

1926 - 2026

100 YEARS OF ROUTE 66

Docu REALITY FROM CHICAGO TO LOS ANGELES
21 DAYS ON ROUTE 66

WWW.VEGANINVIAGGIO.IT - WWW.ROBERTOROSSI.NAME

ROBERTO  ROSSI

OVERVIEW

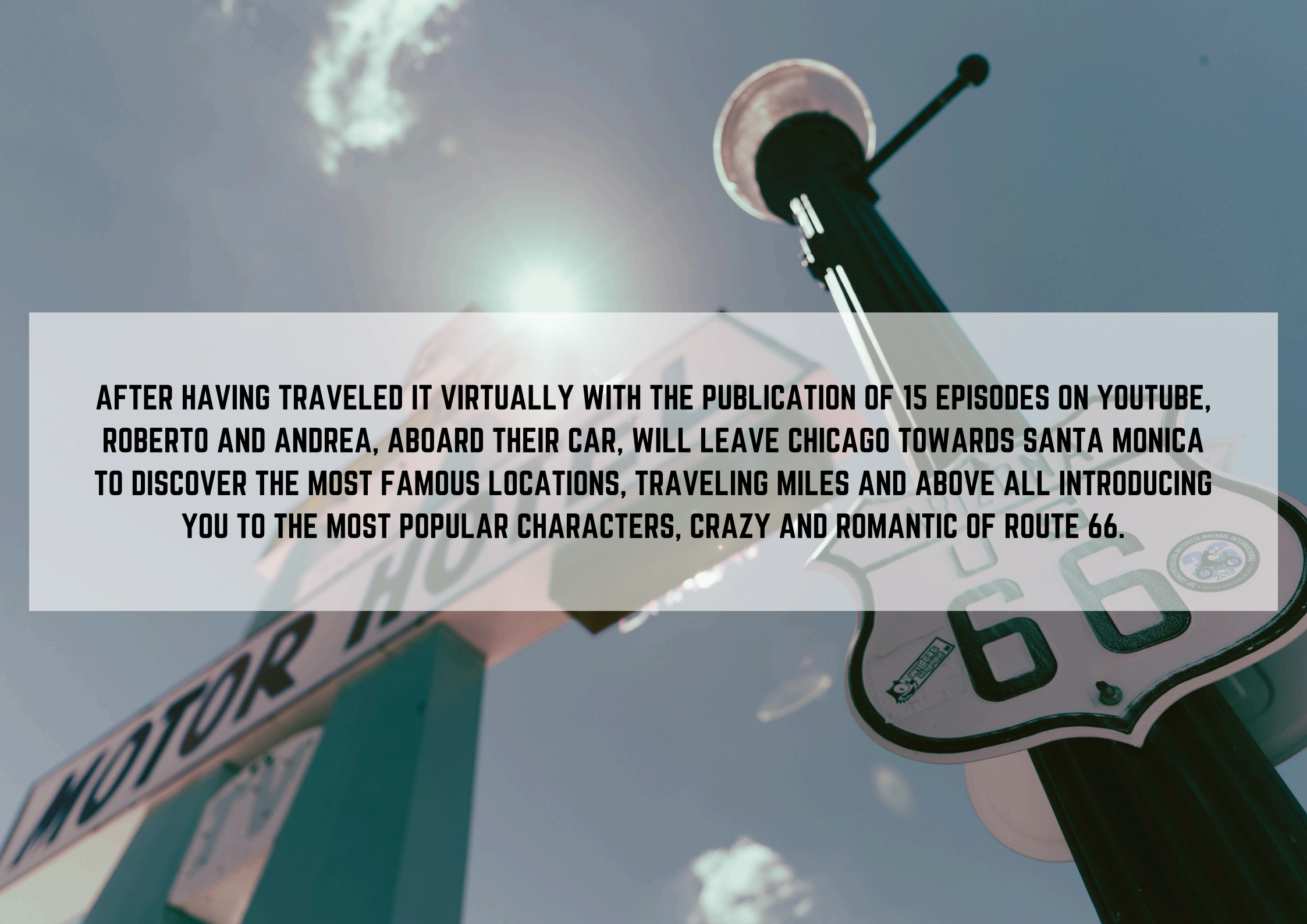
What you will find in this presentation

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AFTER THE PUBLICATION OF 2 BOOKS DEDICATED TO THE MOTHER ROAD, THE TIME HAS COME TO MAKE A DOCUMENTARY ON THE MOST FAMOUS ROAD IN THE WORLD. THE ROAD THAT EMBODIES THE AMERICAN DREAM AND THE VERY CONCEPT OF TRAVEL AND FREEDOM.



AFTER HAVING TRAVELED IT VIRTUALLY WITH THE PUBLICATION OF 15 EPISODES ON YOUTUBE, ROBERTO AND ANDREA, ABOARD THEIR CAR, WILL LEAVE CHICAGO TOWARDS SANTA MONICA TO DISCOVER THE MOST FAMOUS LOCATIONS, TRAVELING MILES AND ABOVE ALL INTRODUCING YOU TO THE MOST POPULAR CHARACTERS, CRAZY AND ROMANTIC OF ROUTE 66.



DURING THE JOURNEY THEY WILL FACE UP TO SOME CHALLENGES, UNEXPECTED ENCOUNTERS AND PARADOXICAL SITUATIONS. ALL SEASONED WITH SOUNDS AND THE DESIRE TO DISCOVER AND EXPLORE LOST AMERICA, THE REAL ONE MADE UP OF SMALL TOWNS AND GHOST TOWNS.



WHO WE ARE?


← VEGANI
IN VIAGGIO →



We are Roberto and Andrea, two passionate travelers and professionals in the travel world.

In the last few years we have visited a large part of the world and now the time has come to celebrate 100 years of Route 66 and create a Docu Reality.

DO YOU WANT TO COME WITH US?



We want to introduce everyone to the history, nature, people who live along the Mother Road. We want to do it in a sustainable and green way with electric cars.

Our goal is to make you fall in love with Route 66 by providing our audience with information, tools, opportunities and suggestions.

WHO WE ARE?

Roberto is an accomplished travel blogger, guidebook writer, photographer, video maker, USA ambassador and globally recognized Route 66 expert.

Andrea is a tireless dreamer, traveler and partner of the tour operator Reporter Live.

Blanket is a young and creative video production studio, with many productions of video clips, commercials and documentaries.

Together we want to take you on a journey to the Mother Road, have fun together, meet people and learn about cultures other than ours.

ROBERTO ROSSI'S PUBLICATIONS



Route 66 travel guide
Best-selling in Italy

Travel guide to
New York City

Vegan travel guide
to NYC

Novel set in
NYC

Journey into
old West

OUR CREATIVE EXPERIENCES:

VIDEO PRODUCTIONS FOR SONY PICTURES, RAI, SESAME STREET, ABB, GE.

PUBLICATIONS IN NEWSPAPERS, MAGAZINES, WEB.

PROFESSIONAL PHOTOGRAPHIC WORKS

3D COMPUTER GRAPHICS AND MULTIMEDIA



POSSIBLE DISTRIBUTION CHANNELS

STREAMING TV

SOCIAL
NETWORKS

RADIO

BLOG
AND
APP



THE JOURNEY

OVER 3,000 MILES, 8 STATES, 3 TIME ZONES, 21 TRAVEL DAYS

Chicago - Springfield - St. Louis - Lebanon - Tulsa - Clinton - Amarillo

Tucumcari - Santa Fe - Albuquerque - Holbrook - Williams

Grand Canyon - Monument Valley - Kingman - Bartsow - Santa Monica

THE JOURNEY

THE BACKGROUND

The legendary Route 66 with its history, its rough and dusty asphalt, small American towns and big cities like Chicago and Los Angeles, the most famous road in the world, the people who live there.

THE MISSION

Travel the entire Route 66 in a sustainable way by **making a one-of-a-kind documentary**; we will tell every day our life experiences related by challenges and unusual encounters. We will document the beauties of American territories by sharing them with our community and we will create the first TV series of this type in the world. **Meet historic and curious characters related to Route 66.**

FUNCTIONALITY OF THE PROJECT

This journey is a natural link in the history of the Vegani in Viaggio blog, Reporter Live, Blanket Studio and **our sponsors**.

Thus we move on to the consolidation of a community interested in our adventures and in the creation of specific tours for smart travellers, in the inspiration we are able to convey and in the experience and visibility that those who invest in this new project can exploit.

GOALS AND DEVELOPMENTS

We aim with determination to increase the resonance on social networks and presence on the web, expand the media with the **transmission of the docu-reality** that we will make during the trip and the publication of the book that will follow the success of those already published. **Promoting the products and services of our sponsor partners.**

THE JOURNEY

WHAT WE WILL DO

With Route 66 as a backdrop, every initiative increases in value; we will bring our sympathy and knowledge on the road, meeting famous people linked to the Mother Road, creating a docu-reality focusing on places, history and curiosities. We will challenge each other in improbable situations that border on the paradoxical.

WHERE WE WILL EAT

Vegan Roberto, omnivorous Andrea, will challenge each other looking for food in the typical Diners and Restaurants of Route 66, many of them in perfect 50s style, the same places where he ate Elvis Presley.

WHERE WE WILL SLEEP

We will seek accommodations in the famous Route 66 motels; structures frozen in time and rich in history, rooms in which important Rock & Roll stars and western film actors have stayed.

HOW WE WILL TRAVEL

We aim to use electric or hybrid cars, in any case we will always travel with the spirit of freedom and fun that inspired us, we will take photos and videos, interviews, you will get excited, laugh and cry with us.

TECHNICAL AND ORGANIZATIONAL PARTNER

Reporter Live tour operator

"PENSARE, SOGNARE, SORRIDERE"

THE TV SHOW

SYNOPSIS

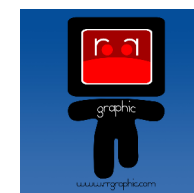
Roberto and Andrea, aboard their car, will travel the entire Route 66 stopping in historic and curious locations, meeting and interviewing mythical characters who have made the Mother Road famous all over the world. Surrounded by breathtaking natural landscapes, in a succession of emotions, they will tell the story, anecdotes and curiosities of Route 66, providing practical information and discussing American culture, books, music and art linked in some way to the mother road. All seasoned with some challenges to which two travelers will undergo. Challenges related to the check-list that Roberto and Andrea will receive under the begin Route 66 sign in Chicago. A series of challenges that will lead one of them to have a decidedly important benefit at the end of the trip.

TECHNICAL DATA

Accompanied by stunning images and iconic music, the series consisting of 8 episodes made in 4k will tell the story of the journey, the adventures and the challenges. With the help of drones, 360° cameras and high-definition video footage, the episodes will prove to be technically flawless and captivating, thanks to modern and sparkling video editing.

Some shots will be taken on board the car, others outdoors in the locations visited on the road, others indoors. A voiceover enriched the storytelling.

The series, in Italian, will be subtitled and shared all over the world.



TIMELINE

Our journey and the publication
of the material created

AUTUMN 2024

Chicago

AUTUMN 2024

Los Angeles

AUTUMN 2025

Publication
of the third edition of
the book

JANUARY 2026

Broadcasting
of the docu-reality



CONTENT PRODUCTION

1

DURING THE TRIP

Daily and weekly social content with the support of our partners

2

DURING THE TRIP

Photo and video production for social networks with visibility of the sponsor

3

POST TRIP

Docu-reality serials with visibility of the sponsor and broadcast on the channels concerned

4

POST TRIP

Third edition of the book "Route 66 an American myth" published by Roberto Rossi and a dedicated podcast

A person in a white t-shirt and blue jeans stands on the edge of a large, layered red rock cliff. The person is looking out over a vast, rugged desert canyon landscape. In the background, there are several prominent buttes and mesas under a blue sky with scattered white clouds. The foreground shows the edge of the cliff and the surrounding desert floor with sparse vegetation.

WE ARE LOOKING FOR

A SPONSOR OR MORE SPONSORS INTERESTED IN
PARTICIPATING IN OUR ADVENTURE WITH
ECONOMIC AND/OR TECHNICAL CONTRIBUTION
AND THAT IT CAN ALSO BECOME A PARTNER FOR OUR
FUTURE PROJECTS

SPONSORSHIP LEVELS

SILVER

250 EURO

- VISIBILITY ON SOCIAL MEDIA
- VISIBILITY ON THE BLOG
- PRODUCT PHOTOS AND VIDEOS ON SOCIAL MEDIA

GOLD

1000 EURO

- VISIBILITY ON SOCIAL MEDIA
- VISIBILITY ON THE BLOG
- PRODUCT PHOTOS AND VIDEOS ON SOCIAL MEDIA
- VISIBILITY IN DOCU-REALITY

PLATINUM

2000 EURO

- VISIBILITY ON SOCIAL MEDIA
- VISIBILITY ON THE BLOG
- PRODUCT PHOTOS AND VIDEOS ON SOCIAL MEDIA
- VISIBILITY IN DOCU-REALITY
- DAILY STORIES
- DEDICATED PAGE IN THE BOOK

MAIN

TO BE AGREED

- VISIBILITY ON SOCIAL MEDIA
- VISIBILITY ON THE BLOG
- PRODUCT PHOTOS AND VIDEOS ON SOCIAL MEDIA
- **HIGH VISIBILITY IN DOCU-REALITY**
- DAILY STORIES
- DEDICATED PAGE IN THE BOOK
- PERSONALIZED MULTIMEDIA MATERIAL

WE WILL GUARANTEE MAXIMUM VISIBILITY TO OUR SPONSORS BOTH DURING AND AFTER THE TRIP AND MAXIMUM DIFFUSION IN THE AVAILABLE COMMUNICATION CHANNELS.



CONTENT PRODUCTION

In addition to Docu Reality, we will create high quality content for our sponsors in line with the communication style and mood of their brand. Lifestyle, travel, adventure and reportage. Video and radio links.

Your brand clearly visible.

IL TEAM IN VIAGGIO



**ROBERTO
ROSSI**

WRITER, PHOTOGRAPHER, TOUR LEADER, BLOGGER, USA EXPERT, VEGAN.

Active traveler and front man of the community, author of books and tourist guides, photographer, graphic designer and tireless dreamer.



**BARBARA
REDAELLI**

PASSIONATE ABOUT TRAVEL, PERSONAL TRAINER, COORDINATOR, VEGAN.

An active traveller, she posts vegan recipes and helps organize events, is a fitness enthusiast and vegan diet expert.



**ANDREA
SCHINCAGLIA**

MARKETING MANAGER.

Founding and creative partner of Live reporter. Grew up on bread and travel Andrea is today the irrepressible forge of ideas, the visionary and the irrepressible "showman" of Reporter Live Tour Operator.



**BLANKET
STUDIO**

ARTISANS OF STORYTELLING AND BEAUTIFUL IMAGES.

We tell reality with a cinematographic gaze by choosing the most appropriate directorial style. Each work is a story in itself and we work in the service of that story.

CONTACT INFO



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ROBERTO  ROSSI



"THINKING, DREAMING, SMILING"