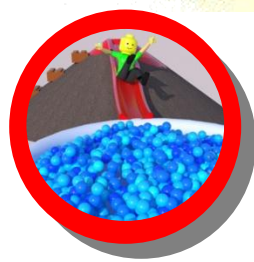
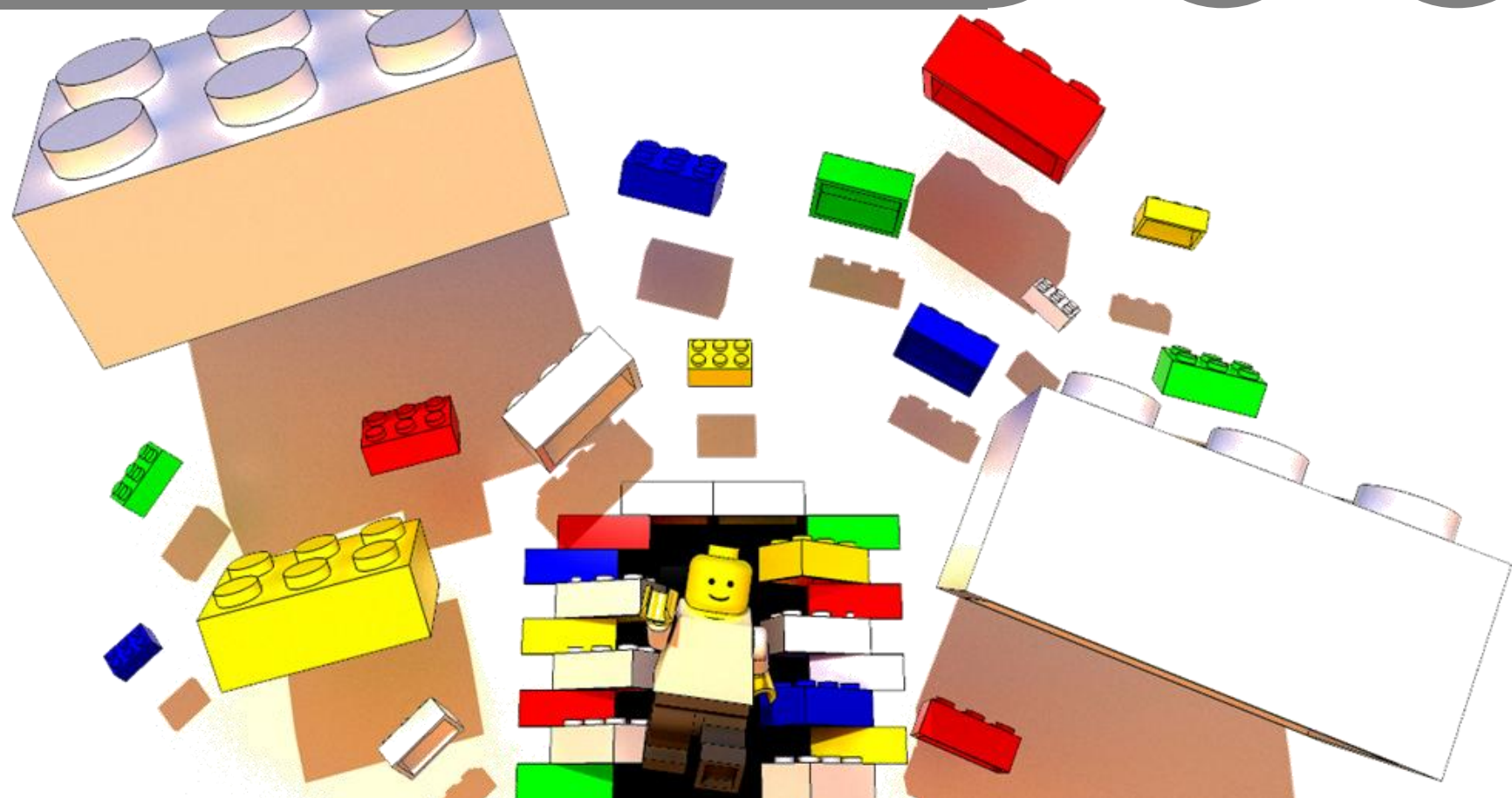
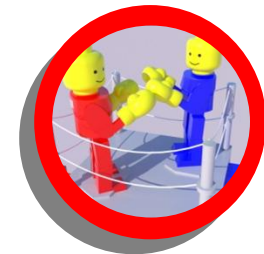


LEGODROME



Run and play, build and break, create and crash.
LEGODROME is the game before the big game.

Enter The Legodrome

MISSION STATEMENT

Enter the LEGODROME, a traveling experience of physical and creative games where sports fans of all ages become the players in an oversized toy arena that immerses you in the world of LEGO.

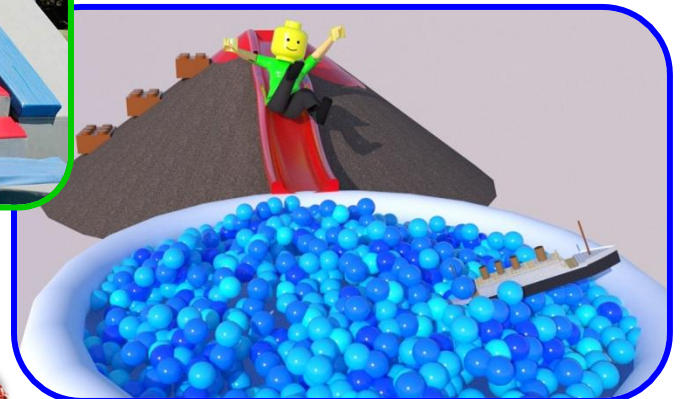
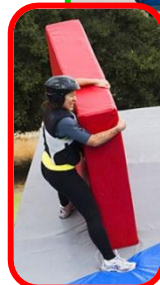
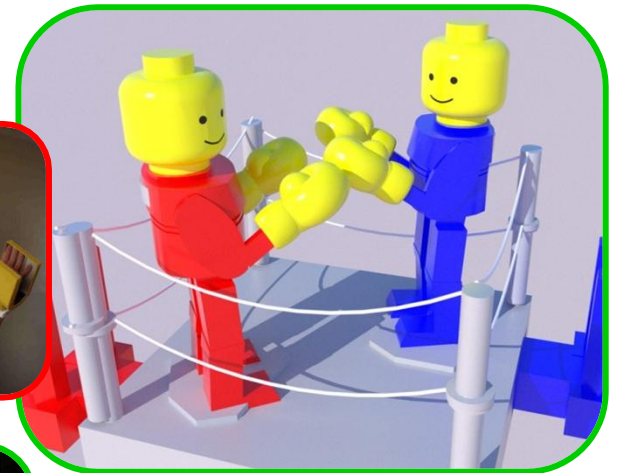
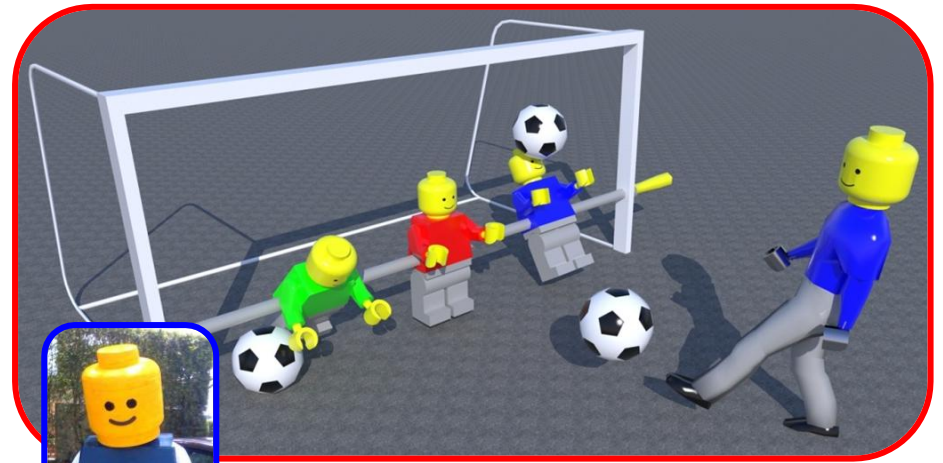
EXECUTIVE SUMMARY

Above the gathering crowds of local sports events, colorful spires call players of all ages and abilities to come create, play, build, and face the challenges of the **LEGODROME**. This touring arena hosts games and activities for everyone; from the casual gamer to the sports fan who craves a physical challenge and from the littlest future All-Star to the sideline fan who just wants to catch their best friend's embarrassing moment on video.

The LEGODROME features four areas of games and challenges. At **Air Blockey**, compete in a touch table virtual hockey game, smashing the puck through floating LEGO creations and into your opponent's goal. Step inside the boxing ring at **Rock'em Block'em Robots** and control your own customized Mini-Fig robot in a plastic vs. plastic battle for the championship. Looking for a skills challenge? Shoot an endless supply of happy yellow heads into unique set of hoops and targets at the **Hooplo Shooting Gallery**.

The centerpiece of the LEGODROME is the **Create 'n Crash Course**, an obstacle course of foam blocks and inflatable structures where you'll race against the clock to build, break, and navigate ten jumbo LEGO structures while wearing an oversized Minifigure helmet and hands. It's the most fun you'll ever have in a big yellow plastic head.

And when the time comes to leave the LEGODROME and head to the big game, be sure to stop by the **Brick Boutique** for a souvenir of your experience (victorious or otherwise).



Legodrome Overview



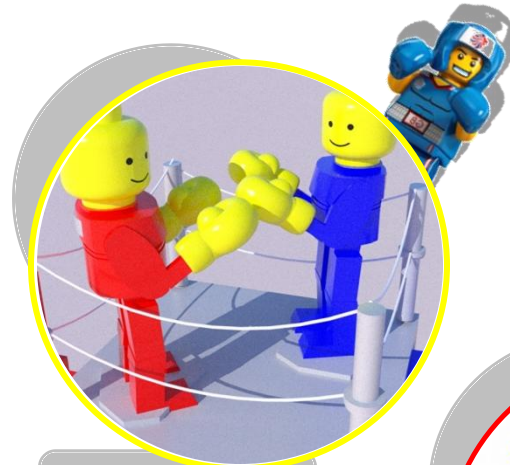
Create 'n Crash Course

Run, play, build, and break your way through an over-sized LEGO obstacle course... in a great big, yellow plastic head.



Air Blockey!

In this virtual touch table twist on air hockey, smash floating LEGO creations out of the way to score goals on your opponent.



Rock'em Block'em Robots

Choose your head, choose your gloves, decorate your robot, and get ready to knock someone's block off!



Hooplo Shooting Gallery

Time to get your head in the game and sink a few baskets with it. An endless supply of smiling faces let every size player score in the strangest game of hoops you'll ever play.



The LEGODROME is designed to tour major stadium sporting events around the country and set up in the parking lots. This experience is as much for the family as it is for sports fans, giving them an exciting and unique addition to pre-game tailgate gatherings. It provides a fun place for younger children to play while presenting teens and adults with several friendly challenges to themselves and each other. Fueled by the excitement and energy of the impending sporting event and the imaginative worlds of LEGO, this attraction gives everyone a chance to be the star player.

Create 'n Crash Course

The featured obstacle course at the heart of the LEGODROME is molded in the spirit of game shows from Double Dare to Wipe-Out, but tailored to be safe, clean, dry, and playable by nearly everyone. Played solo against a timer, each Challenger must complete 10 ridiculous tasks while wearing Minifigure-style hands and a head (which is also a safety helmet). Time is added to the clock for incomplete tasks and a large scoreboard at the entrance tracks the best times in each age and gender bracket for the day. From the sidelines all around the Create 'n Crash Course, friends, family, foes, and complete strangers get a front row view of the mayhem. There is no way this isn't ending up on the Internet.



Another Brick in the Wall

As quick as your plastic kung-fu grip hands can, rebuild the ruins of the wall. *You are a master of polymer masonry.*

1

Capt. Brickbeard

Climb aboard the Captain's teetering ship and use your claws to retrieve the flag from shark-infested waters. *Yes, we know it looks fake.*

3

Raise the Bricktanic!

Search the staggering (2 foot deep) depths of our ocean of plastic balls and recover the long lost ship... *not seen since the last guy found it 2 minutes ago.*

5

Stumbling Blocks

Jump, climb, scurry, or otherwise perilously fling your body over a series of inconvenient walls. *No, you looked totally cool falling on your head like that.*

2

Mah-Le-Go Mountain

Climb to the peak of the volcano and save the Islanders by sacrificing yourself on the lava slide. *Ohana means gullible.*

4

Face the Sphinx

Put a plastic thinking cap on your big yellow head and reassemble the puzzled face of the sphinx (*nose not included*).

6

Fig-Ball

Kick 3 somewhat larger than regulation balls past the highly-skilled plastic goalies. *And the crowd goes wild-ish.*

7

Rock 'n Block

Navigate a long plank of rocking seesaws and short hurdles as quick as you can. *Quick is relative.*

8

Idol Hands

Stealthily snatch the ancient plastic idol and then run for your life as the temple unleashes its rolling foam fury. *And the thief goes squish.*

9

A Smashing Good Time

It's ramming speed as you smash your big plastic head through a wall of bricks. *Just like a pile of leaves... except it's bricks.*

10

Operation Is A Snap!

Planned to travel, set up, and tear down quickly, the LEGODROME is a modular touring experience. The entire exhibit consists of up to five main sections (including retail) and the obstacle course is made up of 10 modules. Each of the main sections and course modules are optional, allowing the experience to be scaled and configured to the needs of each visited venue. Most of the LEGODROME is made of inflatable and soft play structures that collapse down to small size for travel, and the exhibit contains no complex technologies requiring special maintenance. The only things the LEGODROME needs from the venue are power, a parking lot, and crowd of sports fans.

LEGODROME does not feature any one sport and is planned to fit into any venue without the need for site-specific overlays. Most games are represented as an element or a skill that is blended into the overall experience, ensuring that this exhibit will work naturally at any sporting event. And with LEGO brand as the heart of the experience, the LEGODROME will even fit well with non-sporting events like festivals, concerts, and fairs.

Coming to a Parking Lot Near You

Have you ever wished you could play inside the things you can build with LEGOs? Have you ever wished you could step out into the arena and be the Star Player for the day? Have you ever thought, "Hey, I can do that!" Inside the LEGODROME, you can do it all. Built for every age and every skill level, the games of the LEGODROME take the energy and elements of every major sport and re-imagine them into a new experience where family, friends, and even rivals can play and compete together.

In the LEGODROME, everyone wears a bright yellow jersey and we all play for **Team LEGO**.

