

AN AMERICAN ADVENTURE:  
**RED WHITE & BORIS**



Texas Rodeo '24



Camaro Joyride







**BORIS JOHNSON IS AN ENIGMATIC FIGURE** who has captured the hearts and minds of people across the globe. While his public persona is one thing, behind that whirlwind of political gusto and British charm lies the heart of a man born in Manhattan, making him the only Prime Minister to be born in America. But perhaps much to his childlike chagrin around 5 years old, his parents whisked him back to the U.K., depriving Boris of experiencing the many layers that make up America's cultural tapestry.



**BUT NOW THAT BORIS HAS THE PARLIAMENT IN HIS REARVIEW MIRROR,**

he's ready to try to understand and unpack his childhood roots as he decodes the mysteries of America. After all, the land of the free and home of the brave is at a crossroads, and by experiencing all that the good 'ol US of A has to offer he'll come to understand more about America while helping everyday Americans understand more about themselves...and Uncle Sam.

In this rollicking and epic adventure, *AN AMERICAN ADVENTURE: RED, WHITE AND, BORIS*, the once Prime Minister is diving headfirst into everything these 50 states plus the District of Columbia has to offer. As a man of many interests, each episode sees Boris embracing his inner cultural chameleon as he meets each new adventure with equal enthusiasm. From heading to Northern California to meet, learn and join in with The Reenactors of the American Civil War (<https://www.racw.org/>) to hitting Silicon Valley to understand why America is so damn techie, Boris will see it all. From the plains and plateaus or sea to shining sea, this is an adventure not to be missed.







## **HOWEVER, IT'S NOT ALL FUN AND GAMES.**

At each stop along his journey Boris will put his social acumen to the use through engaging and fascinating discussions with thought leaders swapping insights on global affairs or conversations with everyday people to unravel what makes Americans tick. Whether chatting over mint juleps at the Kentucky Derby or hot dogs at a Los Angeles Dodgers game, the audience will get to see this great country through Boris' unique lens.

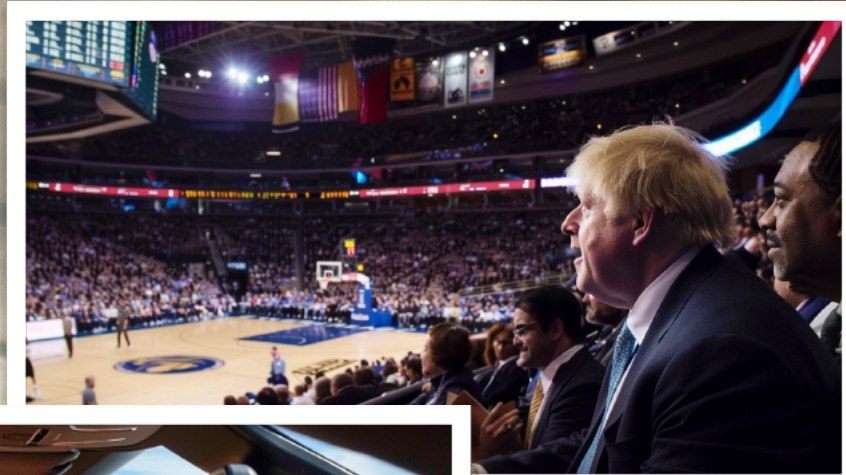
With Boris grabbing the bull by the horns - perhaps literally - the hope is that Americans may come to see that this is still the land of opportunity. Through the fun events, entertaining experiences, and enlightening conversations our eyes will be open to new perspectives as this cultural renaissance man takes us on an incredible journey where no stone will be left unturned. So buckle up - it's time for the adventure of a lifetime.





# WHY NOW?

After sitting down with Boris it became clear that he has a lot of insights about America through his many visits here and time as Mayor, Foreign Secretary, and Prime Minister in the UK. Being an outsider, he feels that America is still a beacon of hope to the rest of the world as the country still truly is the land of opportunity even though it often feels like we are more divided than ever. So with this in mind, Boris wants to be the one to see everything we have to offer in order to see our world through a different POV.





# TARGET BUYERS:





A close-up, vertical view of the American flag, showing the red and white stripes and the blue field with white stars. The flag is positioned on the left side of the frame, partially cut off by the edge.

# ALTERNATE TITLES:

- Boris Johnson's Great American Road Trip
- Boris Johnson's Great American Adventure
- Boris Across America: A Prime Adventure
- Boris Johnson's American Revolution
- Boris Johnson Comes to America



# ASYLUM

ENTERTAINMENT GROUP

Asylum Entertainment Group (AEG) is one of the fastest growing players in non-scripted television. We operate several labels in the U.S. and around the globe and continue to expand into new territories. Labels include Asylum Entertainment, Film 45, Audity, Breaklight Pictures, Big City TV, Large Eyes, Texas Crew Productions, Moon&Back, and more. Our content has received critical acclaim and multiple awards for its excellence including 10 Emmy wins, 2 Peabody Awards, Oscar, Emmy, and DGA nominations, and more. From idea to sale and everything in between, our labels have the expertise, experience, know-how, and relationships to help realize any vision. AEG offers office space, production company infrastructure, and world class production services, as well as access to talented development teams, brand integrations, and a global network of buyers.

---

## SELECT CREDITS

---





# ENDEAVOR

Endeavor is a global sports and entertainment company, home to many of the world's most dynamic and engaging storytellers, brands, live events, and experiences. The Endeavor network specializes in talent representation through entertainment agency WME; sports operations and advisory, event management, media production and distribution, and brand licensing through IMG; live event experiences and hospitality through On Location; full-service marketing through global cultural marketing agency 160over90; and sports data and technology through IMG ARENA and OpenBet. Endeavor is also the majority owner of TKO Group Holdings (NYSE: TKO), a premium sports and entertainment company comprising UFC and WWE.

---

## OUR NETWORK

---

WME

***TKO***

**IMG**



ONE  
SIXTY  
NINETY