

THE POLAR EXPRESS™ *Train Ride*

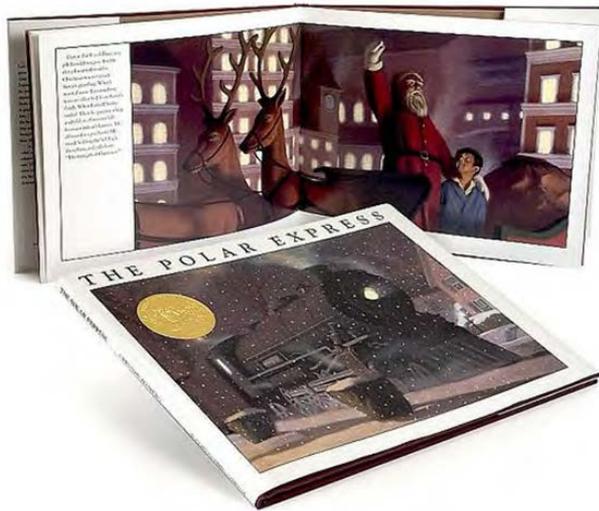
Learn, Lead, Believe

★
RAIL
EVENTS
INCORPORATED
★

An Introduction to THE POLAR EXPRESS™ Train Ride

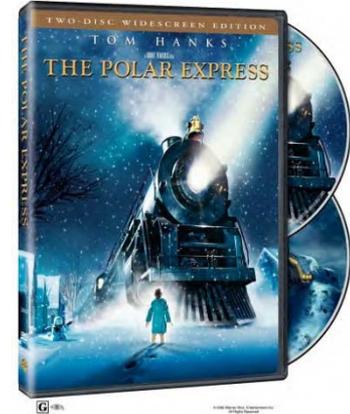


Where It All Started



- Released in 1985, Chris Van Allsburg's *The Polar Express* has become a worldwide bestselling children's book and a staple of the Christmas season

The Film



- Robert Zemeckis's motion capture animated film version of The Polar Express earned \$306 million dollars
- #2 Christmas Movie Box Office of all time after release in 2004
- Over 22 Million DVDs sold since 2005

A Television Tradition

- Top 50 film on cable with Adults and Women 18-34
- Previously a Top 10 film on Freeform with Boys 2-11/2-5/6-11
 - Top 20 w/ Kids 2-5/6-11
- Film moved to AMC's Best Christmas Ever lineup beginning in 2018



Warner Bros. Consumer Products

- With more than 3,700 active licensees worldwide, Warner Bros. Consumer Products licenses the rights to names, likenesses and logos for all of the intellectual properties in Warner Bros. Entertainment's vast film and television library

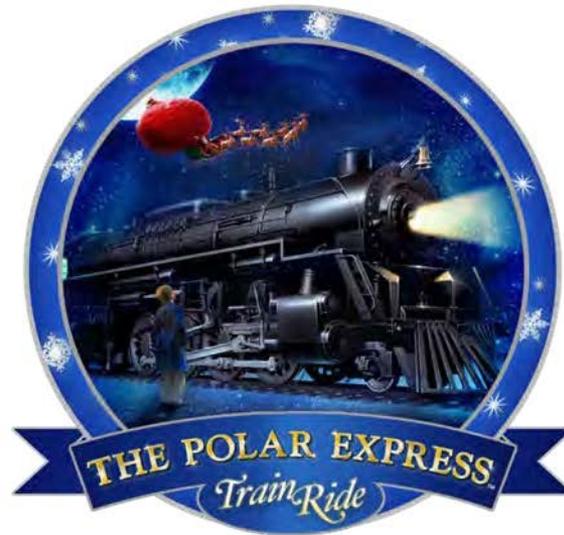


Rail Events Inc.



- Rail Events Inc. is a subsidiary of American Heritage Railways
- AHR has owned and operated the Durango & Silverton Narrow Gauge Railroad since 1998
- Purchased Great Smoky Mountains Railroad in 1999
- Founded Rail Events Incorporated in 2000
- Founded Rail Events Productions in 2015

Licensing Experience



THE POLAR EXPRESS™ Train Ride



- Rail Events Inc. has been the official licensing agent of THE POLAR EXPRESS™ Train Ride through WB Consumer Products since 2007
- Over the past 15 years we have continued to refine our relationship with host railroads and experienced unprecedented success helping establish profitable events at railroads of all sizes in the US, Canada, the UK, and Australia.
- 54 Licensed Hosts operated THE POLAR EXPRESS™ Train Ride events in 2019, carrying 1.3 million passengers.

All Aboard THE POLAR EXPRESS™

A Step-By-Step Tour of the Event

Pre-Show, Activities, Will Call



Passengers are immediately immersed in the magic of THE POLAR EXPRESS™

Pre-Show, Activities, Will Call



Various activities offered to for passengers to enjoy prior to boarding the train

Pre-Show, Activities, Will Call



Retail area well-stocked with exclusive THE POLAR EXPRESS™ product

Boarding Experience



Actors and staff walk passengers to train platform after theatrical call to board

Boarding Experience



Stepping On Board



Passengers are immediately greeted by friendly cast and a festive holiday environment

Tickets, Tickets Please!



The Conductor calls for tickets, which are enthusiastically punched by onboard staff

Hot, Hot, We Got It!



Are there any THE POLAR EXPRESS™ passengers in need of refreshment?

On Christmas Eve, many years ago...



Passengers are read the classic book by Chris Van Allsburg after hot chocolate service

The North Pole



A cast of jolly elves greet passengers as the train pulls into the North Pole set

The North Pole



A cast of jolly elves greet passengers as the train pulls into the North Pole set

The First Gift of Christmas!



Santa boards the train and greets passengers by presenting the First Gift of Christmas

The First Gift of Christmas!



Each passenger receives a silver sleigh bell from the big man himself

The Return Home



Passengers are entertained by the full cast with caroling and activities on the return trip

The Return Home



Passengers are entertained by the full cast with caroling and activities on the return trip

Event Sizzle Reel

Event by the Numbers

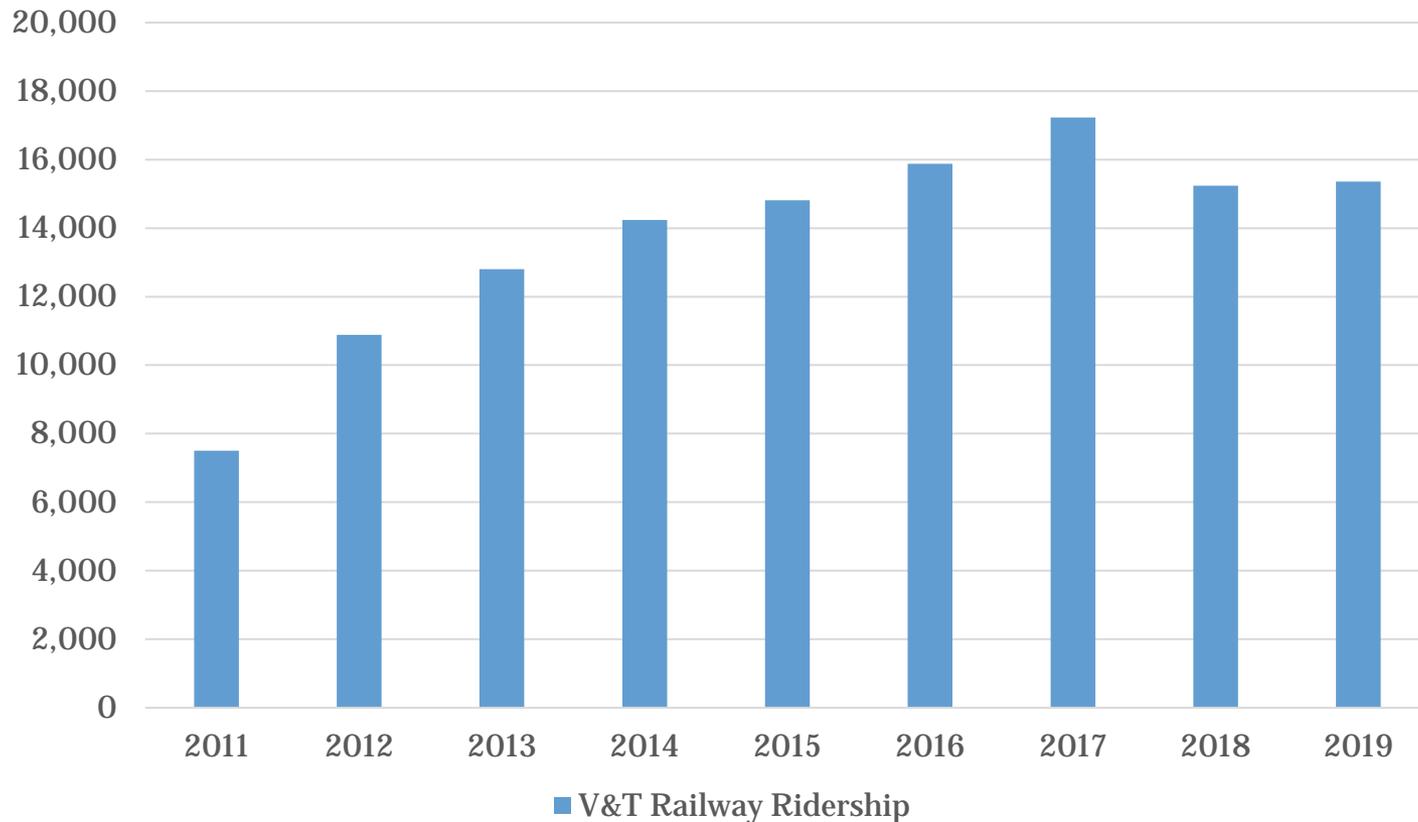
- Increased ridership over generic events

<u>Host</u>	<u>Year</u>	<u>Passengers</u>		<u>Increase</u>
		<u>Generic Event</u>	<u>THE POLAR EXPRESS™</u>	
Railroad A	2016	6,881	24,810	361%
Railroad B	2017	2,235	7,871	352%
Railroad C	2018	6,113	24,560	402%
Railroad D	2019	14,500	39,100	269%

- 2019 Ticket Yield = \$46.30 per passenger
- 2019 Retail Sales = \$4.30 per passenger
(x 15,000 = \$64,500)

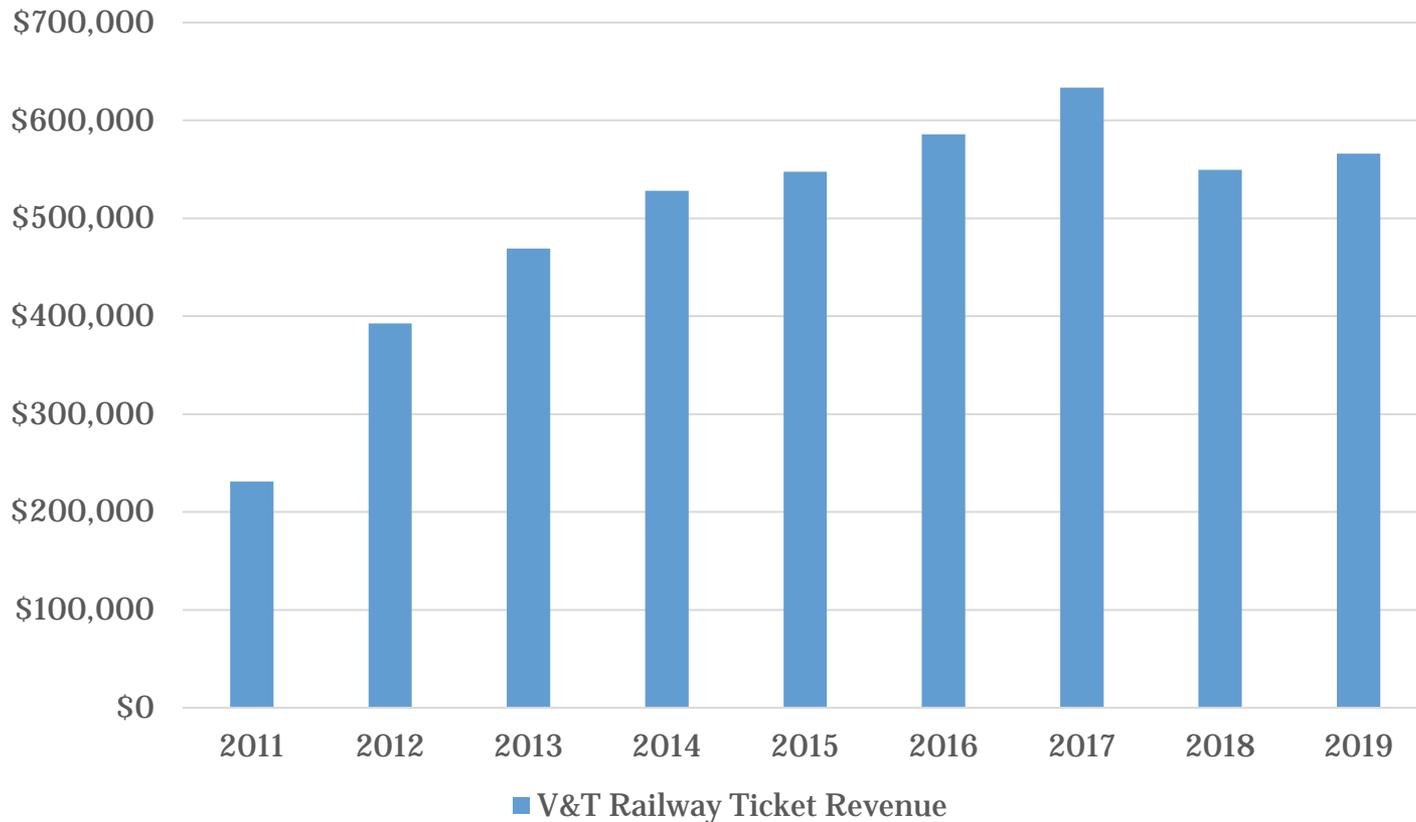
Event by the Numbers

V&T Railway Ridership



Event by the Numbers

V&T Railway Ticket Revenue



Rail Events Incorporated Provides



- Marketing Assistance
- Social Media Support
- Scheduling and Ticketing Guidance
- Event Signage
- Set Designs

- Production Assistance
- Character Scripting
- Branded Collateral
- Exclusive Merchandise
- Licensing Agent
- Historic Railroad Advocate

Recent Agreements with WB

2020-2024 Event Agreement

- 4% deduction to compensate for ticketing fees and credit card charges
- Sponsorship Opportunity

2021 Royalty Reduction Agreement

- COVID-19 Hardship Concession

Event Logistics



- Event ideally operates from mid-Nov. to Jan. 1, but can be adjusted as needed
- Train trips should be 55-65 minutes in length with 45-minute lay over between runs
- Ideal Train set 300-400 Passengers
- Matinees are an opportunity for families with infants/toddlers
- Potential exposure to 15,000+ new riders
- Event demographic is multigenerational
- Prior to opening, 2-3 full dress rehearsal runs, for media, VIPs and employees' families



“One thing about trains is – it doesn’t matter where they’re going. What matters is deciding *to get on.*”