

*“Men wanted for hazardous  
journey.*

*Low wages, bitter cold,  
long hours of complete darkness.*

***Safe return doubtful.***

*Honour and recognition in event of  
success.”*

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Ernest Shackleton, c. 1912

*“The ad for going to Mars  
would be like Shackleton’s ad  
for going to the Antarctic.”*

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**Elon Musk**

# THE MARS GAMES

*Hazardous Journey. Eternal Legacy.*

The competition to select Earth's Mars pioneers.

# Mars is delayed.

SpaceX pushed crewed Mars missions back 5-7 years.  
The Moon comes first. Mars waits.

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## The dream is fading.

Without a cultural anchor, public excitement for Mars colonization disappears into the noise. A generation forgets why it mattered.

# What if we didn't wait?

*What if we started selecting Mars pioneers now —  
before the rockets are ready?*

A person in a full Mars simulation suit, including a helmet and a large backpack, stands in a desert landscape. The background is a hazy, reddish-brown terrain under a dark sky. The text is overlaid on the left side of the image.

# 100 of Earth's best.

Real Mars simulations.  
Real science. Real stakes.

***One team crowned humanity's pioneers.***

Scientists. Engineers. Pilots. Medics.  
Not celebrities. Not influencers. Not random contestants.  
The most capable people on Earth, proving they can survive Mars.

# THREE PHASES. TWELVE WEEKS. ONE MISSION.



## PHASE I

### GALE CRATER

*The Crucible*

Individual trials. EVA simulations in 40-lb spacesuits. Oxygen crisis drills. 24-hour isolation. 100 enter. 24 survive.



## PHASE II

### VALLES MARINERIS

*The Colony Forge*

Teams of 4 build and defend a Mars colony. Dust storms. Hydroponics. Comms blackouts. Medical emergencies. 6 teams enter. 2 remain.



## PHASE III

### UTOPIA PLANITIA

*The Red Horizon*

45-90 days sealed in a real Mars analog habitat. Cascading system failures. Terraforming prototypes. No contact with Earth. One team emerges.

# WHAT THEY'LL FACE

## THE LONG WALK

12-hour EVA in a 40-lb spacesuit. 2 liters of water. No GPS. Any suit breach = elimination.

## OXYGEN CRISIS

Sealed room. Failing life support. 45 minutes. 15 tools. Only 6 work.

## THE POTATO FARM

Grow food or starve. Hydroponics yield optimization. Fixed seeds, fixed water. 2 weeks.

## DUST STORM

72 hours. Solar panels degrading. Air filters clogging. Visibility zero. Keep the colony alive.

## COMMS BLACKOUT

36 hours. No contact with Earth. Ambiguous mission orders. Internal conflicts. No mediator.

## CASCADING FAILURE

Power dies. Air follows. Temperature drops. Water stops. Fix them in sequence or lose everything.

*17 challenges across 3 phases. Radiation leaks. Water rationing. Rover repairs. Ethical dilemmas. This is just the beginning.*



# NOT CELEBRITIES. NOT INFLUENCERS. EARTH'S BEST.

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**40%** **Technical**  
Engineers, mechanics, pilots

**40%** **Scientific**  
Botanists, geologists, chemists

**20%** **Human Factors**  
Medics, psychologists, mediators

THE PRIZE

# EARTH'S MARS PIONEERS

The winning team earns the title, a \$5M prize,  
and entry into SpaceX's real-world training pipeline.

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Not a guaranteed Mars trip.  
Mission readiness. Analog missions. Starbase access.  
The real first step toward becoming an interplanetary species.

**\$5M WINNERS | \$3M RUNNERS-UP | \$2M AUDIENCE GIVEAWAYS**

# THIS HAS BEEN TRIED. IT FAILED.

## Stars on Mars

Fox, 2023

0.1

average  
demo rating

8

Celebrities doing gimmicky tasks.  
William Shatner as host.  
Cancelled after one season.

## Mars One

Endemol + Lionsgate, 2014-2019

**BANKRUPT**

A one-way suicide mission sold as reality TV.  
Big Brother creators signed on. Lionsgate  
signed on.  
Both walked. The company collapsed.

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**The appetite is real. The execution was wrong. Until now.**

# WHY THIS TIME IS DIFFERENT

~~Celebrity contestants~~

**Elite professionals**

~~Soundstage sets~~

**Real Mars analog facilities**

~~Gimmicky tasks~~

**Astronautic challenges**

~~Cash prize only~~

**SpaceX training pipeline**

~~Entertainment for entertainment~~

**Entertainment with purpose**

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# THE BENCHMARK

## BEAST GAMES

Amazon Prime, 2025-2026

**1,000**

contestants

**\$100M+**

production  
budget

**S3**

already confirmed

Proved massive competition entertainment works on streaming.

## THE MARS GAMES

*The next evolution*

**100**

elite candidates

**12**

weeks of  
competition

**\$10M**

total prize pool

Same spectacle. Real science. Humanity's actual future at stake.

# REAL PLACES. REAL SCIENCE.



## MDRS, Utah

Mars Desert Research Station. Red terrain, hab modules, EVA-ready.



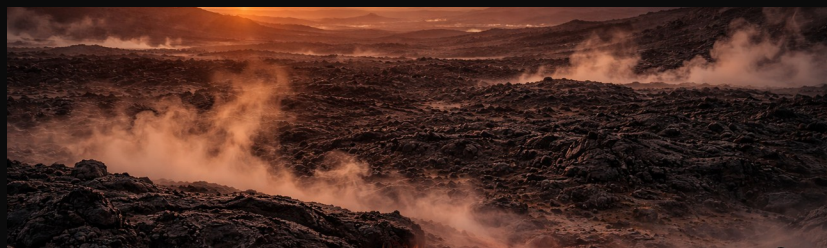
## Mars Dune Alpha

NASA's 3D-printed Mars habitat. Houston, Texas. Built for year-long analog missions.



## HI-SEAS, Hawaii

Isolated volcanic dome. Mauna Loa. Proven for long-duration isolation studies.



## Iceland Lava Fields

Black and red volcanic landscape. Cinematic B-roll. Alien terrain on Earth.

## IN HIS OWN WORDS

*“It will be dangerous, cramped, difficult, hard work.”*

On Mars conditions

*“The key threshold is when that city can continue to grow even when the supply ships from Earth stop.”*

On self-sufficiency

*“The important thing is that we build a self-sustaining city on Mars as quickly as possible.”*

On urgency

*“Life insurance for humanity.”*

On why Mars matters

*Every one of these quotes describes The Mars Games.  
We didn't pitch him an idea. We built the show he already imagined.*

A photograph of a rocket on a launch pad at sunset. The rocket is silhouetted against a bright orange and yellow sky. The launch pad structure is visible to the left of the rocket. The overall scene is dark and atmospheric.

# This show needs to exist.

While SpaceX focuses on the Moon,  
The Mars Games keeps the dream alive.

*When you're ready for Mars,  
the audience — and the candidates — will be  
waiting.*

# THE MARS GAMES

*Hazardous Journey. Eternal Legacy.*

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