



# THE GREATEST SPECTACLE

THE UNTOLD STORY OF AMERICAN ROYALTY

A TV SERIES PRESENTATION

The **dramatic, untold** story of the **Indianapolis 500's** rise to become the **world's largest sporting event**, as seen through the eyes of the **Hulman family**, the **dynasty behind it all**, and the fascinating characters surrounding...

**"THE GREATEST SPECTACLE IN RACING"**

INDIANAPOLIS  
MOTOR SPEEDWAY

INDY 500  
MOTOR SPEEDWAY



# THE INDY 500

Arrive curious, leave devoted.

## Attendance

Attracts **500,000** spectators on race day and over **1 million** annually, making it the **world's largest** single-day sporting event.



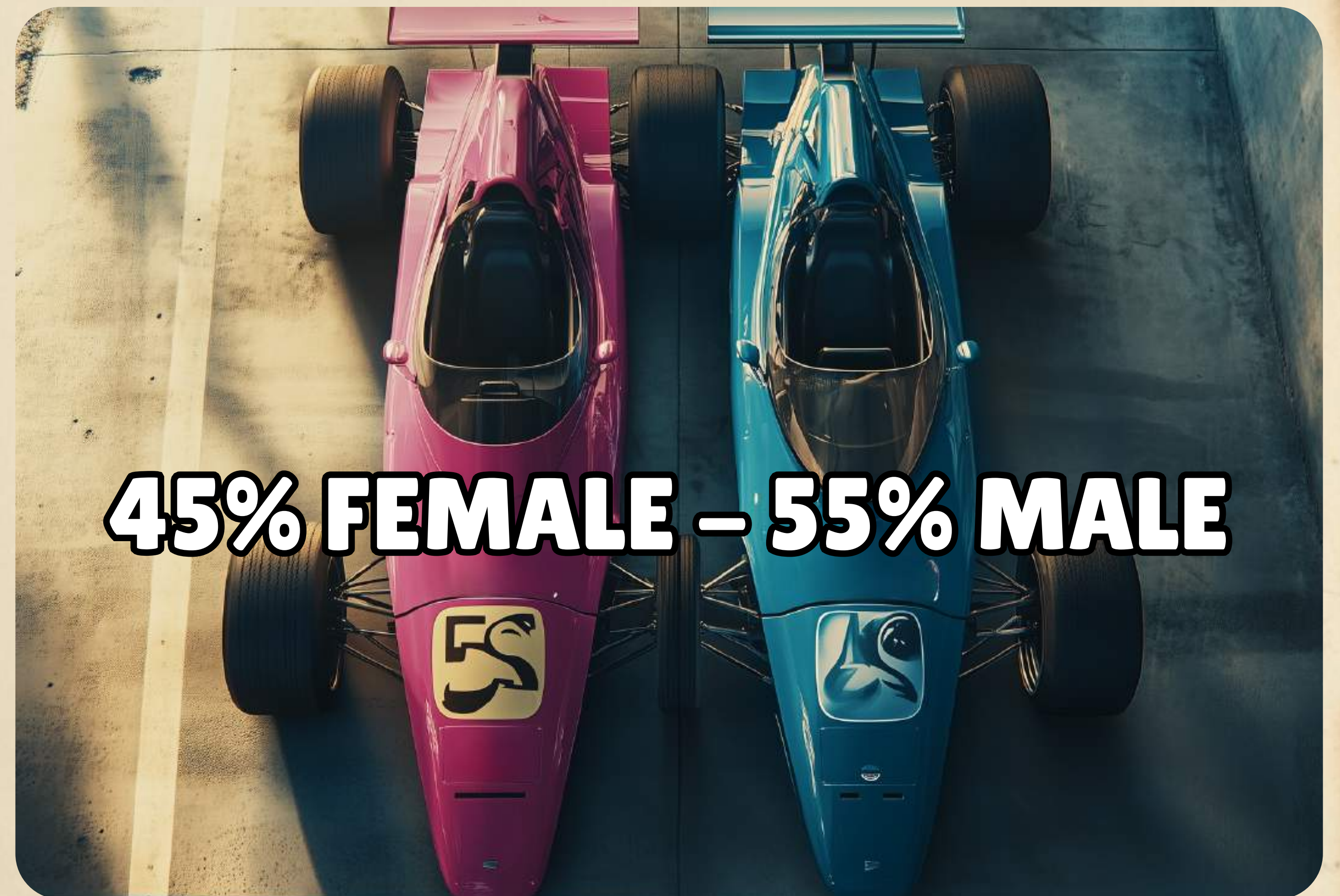
## International Appeal

**20 million** fans in **200+** countries watch/listen.



## Diversity

Multigenerational, many with **50+ year** attendance streaks.



## The Indianapolis Motor Speedway: “The Racing Capital of the World”

The Indianapolis Motor Speedway is the **largest sporting facility in the world**, covering 560 acres with a **seating capacity exceeding 350,000**.

Its iconic **2.5-mile oval track** hosts the legendary Indy 500 and has been the **epicenter of racing history** for over a century. The Speedway stands as a monumental symbol of **motorsport excellence**.



# INDY 500 ATTENDEES

The race attracts a **diverse** crowd that reflects the broad appeal of this **iconic race**.

All have **storyline opportunities**.

## Grandstands

Families and diehard racing fans, many attending for decades in the same seats, passing the tradition to the next generation.



## Infield

Offers a wild party vibe for younger spectators and groups. In the 1970s and '80s, the 'Snakepit' was notorious for biker gangs, drugs, sex, and chaos



## Suites

Luxurious spaces designed to wow and woo executives, celebrities, and VIPs enjoying the race surrounded by opulence and comfort.



- **Work Force**: Staff providing support in all directions, from concessions to security, are critical for operational excellence.
- **Pit Crews**: Focus intently on high-stakes responsibilities and engineering brilliance.
- **Military**: Adds a patriotic presence, often in pre-race ceremonies.

The personalities involved in creating the Indy 500 spans **all economic levels**, from **wealthy individuals** arriving by helicopter to **budget-conscious families** making it their annual splurge, all united by their **passion for speed**.

# AMERICA'S RACE AND BEYOND

The Indy 500 is steeped in **patriotic tradition**. From "Back Home Again in Indiana" to "Taps" and the national anthem, it exudes **American pride**. The track is adorned with **red, white, and blue**, and spectators display **American flags**.

**Military personnel are honored**, with flyovers punctuating pre-race ceremonies. This **celebration of Americana** makes the Indy 500 a deeply resonant **patriotic spectacle**.



# THE GREATEST SPECTACLE IS "YELLOWSTONE MEETS BOARDWALK EMPIRE" SET IN THE HIGH-OCTANE AUTO RACING WORLD.

The Greatest Spectacle is a **serialized TV series** about the **fast-paced and drama-filled** personal lives of the **Hulmans** set in the backdrop of the Indianapolis Motor Speedway the **Racing Capital of the World**. The Hulmans bought the dilapidated Indy 500 track in 1945.



Through **multiple perspectives**, we'll relive **untold historical and personal events** on an **epic scale**. Audiences will be **captivated** by the **secrets, lies, and tragedies** that shaped the beloved Speedway. Stories of **drug-smuggling drivers, gangsters, power struggles, forbidden romances, and murder** reveal the intertwined fates of the **Hulmans** and the track, offering **endless, gripping possibilities**.

# SHAPING THE LEGACY

## A GUIDE TO CRAFTING THE FAMILY STORY WITH CARE

Balancing **creative freedom** with the responsibility of **preserving the Hulman legacy** is **essential**. It's important to inform viewers of the **sacrifices** and **contributions** this family made to the **racing world**. While highlighting the **traditions, struggles, and triumphs** that shaped history, we must remember that their **ethics, generosity, and compassion** built the industry, influenced communities, and changed lives.

Tony and Mary Hulman, Mari Hulman George, Elmer George, Guy Trollinger and Mari's children must be **portrayed** in a way that **honors their legacy** and **protects their reputation**.

We're **open to various approaches** in telling this story—whether focusing on the **Hulman family** directly or exploring it through the **eyes of others**, showcasing the **family's influence** from a different perspective. This **flexibility** allows us to reflect **their impact** through **unique and compelling lenses**.

**Sensitive Topics:** Avoid any references to substance abuse, racism or abuse involving the Hulman family.

### TO NE

**EDGY – TVMA – DRAMA – ACTION**

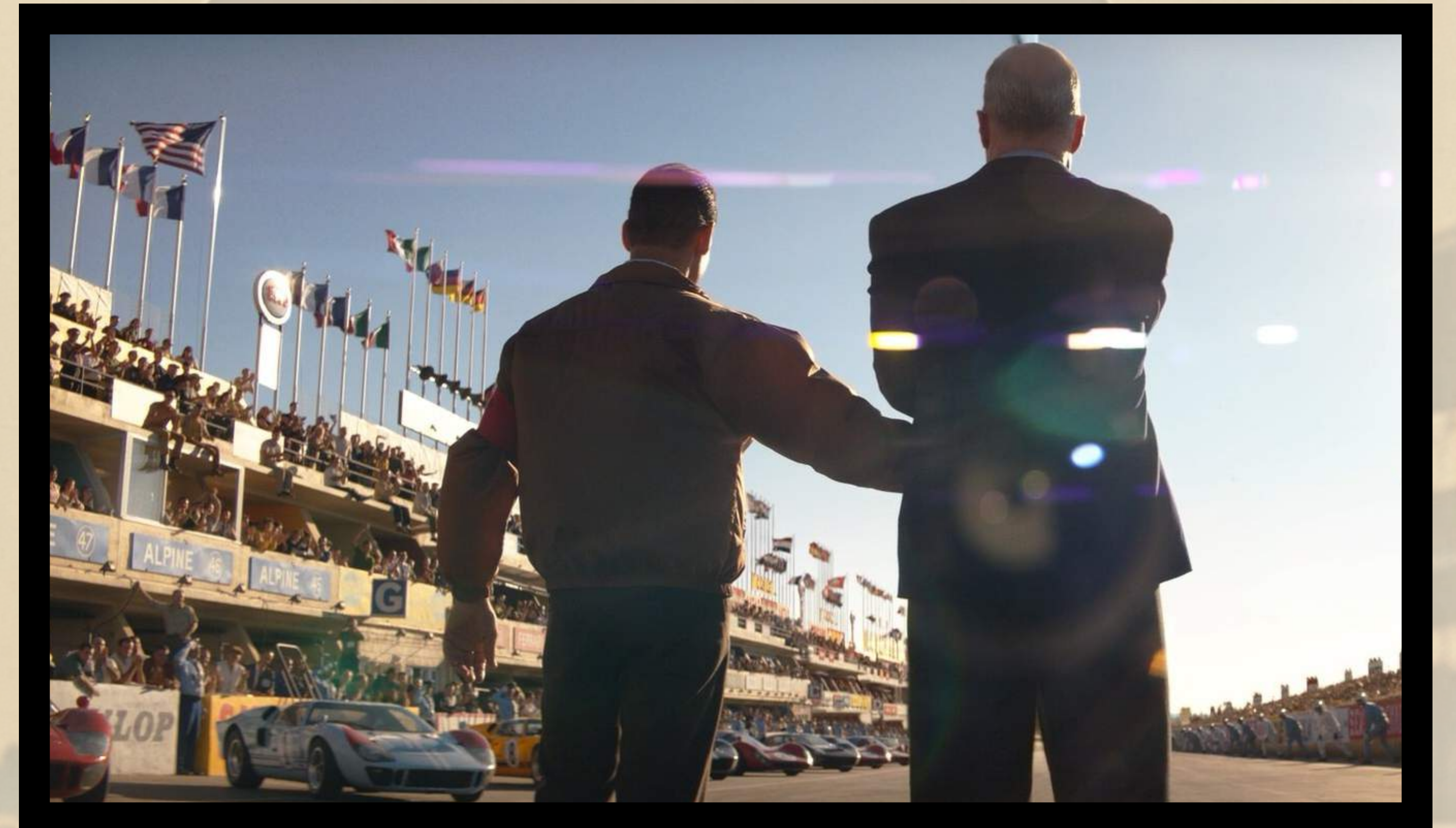


# SUGGESTED ENTRY POINTS

This series offers a few compelling entry points into the rich history of the Indianapolis Motor Speedway and the Hulman family legacy, each providing a unique perspective on this storied past.

## Tony Hulman's Journey

This narrative begins with Tony Hulman's pivotal purchase of the Indianapolis Motor Speedway in 1945. It follows his journey as he transforms the ramshackle track into the world-renowned "Racing Capital of the World". We will explore Tony's early life and formative years in Terre Haute, known as the Sin City of the Midwest, through flashbacks, offering insight into the experiences that shaped his visionary leadership. This story will include flash-forwards to the 1970s and 1980s, highlighting how his daughter, Mari Hulman George, took the reins and continued to build on his legacy, navigating the challenges of successfully operating the track in a male-dominated industry.



[Tony's Video](#)

# SUGGESTED ENTRY POINTS

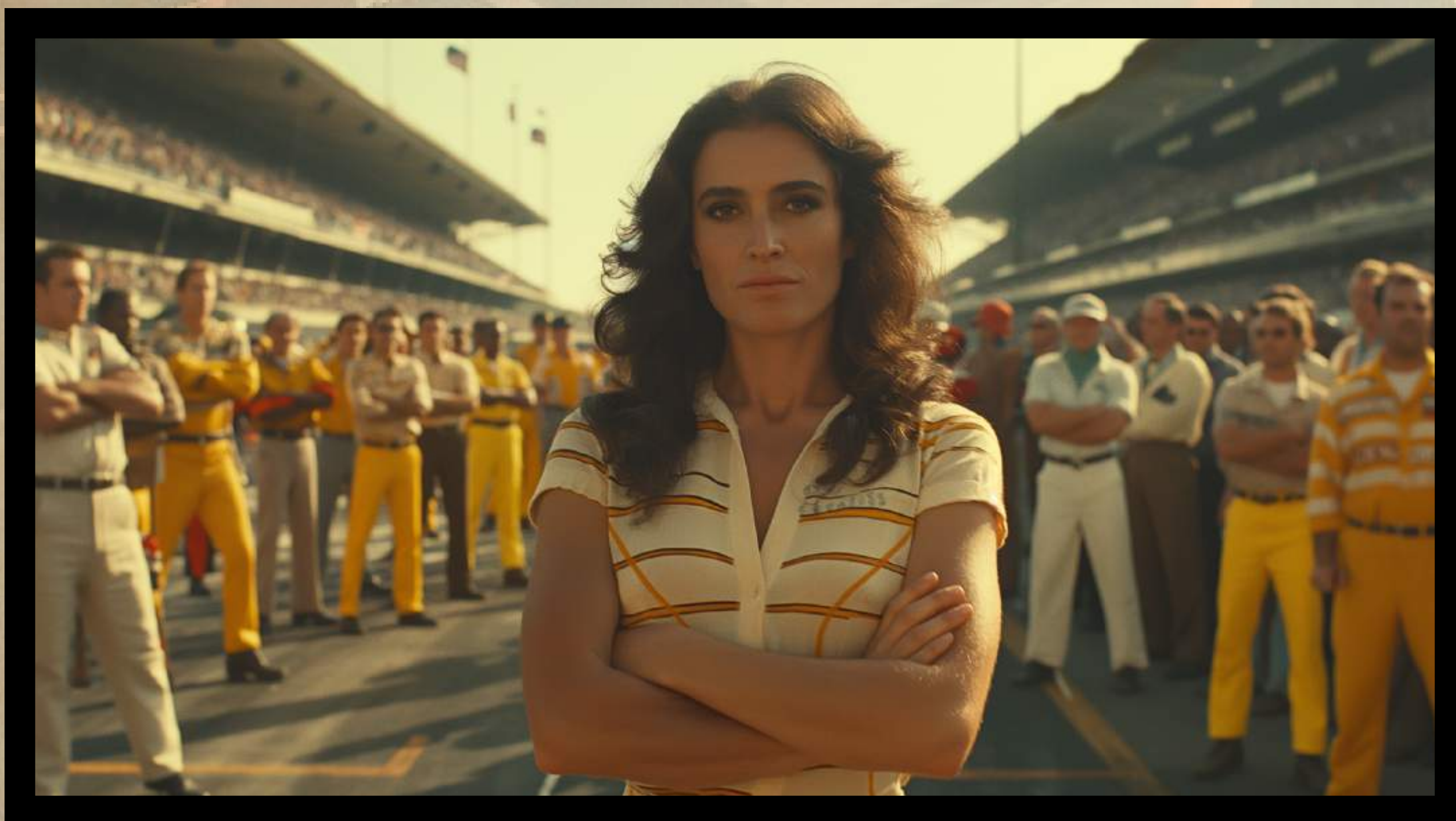
These entry points provide a deep dive into the Hulman family's dedication, sacrifices, resilience, and innovative thinking, offering viewers a comprehensive look at their lasting legacy in motorsports and beyond.



## Mary and Mari Hulman's Leadership

Alternatively, we can **start the story** in the late **1970s**, focusing on **Mary Fendrich Hulman** and her **daughter Mari Hulman George** as they **assume control** of the **Indianapolis Motor Speedway** and the **Indy 500** following **Tony's death**.

This perspective will delve into the **dynamic mother-daughter duo's** efforts to maintain and **grow the Speedway** with **pushback** from a **male-dominated world**. **Flashbacks** to **Tony's era** will illustrate how his **principles** and **ingenuity** guide **Mary and Mari's** decisions and strategies, ensuring the continuation of the Hulman family's **profound impact** on the racing world.



## Mari's Video

# SUGGESTED ENTRY POINTS

## Jackie Jones



Jackie is a **fictional character** inspired by real-life people and events, created to explore the **darker side of the racing world**, especially around the **Hulman family**. Set in the **late 1970s and 1980s**, Jackie **escapes her troubled past** in Terre Haute, hoping to find a better life by **marrying a race car driver**. She takes a job at the **Speedway Motel** to get closer to the racing scene.

Jackie's **journey reveals** a world of **grit and danger**, running parallel to the **glamour of racing**. She faces **constant pressure** from powerful **men** who try to **control her**, but her **resilience** keeps her from being manipulated.

As she realizes she **doesn't need a man** to escape her past, Jackie begins **rising within the IMS organization**. With the **support of Mari Hulman George**, who becomes her **mentor**, Jackie transforms into a **strong, independent** woman, navigating the **male-dominated racing world** and the **secrets that lie beneath its surface**.

# LOOK AND FEEL

We'll use the **style** and **music** of the **time periods** to paint a **visual richness** throughout the spectacular scenery. This **never-before-seen**, full-throttle series will recreate some of the **action-packed historic moments** using **exclusive archival footage** from the Indianapolis Motor Speedway and the Hulman family. This will bring the story to life with a **biopic feel**, giving the audience a **look inside racing** that is **bold, epic, and entertaining**.



[Click here for more Style Details](#)

We have **exclusive** access to the Indianapolis Motor Speedway's **extensive video archives**. This unprecedented collection includes **never-before-seen** footage from the 1940s onward, capturing dramatic **wrecks**, behind-the-scenes moments, and some of the most **thrilling race finishes** in history.

# TONY HULMAN



The man behind the Indianapolis Motor Speedway: 1920s to his death in the late 1970s.

Tony is a handsome, charismatic leading man, a natural leader, problem solver, athlete, and adventurer. Privately, he suffers from undiagnosed OCD and despises public speaking. He has a personal obligation to the drivers, fans, and city to make the race safe and successful, even if it means questionable dealings.

We'll follow Tony from a young man at Yale, working his way up in the family business all while nurturing the speedway's premier event into the "greatest spectacle in racing."

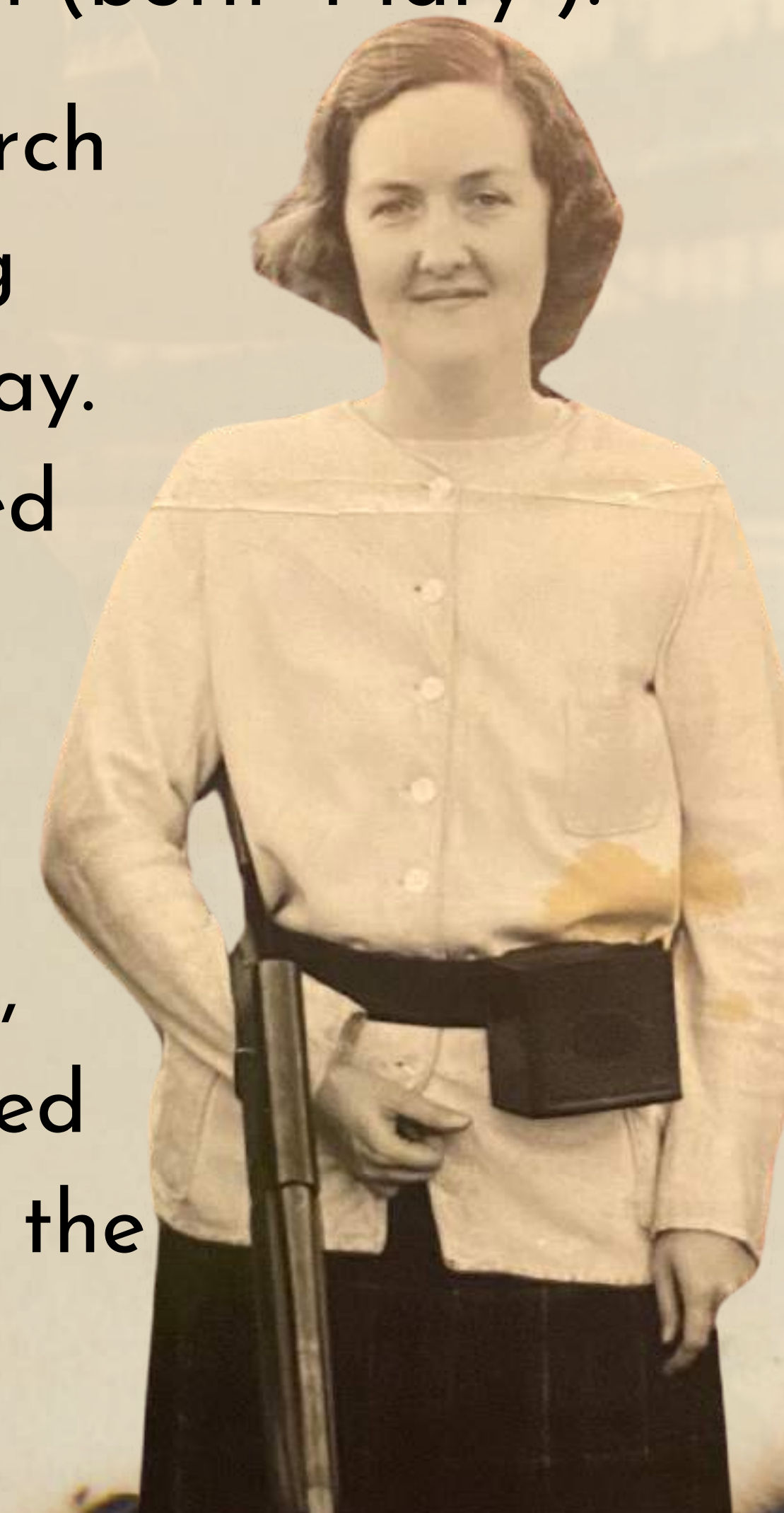


# MARY JOSEPHINE FENDRICH HULMAN



Born into a cigar manufacturing empire, Mary was groomed for leadership by her doting father. Despite aspirations to become a nun, she met and married Tony Hulman, aligning the two wealthiest families in Indiana. After multiple miscarriages, they welcomed their only child, Mari (born "Mary").

Mary dedicated herself to church and philanthropy while hosting events during the Month of May. After Tony's death, Mary defied expectations by becoming the Chairman of the Speedway, earning respect in a male-dominated field. Her resilience, humor, and leadership cemented her legacy as the matriarch of the Hulman family.

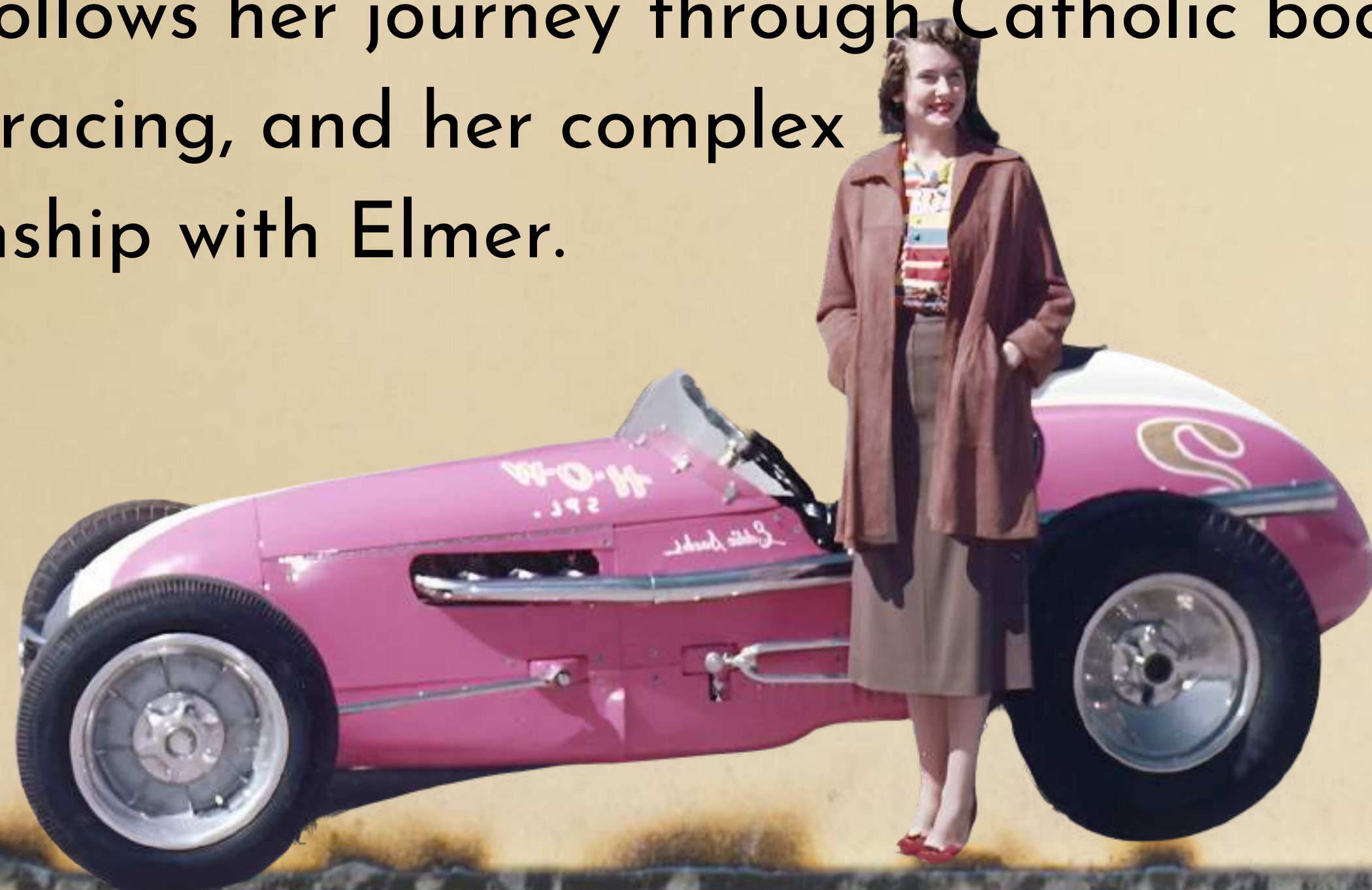


# MARI HULMAN GEORGE



Tony and Mary's only child, Mari, was reserved and elegant, with formidable intelligence and a biting wit. Passionate about horsepower, in all forms, she connected easily with drivers and fans. Mari dropped out of college, founded the H.O.W. (Hell on Wheels) Racing Team, and chaired IMS for 20 years.

She married driver Elmer George and was deeply involved in horse showing, breeding, and racing. The series follows her journey through Catholic boarding school, racing, and her complex relationship with Elmer.



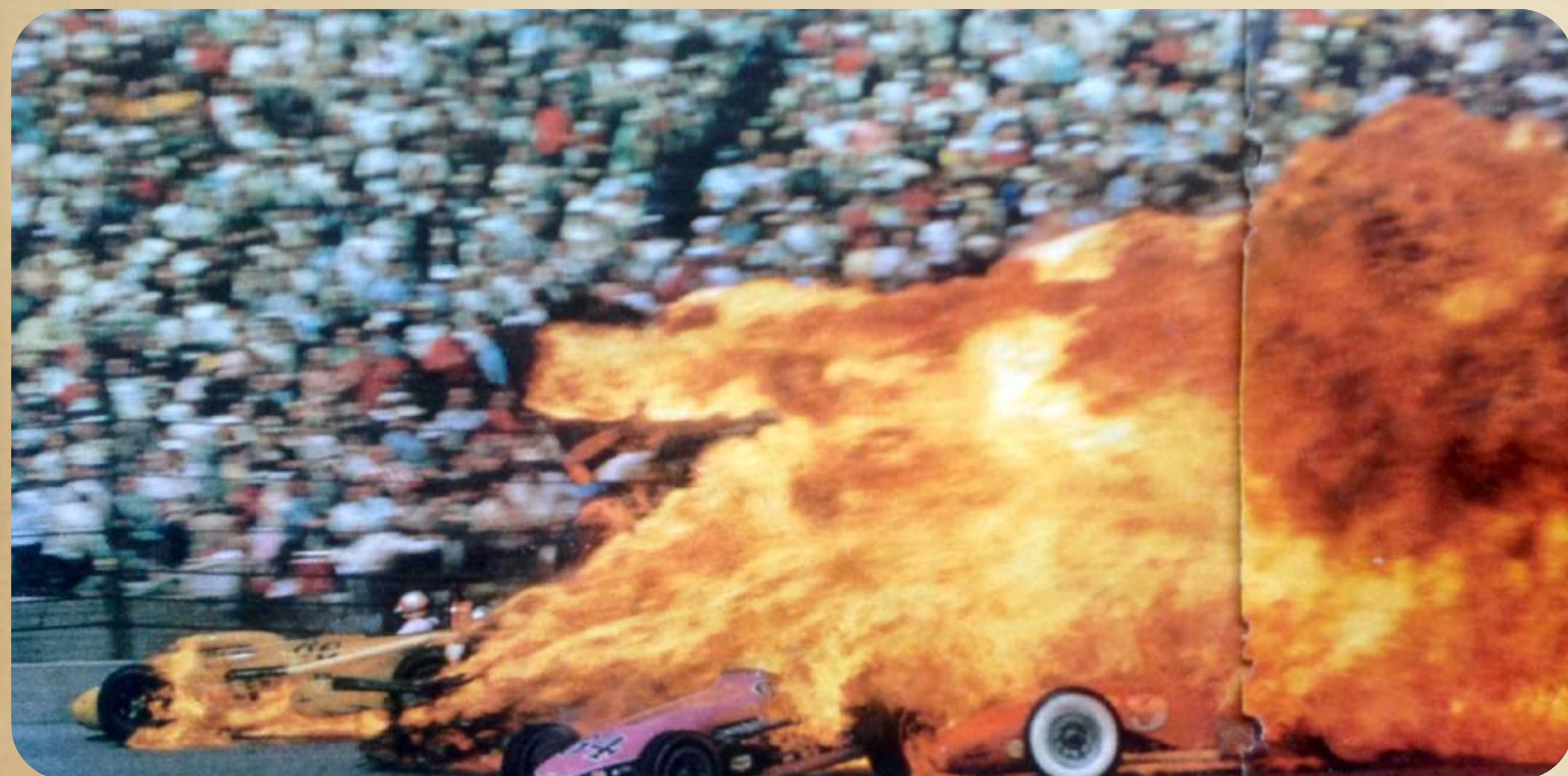
# JACKIE JONES



Jackie is a sharp-witted, strikingly beautiful young woman from Terre Haute, IN. Raised by a jealous, alcoholic mother and an abusive stepfather, she escapes at 17 to live with her aunt and uncle in Speedway, IN. Despite her troubled past, Jackie's fierce independence and undeniable allure quickly draw her into the glamorous world of racing. Confident and resilient, she navigates life with a seductive blend of charm and toughness, determined to carve her own path.

Jackie becomes captivated by the thrilling, scandalous world of racing. Enticed by both its danger and allure, she balances the glamour of racing with the chaos of the Snake Pit. Her love life mirrors this daring world—dating a dangerous biker, falling for the king of the Snake Pit, and indulging in flings with drivers, testing her limits. Yet, through it all, Jackie stays grounded by her core values, rising above the turmoil around her.

At the Speedway, **one in seven drivers died** on the track. Balancing life and death, our characters are **courted by politicians**, threatened by **gangsters**, and **tempted by movie stars**. In just one episode, a **romantic relationship blooms**, a driver **dies** in a fiery crash, and Al Capone commits a **murder**.



# SUPPORTING CHARACTERS

## LINDA VAUGHN



Linda Vaughn, known as the "First Lady of Motorsports," is a prominent figure in the racing world, particularly in American motorsports, where she became a symbol of glamour and excitement. Vaughn's relationship with the Hulman family is deeply connected through her presence at the Indianapolis Motor Speedway (IMS), where she became a beloved figure, frequently attending the Indy 500 and other major events hosted by the Hulman family.

## GUY TROLLINGER

Guy is a wild and crazy, uneducated roughneck, but with a friendly, caring, and nurturing side. He meets Mari and Elmer at Ruidoso Downs, a New Mexico horse track, where he's working one of the most dangerous jobs in the gate crew. At night he's a bouncer at one of the most popular bars in the city. He's hired by Mari and Elmer to be their horse trainer and develops a strong bond with Mari over their mutual love of animals. Elmer is jealous of their relationship. Mari and Guy never marry, but the two are in love and become life long partners after her husband's death.



## ELMER GEORGE



Elmer was born with grit and determination, desperate to create a better life for himself. His dad died when he was four and he was raised by a hostile mother and three other siblings as they went through the shared trauma of the Dust Bowl and the Great Depression. With the temperament of TNT, oscillating between unexpressive to explosive, with little in between, he falls for Mari while driving for her racing team. The Hulmans disapprove of their union and tension haunts their 18-year marriage. Mari eventually files for divorce in 1976.

## "CHARLIE" WIGGINS



Charles Edwin "Charlie" Wiggins, born in 1897, was a top African American auto racer and mechanic from Evansville, Indiana. He built his own race cars, including the Wiggins Special, and won the Gold and Glory Sweepstakes four times between 1926 and 1933. This event was for Black drivers excluded from major races like the Indianapolis 500. A 1936 accident ended his driving career, costing him his right leg, but he continued as a skilled mechanic and mentor. Wiggins passed away in 1979, leaving a legacy of resilience and excellence in motorsport.



# ADDITIONAL CHARACTERS IN THE WORLD



**AL CAPONE**

Infamous gangster that was in and around the Hulman's world



**CARL FISHER**

One of the original Indy 500 owners. Headstrong, heavy drinker that also developed Miami Beach



**ANTOINETTE GIANCANA**

"Mafia Princess" - Crime boss Sam Giancana's daughter and boarding school roommate of Mari Hulman



**WILLY T. RIBBS**

The first African American to compete in the Indy 500



**JEFF REED**

"King of the Snakepit" - He embodies the wild spirit of the Snake Pit, seen as its unofficial leader and symbol



**JANET GUTHRIE**

First woman to compete in both the Indy 500 & Daytona 500, paved the path for other women



**A.J. Foyt**

A four-time Indianapolis 500 winner, is one of motorsports' greatest legends. After his 1977 Indy 500 win, Tony Hulman joined Foyt for his victory lap.



**JUNE SWANGO**

Corporate Secretary for the Indianapolis Motor Speedway and Tony Hulman



# TIMELINE HIGHLIGHTS

## 1920s



- **Mary Fendrich Hulman** and **Tony Hulman, Jr.** marry in 1926, **uniting** two **Indiana** families.
- **Tony Hulman's** Clabber Girl Baking Powder campaign builds the **family's fortune**, leading to the eventual IMS purchase.

## 1930s



- **Tony Hulman** takes over **Hulman & Company** in 1931, transforming it into a major business through **innovative** advertising with Clabber Girl Baking Powder



- **Tony Hulman** purchases the **Indianapolis Motor Speedway** in 1945, saving it from demolition.
- The Indianapolis 500 is **revived** in 1946 under **Tony's leadership**, restoring its former glory.



- **Wilbur Shaw** dies in a plane crash in 1954, marking the end of an era at IMS.
- **Tony Hulman** assumes the role of delivering the iconic "**Gentlemen, Start Your Engines!**" command in 1955.

[CLICK HERE FOR MORE TIMELINE HIGHLIGHTS](#)



- **Mari Hulman George** co-owns a racing team, breaking barriers for **women** in motorsports.



- **Tony Hulman** dies in 1977, ending an era for the family and the Speedway.
- **A.J. Foyt** wins his fourth **Indy 500** in 1977, with **Tony Hulman** joining him for a victory lap.
- **Mary Hulman** becomes the **first woman to start the Indy 500** in 1978 with the famous command.

## 1976 RACE HIGHLIGHTS

- **Johnny Rutherford** wins a rain-shortened race, marking the final victory for the **Offenhauser engine**.
- **Janet Guthrie** enters the **Indy 500** but doesn't qualify, returning in 1977.
- **Sid Collins** broadcasts his last race due to health issues, later succumbing to ALS in 1977.

## 1977-1978 EVENTS

- **Tom Sneva** breaks the **200 mph barrier** at the Speedway.
- **Janet Guthrie** becomes the **first woman to qualify** for the **Indy 500**.
- **Eight USAC officials** die in a 1978 plane crash, sparking governance changes in IndyCar racing.

# LOCATIONS



## INDIANAPOLIS

We'll spend a lot of time at the Speedway and Terre Haute, but other locations will frame the series as epic and eye-catching.

Mari and Elmer operated a dude ranch in Wyoming and spent much of their time there, adding a scenic western look and feel similar to that of "Yellowstone." This will be a key location for Seasons One and Two as well as Ruidoso Downs in New Mexico, "the Land Of Enchantment."



## JACKSON HOLE

Tony was a master sportsman which took him to many exotic locations like Palm Beach, Nova Scotia, and Peru. From a yacht to the dude ranch and back to the track, these locations will weave cinematic texture into the story.



## PALM BEACH

# ABOUT THE STORYTELLER

## JESIKA GUNTER BOAZ



Growing up as Tony Hulman's great-granddaughter in the heyday of Indianapolis Motor Speedway (IMS), Jesika inherited many traits from the famed entrepreneur and trailblazer. She grew up volunteering at IMS and eventually her professional path led her back to the track as she served in multiple roles, launching several successful event experiences during her tenure.

When she decided it was time to share the story behind the dynasty, Jesika tackled the project with the same determination and tenacity that drove her great grandfather.

She spent several years researching her family's archives and conducting interviews to create a rich family history, combining folklore and fact. It will come as no surprise to those who know Jesika best, to discover that she is embarking on such an ambitious project.



With a vivid imagination and a flair for the dramatic, she intuitively understands how to bring to life the spectacle happening behind-the-scenes in a way that powerfully mirrors the intensity of on-track action. With exclusive access to never-before-seen content, Jesika is truly the only person who can bring this story to life.

These stories have been locked away and kept behind closed doors. With the family selling the race track to Penske in 2020, now is the perfect time to break open the vault and share what her family built. To tell the stories of the men and women who have lost their lives or been impacted by "The Greatest Spectacle in Racing."



**MORE INFORMATION**  
**[TheGreatestSpectacle.com](http://TheGreatestSpectacle.com)**

