



**STORM CHASER**



**ADVENTURER**



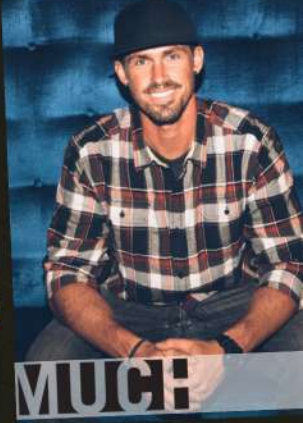
**INFLUENCER**



**COMMERCIALS**

**RICKY FORBES**

**2024 MEDIA KIT**





# Exciting Metrics to Share

Ricky recently had some content do quite well on social media that you may find interesting. On the left, the Instagram post is now at over **13.9 million views**, and on the right, the TikTok video is at **11 million views**.



# Case Study

Client: General Tire



Every brand partner we work with our goal is simple, to over deliver and create content that gets results, and this case study shows exactly that. Below you will see the 2023 contract deliverables for General Tire and the associated results. We also wanted to show you the work we did above and beyond the contract deliverables. These results are not uncommon as our niche of storm chasing allows us to produce a high volume of quality content and post often. We have shown these results with our brand partners, and we can do it for you too.

## 2023 Contract Deliverables for General Tire

The contracted deliverables are content specifically created for General Tire featuring their product and covering key marketing points.



- ✓ 3 Reels
- ✓ 6 Posts
- ✓ 16 Stories

- 👁️ Total Impressions **831,175**
- 👍 Total Engagements **113,166**

## Additional Social Content in 2023 Featuring General Tire

The content below was not specifically created for General Tire, but it is content that still features their product in the shots.



- + 11 Reels
- + 4 Posts
- + 57 Stories
- + 10 Live Streams

- 👁️ Total Impressions: **2,696,910**
- 👍 Total Engagements: **184,901**



# Ricky's Social Platform Metrics

**1.6M**  
Followers

**52%**  
Men

**48%**  
Women

**36**  
Avg. Age

  
Audience

**\$52.9K**  
Avg. Income

**87**

**Influence**

Sourced from Klear.com

Influence is the ability to drive action. This number is based out of 100, and anything over 75 is deemed a strong influence. It is NOT about how many followers you have, nor is it how many engagements you get. The expected number of relevant users that will see and react to your post defines how influential you are.

This metric is calculated by the influencer platform, Klear.com. Influence is predicted by analyzing thousands of features and billions of posts across all platforms.

**6.3%**  
Engagement Rate


Outstanding engagement compared to other influencers with a similar amount of fans.

Sourced from Klear.com

Outstanding audience quality with extensive reach.


Sourced from Klear.com

## Instagram

 Verified Account

 Likes per post 5.4K

 Comments per post 203


 Followers 367K

 Views per Story 2.2K

 EMV\* per Post \$22.8K


 EMV\* per Story \$2.6K

## Facebook

 Verified Account

 Likes per post 705

 Comments per post 58


 Followers 1M


 Views per Story 1.5K


 EMV\* per Post \$4.4K

 EMV\* per Story \$1.2K

## X

 Verified Account

 Retweets per post 13

 Followers 125K

 EMV\* per Post \$2.1K


## YouTube


 Subscribers 6.8K

 EMV\* per Post \$2.9K

## TikTok


 Likes per post 15.2K


 Comments per post 137

 Followers 94K

 EMV\* per Post \$15.2K

## Age

13-17  1%

18-24  10%

25-34  39%

35-44  30%

## Country

United States 34%

Canada 20%

Brazil 9%

Mexico 5%

 @ForbesRicky  @ForbesRicky  /RickyForbesOfficial  /RickyForbesOfficial  @ForbesRicky

# Ricky Forbes

Professional Storm Chaser, Content Creator & Brand Ambassador



Ricky Forbes is a man who stops at nothing to chase his passions. From documenting the wildest storms on the planet, to spending time with loved ones at home, Ricky's pursuits are all in the quest of a life well lived.

For over a decade, Ricky has immersed himself in the heart of tempests, chasing storms that most would seek shelter from. With a career spanning 11 years in storm chasing, Ricky has witnessed over 400 tornadoes, including a heart-pounding encounter being caught inside the world's largest tornado—measuring an astonishing 4km/2.6m wide. This relentless pursuit of the extraordinary has opened doors to numerous opportunities, from documentaries and media appearances to guest starring on various shows, culminating in the creation of his own Netflix series, "Tornado Hunters."

But why expose oneself to the formidable forces of nature? For Ricky, being beneath these colossal storms brings a momentary suspension of life, leaving one feeling truly alive. He finds purpose in reporting on these storms to local and national organizations to get the word out and get others to safety. Fueled by his love for photography and videography, Ricky's journey is an undeniable pursuit of capturing the awe-inspiring beauty and raw power of the natural world.

At home, Ricky finds solace in the warmth of family and the joy of simple pleasures. His fiancée, Tirzah Cooper, and stepchildren, Mason (13) and Vayda (18), form the core of his cherished world. Beyond the tempests, Ricky dedicates time to volunteering and engaging with diverse audiences through his inspirational talks. Aged 37, Ricky Forbes calls Saskatoon, Saskatchewan, home.



# Brand Ambassador



Ricky Forbes has been an exceptional influencer and partner for General Tire. His adventurous spirit and dedication to safety resonate deeply with our brand values.

As an influencer, Ricky's reach extends far beyond the storm-chasing community. His captivating content and engaging storytelling have helped showcase General Tire products' durability and dependability in the most extreme conditions. Ricky's genuine passion for adventure and his commitment to safety make him an ideal ambassador for General Tire. Whether navigating treacherous storm systems or enjoying quality time with his family, Ricky embodies the spirit of resilience and preparedness we strive to promote.



Okan Sens



Ricky joined us for Red Bull Outliers in Calgary to create exciting and engaging content for each race. He is a super professional individual and a very nice guy. He joined our team of MCs to enhance the on-site experience for both venues and shared his energy with our spectators. Looking forward to working with Ricky in the future!



Alexandra Martineau





# Commercials



## Ford Bronco Commercial

Ricky was hired for this project as an influencer, adventurer and actor. Starring alongside country music star, Paul Brandt, his job was to race the Bronco through the back country on his snowboard and mountain bike to beat Paul to the bottom. This role involved 2 days of shooting with many speaking parts. See the commercial at [www.RickyForbes.com](http://www.RickyForbes.com).



## Co-op Find Your Summer Series

This project took place over the course of 3 years shooting 5 different commercials across western Canada. Ricky's role involved shoot planning, production, speaking roles and the adventures - dirt biking, ATV'ing, jet skiing, wake boarding, and snowmobiling.



# Commercials



## CLIF Bar Commercial

Ricky was hired for this project as an influencer, adventurer and actor. This role involved 1 day of shooting mountain biking, paddle boarding and speaking parts. See the commercial at [www.RickyForbes.com](http://www.RickyForbes.com).

Go RV'ing  
Canada



## Go RV'ing Canada Commercial

This commercial would be up there with one of the most in depth projects Ricky has been a part of. His role was helping to lead this project start to finish. This included ideation, planning, hiring film crew, production, direction, and input on editing of final product. Ricky starred in this feature and created many social media pieces around it to go on his channels. See this commercial at [RickyForbes.com](http://RickyForbes.com).



# Career Momentum

When investing in someone, it is important to know they are moving forward, hungry and hustling, that is Ricky.



## Documentary

Ricky filmed a storm chasing documentary with award winning film maker, Mark Bone. This documentary had an incredible launch and is currently being entered into film festivals.



## Television Opportunities

This past storm season Ricky did many media interviews, and filmed two weather documentaries to be released in Thailand and South Korea. Plans are underway for a North American storm chasing show in 2024.



## Storm Chasing Season 2023

The goal was to be the hardest working storm chaser and get as much badass content as possible, and it worked. 104 days storm chasing resulting in 55 tornadoes, including the biggest tornado of the year.



## Storm Chasing Season 2024

Time to level up again. Currently in the brainstorming phase with other storm chasing teams and media partners on how overall content delivery and deliver the best live streaming show possible.



## 750K Social Media Growth in 2023

2023 we captured more storms than ever, and live streamed more than ever. In one year this grew my following from 750,000 to now over 1.5 million. This increase also shows in my impressions and engagements.



# Brutus



## The Ultimate Storm Chase Truck

The chase truck is often the rockstar of the content, taking on a life of its own. From gas stations to auto shows, the first thing people do is come up and ask about the truck. They want to know every detail and take pictures with it.

The truck is featured in nearly all of the Ricky's photos, videos and posters as it is part of his brand and it's instantly recognizable. Fans love the truck, often drawing pictures of it, building models of it, and photobombing it. At trade shows, speaking events, commercial work, etc. people want the truck.



For a full tour of this truck, and to see the build process, check out [www.TornadoWatch.com/brutus](http://www.TornadoWatch.com/brutus).



# Auto Shows

Brutus was built to perform in the field, and draw crowds at trade shows. This past year we attended 4 shows.



NATURAL DISASTERS EXPO

Anaheim, California  
Attendees: 40,000



TORONTO SPORTSMEN'S SHOW

Toronto, Ontario  
Attendees: 35,000



OVERLAND EXPO

Saskatoon, SK  
Attendees: 15,000



SASK SNOW SHOW

Bend, Oregon  
Attendees: 20,000

# Publicity

The work Ricky does attracts a lot of attention. His work has been featured in front page news, TV shows, magazines, auto trade shows and more.





# Volunteering

This proposal may start to seem like a resume, and it sort of is. When it comes to personal brand, Ricky feels volunteering is a large part of that brand, and worth mentioning.



## Big Brother Program

Ricky feels very fortunate to have an amazing little buddy and have been part of the program for 6 years.



## Developing Local Entrepreneurs

Ricky loves entrepreneurship and building small businesses, spending many hours with local programs and U of S students.



## Sanctum Survivor: 2 days Homeless in Saskatoon

An incredible initiative to bring awareness to issues at home and fundraise for this program.



## Stars Air Ambulance Fundraiser

Every year hosting the Stars Fundraisers for Ryde the Hangar.



## Swinging with the Stars

This one terrified Ricky, dancing in front of his peers... Jokes aside, awesome fundraiser for the Saskatoon City Hospital.



## Cat Calendar

Participated in the Annual Cat Calendar to raise funds for their shelter.



A person in a black t-shirt and shorts stands on a grassy hill, looking up at a vast, dramatic sky filled with large, dark, and light-colored clouds. The scene is captured in a cinematic style with high contrast.

*Thank You!*

[www.RickyForbes.com](http://www.RickyForbes.com)