at the world headquarters of Celebrities' World 4-Horse Chariot Racing League™ in Los Angeles.

**Full-page Ads in the *Wall Street Journal*:** The League plans to place full-page or two full-page text ads in the *Wall Street Journal* international editions, including China, India, Japan, Europe, South America, Global Editions. Buy a Right-to-Race Team Medallion. Form a Team Development Group.

## **Buying into what stands to become one of the more powerful institutions ever**

**Congress should love us:** The League is connected to the Plan by Largest Media Advisors to obtain - for all 535 members of Congress - the **Congressional Access Allocation System TV Channel** and the **Republican Party Television Channel** and the **Democratic Party TV Channel** might give the League unparalleled national influence.

Celebrities' World 4-Horse Chariot Racing League™ might begin life substantially more powerful than the NFL, NBA, MLB, ESPN and NBC Sports (all great institutions) *combined*.

**Your Team Medallion and Team Development Group is about much more than some horses and chariots.** It is about being part of what some may predict can become an immensely powerful, and it is intended, enormously wealthy institution.

**The League of Leading Families of the World** stands to be a continuous-convention of the (1) Forbes' The World's Billionaires and of the (2) Forbes 400 list and of the top 500 world celebrities - in motion picture, television, music, sports.  
And (3) Davos-365. See, [Forbes.com/lists](http://Forbes.com/lists).

Where "A Gathering of Eagles" means private jets.

Celebrities' World 4-Horse Chariot Racing League™ stands to be the world's most exclusive club, a meritocracy – as well as a sports with 2,000,000,000 fans nightly.

## **Will the League get underway?**

This every-race-is-televised league should, in our view, be able to get underway as herein described. However, some will believe differently, and they may be right. Caveat emptor.

## The League Start-Up Price of Team Medallions:

**Team Medallion # 0001 \$25,000 US. Or Bid Higher.**

**Team Medallion # 0002 \$50,000 US. Or Last Bid if higher. Or Bid Higher.**

**Team Medallion # 0003 \$75,000 US. Or Last Bid if higher. Or Bid Higher.**

**Team Medallion # 0004 \$100,000 US. Or Last Bid if higher. Or Bid Higher.**

**Team Medallion # 0005 \$125,000 US. Or Last Bid if higher. Or Bid Higher.**

And so on, up \$25,000 each next Team Medallion Number, or Last Bid if Higher.

Each Bidding-Period Ends at 6:00 PST, Saturday. Subject to change. Inquire.

More than one bidder may be required. Inquire.

You have the right to sell your Team Medallion, providing that you own it.

(As in other sports leagues: team and Medallion owners must pass scrutiny, not be unsavory characters, and in time be able to pass an FBI check).

**At \$25,000 more, or yet more with higher bidding, for each Right-to-Race Team Medallion, the 100<sup>th</sup> Right-to-Race Team Medallion stands to cost \$2,500,000, the 1,000<sup>th</sup>, \$25,000,000.**

IF this occurs, every time a new Right-to-Race Team Medallion is sold, the value of your Right-to-Race Team Medallion is sold, the value of your Right-to-Race Team Medallion increases by \$25,000. Subject to a falling market, and subject to reduced minimum ups. Or increased ups.

The purchase of a Right-to-Race Team Medallion is for high-end people only. Do not purchase more than you can lose with a shrug.

Compare these prices with the prices now being paid for Triple AAA baseball clubs and \$10 million fee to start a new Major League Soccer team, Forbes, April 12, 2004.

## Celebrities' World 4-Horse Chariot Racing League™

(Players' salaries are not included. In other sports, your athletes might want you to pay them more than hay.)

Celebrities World 4-Horse Chariot Racing League™ can keep costs low for Teams and horse by Claiming Prices on the horses. For examples: \$10,000, or, \$25,000.

Other sports are great. Yet, none begins to compare to a single 4-horse chariot racing team as an sponsored-advertising vehicle.

### **Ten per cent Finder's Fee paid to Agents:**

There is a 10% Finder's Fee paid to persons who bring in purchasers of Team Medallions. This includes Hollywood talent agents.

The Purchaser must 'confirm that you played a part in causing the purchase.'

We encourage the Hollywood Talent Agencies to become Celebrities World 4-Horse Chariot Racing League™ agents.

Do you know some wealthy people who do not know about the Team Medallions being for sale in what stand to be the world's greatest sports league ever? Let them know about Gathering-of-Eagles.net. Send this PDF to them.

In the League's view, being variously an agent in the League stands to become a profession, with its own Guild. Needed are agents for teams, charioteers, horses, sponsors.

See what develops.

## Celebrities' World 4-Horse Chariot Racing League™

Your phone or email agreement to purchase one or more Team Medallions must be secured by a **Non-Refundable Earnest-Deposit** of Ten Per Cent Payment per Team Medallion, against the Price, by the end of the next-after-next business day, 5:00 p.m. PST/California Time.

Next-after-next means for example, Wednesday if your decision is conveyed on a Monday, Tuesday if your decision is conveyed Friday or on the weekend.

This payment can be by Wire Transfer, or check by FedEx Overnight.

The rest of your Purchase Price must be paid within 10 Business Days, not counting the conveyed Decision-to-Purchase Day and not counting the 10<sup>th</sup> day.

Payment must be by Bank Wire Transfer. Or by Certified Check by FedEx Overnight.

**Your Team Medallion will be recognized in both (1) a Notarized Letter, a legal document and (2) a framed, mounted, spun-gold (cheap brass) copy of the letter. Suitable for hanging on a wall.**

**Your actual, physical Team Medallion** can, if you wish, be like the NHL Stanley Cup or like a gleaming gold heavyweight champion belt or whatever you like, if the Commissioner approves.

You can commission a huge, 5-foot-tall cup with a charging chariot team with four galloping horses on top, and heroic charioteer lashing out mightily.

We invite vendors of every League-connected thing, including chariots and horses and all on the coming, huge and deep, Celebrities World 4-Horse Chariot Racing League™ web site.

With a League APP for your iPad and iPhone.

One of the first League expenditures: **A first-rate, large, fast web site.** We are looking at Nox Solutions, noxsolutions.com, as a Web Site maker. What do you think of their sites?

## **TRANSPARENCY:**

The plan is to have all Right-to-Race Team Medallion sale prices recorded here in this Site daily. And on the coming League Site.

**The Plan is that this be an OPEN MARKET League for Sale Prices of Team Medallions and everything.**

**If prices fall, so be it. If prices shoot to the moon, so be it.**

Your SPONSOR, if any, should pay your Right-to-Race Team Medallion purchase price, Plus. This is the League's view.

You may well want to meet in Los Angeles. Meetings are available most any time.

Additionally, the current plan as possible, subject to change during this start-up period:

A meeting on the first *Friday* of each month, so that interested buyers of Team Medallion numbers can schedule to meet others as well. And those who wish to meet more than once can do so on a once-a-month schedule.

And visitors from outside Los Angeles can enjoy Los Angeles for the weekend. Lunch, Spago (WolfgangPuck.com).

What if another 4-horse chariot racing league starts up?

The League believes that it has and will have power at the TV networks' sports channels.

Celebrities' World 4-Horse Chariot Racing League™ does not intend to run race meets on the Planet Mars, thus leaving the Mars market wide open for exploitation by real go-getters.

Team Medallions owners can vote for persons among themselves for all the usual Sports League boards. There will be a League Commissioner, as in U.S. sports leagues.

## Celebrities' World 4-Horse Chariot Racing League™

There will be non-U.S. businesspersons on the League committees. Let us hear from Asia, South America, Europe, Africa.

For the wealthy investor or investment group, and multiple Team Medallions owners: it can be a good move to set up a one-person office in Los Angeles to look to the development of your investment. Meet daily. Your office can be next door to the League office, or in it.

The League intends to open its offices in or near Santa Monica. [Santamonica.com](http://Santamonica.com)

*Proactively ask* if you did not see the caveats noted herein. Communicate, communicate. Wisely protect yourself by noting the caveats. Caveat emptor.

Any agreements herein need to be memorialized in mutually-signed, notarized, formal legal documents.

CAVEATS applied here and throughout these documents: The League may not begin and may fail if it does begin. Stock may never be issued. If it is issued, it may have no value. You may get none even if some get some stock.

There are no oral or email or lunch or handshake agreements. Any agreements must be in separate, dedicated, notarized documents.

## SUMMATION:

To see 4-horse chariot racing, get the **Ben-Hur DVD**. Amazon.com.

Except that Celebrities World 4-Horse Chariot Racing League™ will be far, far more exciting than even the breathlessly exciting Ben-Hur race that is the centerpiece of the movie.

## BECAUSE:

The GUTS of the sport are **the unhinged, whipping duels all around the track in each race**. This is nightly, people screaming in their living rooms in 200 nations and in 10,000,000 sports bars as HEROIC CHARIOTEERS, all 6-foot four-ish, with MASSIVE PHYSIQUES, and being SEVEN FEET TALL WITH PLUMED HELMETS engage in breathtaking duels, “even grandma starting screaming”, with whipping duels with thick, 15-foot long, loudly cracking!!!, black whips that “can strip the paint off a pick-up truck” – whipping duels of each other, not the horses.

Many fans SCREAM OUT OF CONTROL, “KILL HIM! KILL HIM!”. See the “push people’s buttons” team names, page 10.

**Contact:**

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Celebrities' World 4-Horse Chariot Racing League™

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**WORK SHEET:**