

SERIES PRESENTATION

# BULL KING

TOO MANY BULLS.  
NOT ENOUGH MONEY.  
CAMERAS ROLLING ANYWAY.



SERIES PRESENTATION

**ONE MAN.  
FORTY MISFITS.  
HUNDREDS OF BULLS.  
ONE IMPOSSIBLE DREAM.**



*"This isn't  
just a rodeo.  
It's my life."*

# BULL KING

REALITY DOCUMENTARY SERIES



## LOGLINE

An eccentric former professional bull rider risks everything to transform his outlaw rodeo into a television empire while battling dangerous livestock, impossible budgets, and the one obstacle he can never outrun—himself.

## SERIES OVERVIEW

*Bull King* follows former professional bull rider Sam Medlock as he risks everything to transform an outlaw rodeo into a nationally televised franchise while rebuilding the life he nearly lost.

Every event is a collision of impossible logistics, dangerous livestock, financial pressure, and deeply personal relationships. But beneath the chaos lies a much larger story—a man determined to finish a vision he believes history left unfinished.

*Bull King* isn't simply about rodeo. It's about legacy, leadership, redemption, and the relentless pursuit of an impossible dream.

## FORMAT

Reality Documentary  
8 × 45 Minutes

## COMPARABLES

Drive to Survive  
Welcome to Wrexham  
Tiger King

## STATUS

Seeking Network Partner



# MEET THE BULL KING

“I don’t follow the  
system. I build my own.  
Then I break it.”

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Sam Medlock is a third-generation bull rider, bull rancher,  
and the most original mind in modern rodeo.

He’s lived the highs, buried the lows, and now he’s  
building something bigger than himself.

# THE RISE



For more than two decades, Sam Medlock built his reputation on the back of the rankest bulls in America.

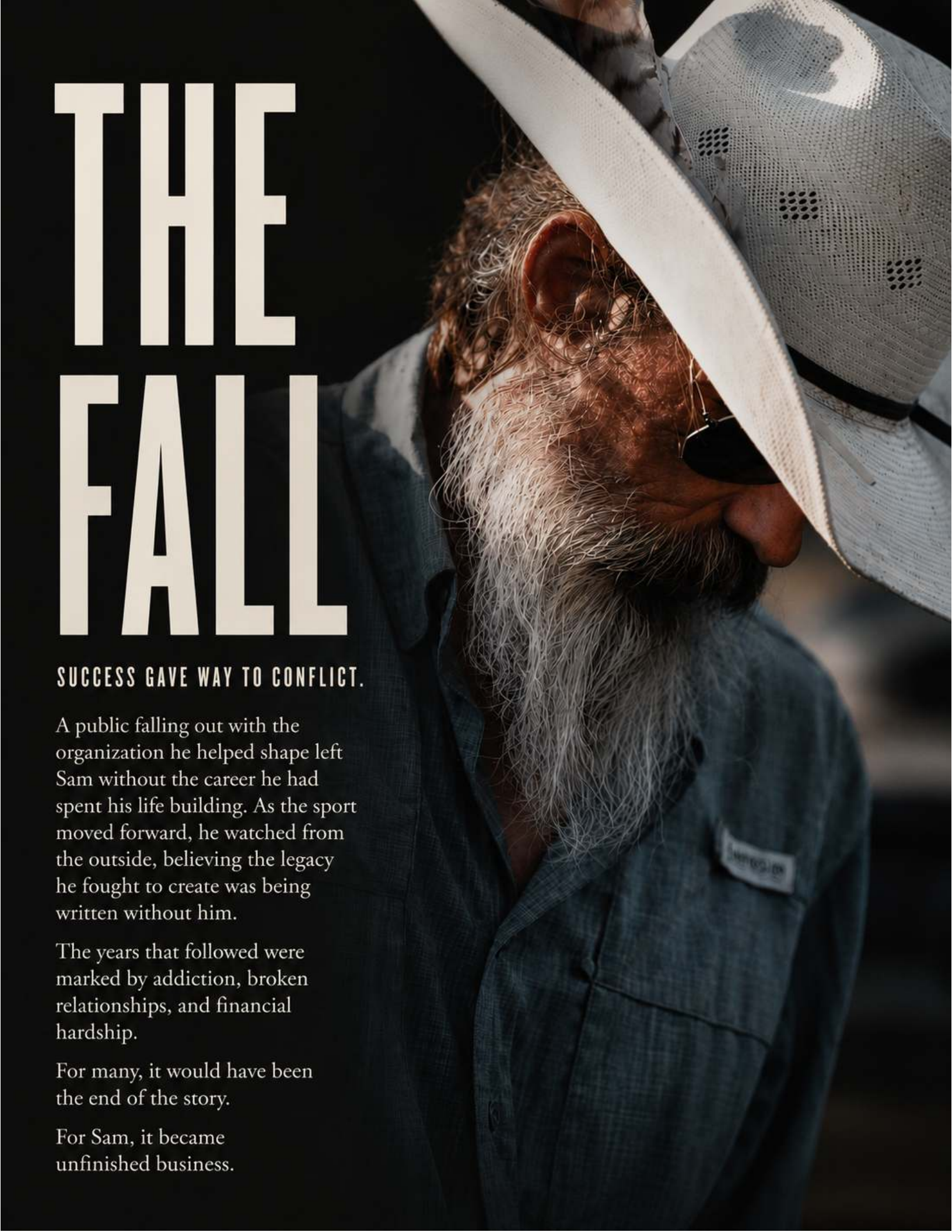
A third-generation bull rider and bucking bull producer, he became known not only for his fearlessness in the arena but for his relentless drive to push the sport forward.

To those who knew him, he wasn't simply competing—he was imagining what bull riding could become.

SCORE

91.5

HEALTHSOUTH



# THE FALL

## SUCCESS GAVE WAY TO CONFLICT.

A public falling out with the organization he helped shape left Sam without the career he had spent his life building. As the sport moved forward, he watched from the outside, believing the legacy he fought to create was being written without him.

The years that followed were marked by addiction, broken relationships, and financial hardship.

For many, it would have been the end of the story.

For Sam, it became unfinished business.

# THE RETURN

A man with a long beard and a cowboy hat, wearing a dark suit, stands on a stage holding a microphone. He is looking towards the right. In the background, a large screen displays a video of him speaking, with the text "purp way AUCTION" visible. The stage is set in a large arena with a crowd of people seated in the background. The lighting is warm and focused on the speaker.

Most comeback stories begin after redemption. This one begins before it.

With little money, a handful of loyal believers, and an impossible vision, Sam is attempting something few people would dare: building a television series while simultaneously rebuilding his life, his business, and the legacy he believes was never finished.

The cameras arrive before the ending is written.

# THE MAN OF CONTRADICTIONS

VISIONARY / IMPULSIVE

---

MENTOR / HOTHEAD

---

COWBOY / GURU

---

BUILDER / DESTROYER

---

BROKE / BUILDING AN EMPIRE

---

Sam Medlock lives in the space between extremes. He inspires loyalty and ignites conflict. He builds people up and tears things down. He seeks meaning but chases greatness.

The contradictions aren't flaws in the concept—*they are the source of the story.*



# WHY CAMERAS FOLLOW SAM

HE MAKES  
PEOPLE BELIEVE

---

HE CREATES HIS  
OWN OBSTACLES

---

HIS VISION IS ALWAYS  
BIGGER THAN HIS  
RESOURCES

---

EVERY RELATIONSHIP  
CARRIES HISTORY



# WHY NOW.



## THE WEST IS BACK

From *Yellowstone* to modern ranch life, the American West is experiencing a cultural resurgence.

It represents freedom, independence, and a way of life that feels both timeless and urgent.

## REAL PEOPLE ARE WINNING

Audiences are turning away from scripted and toward real. They want authenticity, vulnerability, and characters who live on the edge.

Documentary series with real stakes and real emotion are outperforming every fiction format.

## SAM'S STORY IS HAPPENING NOW

Sam Medlock isn't telling stories about the West—he's living it.

His comeback, his chaos, his vision, and his fight are unfolding in real time, with the cameras rolling.

“AMERICA IS REDISCOVERING THE WEST.”



# THE PEOPLE WHO KNOW THE REAL SAM

The people closest to Sam have witnessed both his greatest strengths and his deepest failures. They challenge him, support him, and reveal the man behind the legend.



## SIDDA

*"The Daughter He Chose"*

Sidda brings heart, honesty, and a younger perspective that keeps Sam grounded when everything around him feels chaotic.

Their relationship is built on trust, humor, and a deep understanding of what they've been through together—and what they still hope to build.

REVEALS: The father figure.



## RAY RAY

*"The Son Who Keeps Leaving"*

Part ranch hand, part bullfighter, Ray Ray shares a father-son bond with Sam built on loyalty, conflict, and second chances.

Their repeated separations and reunions reveal the complicated leadership—and unwavering devotion—that hold Sam's world together.

REVEALS: The leader and the hothead.



## NICK GARZA

*"The Heir Apparent"*

Nick represents the next generation of leadership. Driven, sharp, and unafraid to challenge the status quo.

He and Sam push each other to grow, sometimes clashing, always striving for something bigger than themselves.

REVEALS: The mentor and visionary.



# THE PEOPLE WHO SHAPED HIS STORY

Some remind Sam of who he was.  
Others reveal who he still hopes to become.



## CATHERINE

*"The Ghost of His Past"*

As Sam's former wife, Catherine witnessed the addiction, self-destruction, and personal failures that nearly ended his story. While others celebrate his comeback, Catherine serves as a reminder that redemption doesn't erase the damage left behind.

REVEALS: The man he used to be.



## EVELYN

*"The Future He Never Planned For"*

Arriving late in the season, Evelyn represents something Sam has long neglected: life beyond the dream. As their relationship develops from ranch hand to romance, viewers see a softer, more vulnerable side of Sam and the possibility that redemption may look different than he imagined.

REVEALS: The man he could become.



## THE RIDERS

*"The Men He Fights For"*

To the riders, Sam is more than an event producer. He's a mentor, recruiter, and opportunity creator. From young phenoms chasing greatness to family men risking everything for one more shot, the riders reflect the impact Sam has had on the sport and the legacy he hopes to leave behind.

REVEALS: The lives he has changed.

# THE WORLD OF BULL KING

Ranch dirt.  
Arena lights.  
Dangerous animals.  
Unfinished dreams.



# WHY THIS WORLD MATTERS

A high-angle photograph of a man in bull riding gear, including a vest with patches and a helmet hanging from his waist, leaning down to touch the head of a young boy in a blue shirt. Another boy in a maroon shirt stands nearby. They are on a dirt surface, possibly a rodeo arena.

Bull King offers rare, unfiltered access to a world most viewers have never seen up close and one that's nearly impossible to penetrate.

## THE SERIES TAKES YOU INSIDE:

- **GRASSROOTS BULL RIDING**  
Where the sport is still raw, local, and built on courage—not corporate sponsorships.
- **RANCH LABOR**  
The unseen work that keeps everything running and shapes the men who ride.
- **INDEPENDENT EVENT PRODUCTION**  
Built from the ground up with long hours, small budgets, and relentless dedication.
- **UNCONVENTIONAL WESTERN PERSONALITIES**  
Real people with real stories—funny, flawed, tough, and unforgettable.
- **A COMMUNITY FIGHTING TO SURVIVE**  
Holding the line for a way of life that refuses to disappear.

*This is more than a sport.  
It's a culture, a struggle,  
and a story worth telling.*

BULL KING WIDENS THE LENS.  
BECAUSE THEIR WORLD DESERVES TO BE SEEN.

# WHY BULL KING MATTERS

*A premium documentary series built on character, conflict, and a uniquely American world.*



## AN UNFORGETTABLE CHARACTER

Sam Medlock isn't simply a former professional bull rider. He's an innovator, mentor, entrepreneur, and relentless dreamer whose greatest obstacle has often been himself. His contradictions make him impossible to predict—and impossible to ignore.

## A HIDDEN AMERICAN WORLD

Behind the spectacle of bull riding exists a world few audiences have ever experienced: family ranches, livestock, small-town arenas, lifelong friendships, and generations of tradition. Bull King offers authentic access to a uniquely American subculture rarely explored with this level of honesty.

## REAL STAKES

Nothing in Bull King is manufactured. Every event carries financial pressure, dangerous livestock, unpredictable personalities, and split-second decisions with lasting consequences. Even the production itself becomes part of the story, creating tension that cannot be scripted.

## AN ENSEMBLE WORTH FOLLOWING

While Sam drives the story, Bull King belongs to an entire community. Riders, ranch hands, family members, producers, mentors, and lifelong friends each bring their own ambitions, conflicts, humor, and heart, creating a cast whose relationships continue evolving long after

## A UNIVERSAL STORY

At its heart, Bull King isn't about bull riding. It's about a man determined to finish a vision he believes history left unfinished. Beneath every competition lies a timeless story of legacy, redemption, loyalty, leadership, and the difficult carrying the past or building something greater than it.

**“The arena provides the spectacle.  
The people give it meaning.”**



THE ARENA  
ISN'T THE STORY.

THE PEOPLE WILLING TO RISK  
EVERYTHING INSIDE IT ARE.

## CAMERA

Present.  
Patient.  
Unscripted.

## COLOR

Dust.  
Leather.  
Steel.

## EDITING

Hold.  
Observe.  
Earn emotion.

## MUSIC

Modern Western.  
Quiet.  
Earned.

## SOUND

Boots.  
Wind.  
Breathing.  
Metal.



# SEASON ONE

## THURSDAY MORNING

A season built across  
two defining weekends.

## SEASON ONE

One impossible dream.  
One unfinished legacy.  
Everything on the line.

### 01 THE DREAM

Sam believes one impossible season can prove that his vision for bull riding still belongs on the national stage.

### 02 THE COLLAPSE

Injuries, financial pressure, fractured relationships, and impossible expectations threaten the biggest gamble of Sam's life, forcing old wounds back to the surface.

### 03 THE RECKONING

As the comeback gains momentum, Sam is forced to confront a question he's spent years trying to outrun:

*Is he chasing the future—  
or trying to rewrite  
the past?*

# EPISODES

The Dream Meets Reality



## EPISODE 01

*Can the dream survive its first test?*

# THE BEGINNING OF THE END

### SYNOPSIS

Sam launches the first event of an ambitious production weekend, hoping to prove his grassroots rodeo can become a legitimate television series. Instead, technical failures, financial pressure, and a violent rider injury trigger a chain reaction that culminates in Sam driving the EMT crew off-site during a heated confrontation. What begins as a dream weekend immediately threatens to become a public disaster.

### CLIFFHANGER

A bullfighter is gored in the face with no medical team left to respond, forcing Sam to confront the immediate consequences of his own decisions.

### THEME

*Every dream has a breaking point.*



## EPISODE 02

*Who stays when everything starts falling apart?*

# TEMPERATURES RISE

### SYNOPSIS

As investigations, mounting delays, and the fallout from opening night threaten to shut the production down, Sam is pulled away from the arena while Nick, Sidda, and an exhausted crew fight to keep the show alive. Amid the chaos, viewers are introduced to the riders risking everything for a chance at a better life, revealing that Bull King is about far more than the man at its center.

### CLIFFHANGER

With one event barely behind them, Sam realizes another major production begins almost immediately—and the weekend is already spiraling beyond his control.

### THEME

*Leadership is revealed when everything goes wrong.*

# EPISODES

The Cost of Belief



## EPISODE 03

*What kind of man inspires people to build a life around his dream?*

# THE KINGDOM

## SYNOPSIS

As the second event gets underway, the series steps away from the arena to reveal the world Sam has spent decades building. At his ranch, elite bucking bulls, loyal ranch hands, and former students paint the portrait of a man whose influence reaches far beyond the sport. Beneath the larger-than-life personality emerges a mentor carrying the weight of an unfinished vision.

## CLIFFHANGER

As bills pile up and expectations continue to grow, Sam realizes the future of everyone who has chosen to believe in him now rests on whether this gamble succeeds.

## THEME

*Legacy is built long before it is recognized.*



## EPISODE 04

*How much of one man's life can a dream demand before there's nothing left to give?*

# HIGH RISK, HIGH REWARD

## SYNOPSIS

While riders make their final push to qualify for the championship event, Sam quietly reflects on everything he has sacrificed to keep the dream alive. Years of financial risk, broken relationships, and relentless determination have all led to this moment, revealing that the greatest stakes aren't measured by prize money—but by the future he's trying to preserve.

## CLIFFHANGER

With the Grand Finale approaching, Sam knows success could open a door he has spent years believing was closed forever—and failure would leave his unfinished vision exactly where it has been for decades.

## THEME

*Some dreams demand everything.*

# EPISODES

*The Road to Redemption*



## EPISODE 05

*Can the dream survive long enough to become something greater?*

# THE STORM

### SYNOPSIS

The Grand Finale finally arrives, and for the first time all weekend the production appears ready. Then a violent Texas storm sweeps across the arena, threatening to erase months of preparation just hours before the championship begins. When the skies finally clear, the event delivers its biggest spectacle yet—but an unexpected invitation points Sam toward an even greater challenge.

### CLIFFHANGER

Sam is invited to bring his event to Las Vegas during the biggest week in professional bull riding, placing him on a collision course with the past he has spent years trying to leave behind.

### THEME

*The greatest opportunity often arrives disguised as the next impossible challenge.*



## EPISODE 06

*Can a man's greatest legacy be found in the lives he has changed?*

# FACING DEMONS, CHASING DREAMS

### SYNOPSIS

Before Bull King heads west, the series leaves the arena behind for one of Sam's renowned bull riding clinics. Riders from every stage of the sport—from hopeful newcomers and familiar faces from New Caney to nationally ranked professionals who once learned under his mentorship—return to the ranch, revealing a legacy built not only through competition, but through the people he has shaped.

### CLIFFHANGER

Surrounded by the riders whose careers reflect his influence, Sam prepares to return to Las Vegas—the place where he believes his own story remains unfinished.

### THEME

*The measure of a legacy is found in the people who carry it forward.*

# EPISODES

*The Reckoning*



## EPISODE 07

*Can a man return to the place that broke his heart without letting it break him again?*

# ALL IN

### SYNOPSIS

Sam risks everything to bring Friday Night Fever to Las Vegas during the biggest week in professional bull riding. As the crew races to build an event worthy of the moment, old wounds begin to resurface when Sam finds himself sharing the city's biggest stage with the organization he believes left him behind. The dream has never felt closer—and neither has the past.

### CLIFFHANGER

Standing in the shadow of the future he once imagined helping build, Sam must decide whether his next move will be driven by legacy—or by resentment.

### THEME

*The past only holds power if you give it the future.*



## EPISODE 08

*What does victory look like when proving yourself is no longer enough?*

# THE THRONE

### SYNOPSIS

The final event in Las Vegas forces Sam to make the most difficult decision of the season. Faced with mounting pressure, financial consequences, and emotions rooted in decades of unfinished history, he must choose between protecting his pride or protecting the future of the dream. By choosing restraint over revenge, Sam finishes the weekend with his reputation intact, proving that the greatest victory isn't reclaiming the past—it's refusing to let it define what comes next.

### FINAL QUESTION

Has Sam finally become the leader his dream has always required—or is Friday Night Fever only beginning the legacy he set out to build?

### THEME

*Legacy is measured not by what you conquer, but by what you choose to carry forward.*

# THE FUTURE OF BULL KING

A franchise built to grow with every season.

## SEASON TWO THE WESTERN TOUR



Bull King leaves Texas behind and heads west, where mountain towns, desert arenas, and historic rodeo communities become the backdrop for the next chapter. As the series expands into Colorado, New Mexico, and Arizona, Sam replaces aging bulls with a new generation of elite stock, upgrades his transportation operation, and invests heavily in the future of the brand.

### INNOVATION NEVER STOPS

- Elite replacement bull herd
- Custom livestock transportation
- Larger productions
- Increased prize purses
- Experimental cage riding concept
- Immersive arena presentation
- Cinematic green-screen bull introductions from custom transport trailers

## SEASON THREE TORO TOWN



With Friday Night Fever Bull Riding growing beyond temporary venues, Sam pursues his most ambitious dream yet: building a permanent home for the future of the sport.

Deep in the heart of bull country, Toro Town emerges as a purpose-built stadium designed to honor the heritage of bull riding while embracing a new era of production, fan experience, and competition.

### A STADIUM BUILT FOR THE FUTURE

- Permanent Bull King headquarters
- Purpose-built competition arena
- Premium fan experience
- Expanded production capabilities
- A destination for riders and fans alike

## SEASON FOUR BEYOND BORDERS



Through Sam's marriage into a Costa Rican rodeo family, Bull King expands beyond the American West to discover a vibrant rodeo culture few audiences have ever seen. Friday Night Fever becomes an international competition as Costa Rica's best riders face off against America's toughest cowboys, revealing that the traditions, rivalries, and spirit of rodeo extend far beyond national borders.

### ONE SPORT. TWO NATIONS.

- USA vs. Costa Rica
- International rider exchange
- Family heritage
- New traditions
- A fresh visual identity
- Global expansion without losing authenticity

“Every season expands the world.  
Every season deepens the story.”

# ACCESS & PRODUCTION READINESS

Years of trust. A world already opened.



## UNPRECEDENTED ACCESS

Years of relationships have opened doors that extend far beyond the arena. Cameras are welcomed into ranches, production meetings, livestock operations, family gatherings, rider preparation, and the everyday moments where the real story unfolds.

## ESTABLISHED PRODUCTIONS

Bull King is already producing live events, documenting behind-the-scenes operations, and capturing the unpredictable moments that define the series. The infrastructure, personnel, and storytelling foundation are already in motion.

## TRUSTED RELATIONSHIPS

The series is built on genuine relationships developed over decades. Riders, families, ranchers, crew members, sponsors, and event staff participate because they trust the people behind the cameras—not because cameras arrived for the first time.

## READY TO SCALE

With a proven production workflow, established access, and a growing calendar of events, Bull King is positioned to expand naturally into new regions, larger productions, and future seasons while maintaining the authenticity that defines the series.

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“The greatest access isn’t granted.  
It’s earned.”

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## 5+ YEARS

embedded within  
this community

## MULTIPLE LIVE EVENTS

successfully produced

## HUNDREDS OF HOURS

of original documentary  
footage captured

## AN ESTABLISHED TEAM

already documenting  
the story as it unfolds

# BULL KING



One dream.  
The road is just beginning.

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