

A blue and red rally car is shown driving on a sand dune. The car is heavily modified with various sponsor logos and equipment. The text "BECOME PART OF THE 2026 DAKAR WINNING JOURNEY" is overlaid on the image in white and cyan colors. The word "DAKAR" is in a larger, cyan font, while the other words are in white. The background is a dark, moody desert landscape with sand dunes.

BECOME
PART OF
THE 2026
DAKAR
WINNING
JOURNEY



REBELLION
SPIERINGS

A Thrilling Opportunity to Partner with Champions

"Join Spierings Rebellion Dakar Team on the Road to Victory!"

The Spierings Rebellion Dakar Team is laser-focused on making history with a win in the SSV Challenger class at the Dakar Rally 2026.

This isn't just any racing team; it's a group of determined innovators and champions, fresh off an impressive victory in the final stage of last year's SSV Challenger class.

Our sights are set on nothing less than a **1st place** finish overall and clinching the SSV Challenger class title, which means unparalleled exposure for our partners.

Through electrifying race-day performances and cutting-edge storytelling, your brand will ignite global attention, engage premium audiences, and align with the relentless spirit of motorsport excellence.

Together, we'll accelerate toward success and redefine what sponsorship can achieve.

Are you ready to back a winning team? Spierings Rebellion Dakar Team is ready to take your brand across the finish line in first place!



Unmatched Media Coverage Value

Global Reach and Impact

Over **4,200 hours** of broadcast coverage across **190 countries** via **70+ channels**, including riveting daily updates from the rally. **France Télévisions draws 1.1M** viewers per segment, ensuring unprecedented visibility for teams and sponsors. **266M video views across Dakar's official digital platforms**, delivering massive reach to an 8.1M-strong social media community

Spotlight Victory

The Spierings Rebellion Dakar Team's triumph in the last stage of the SSV Challenger class last year not only proved their dominance but also shone a global spotlight on their performance. This victory generated significant fan engagement, enhancing brand visibility for sponsors.

Press and Media Presence

Covered by **600+ accredited journalists** from **56 countries**, resulting in **over 10,000 articles globally**. SSV Challenge vehicles, with their agility and thrilling dynamics, are often featured prominently in multimedia coverage. This means the Spierings Rebellion Dakar Team is uniquely positioned to deliver incredible media value for your brand.

[Link to official Dakar page](#)

Our Media Channels



ROI Metrics for Sponsors

Measurable Returns on Investment

Top Brand Placement:

Your logo and branding will feature on one of the most celebrated teams in motorsport, gaining prime-time exposure on TV, digital platforms, and more.

Advertising Equivalent Value (AEV):

Our 2026 campaign projects an AEV of 6-10X your sponsorship investment, offering unparalleled visibility and audience reach compared to traditional campaigns.

Elite Audience Demographics

The Dakar Rally connects you with adventurous, high-net-worth consumers across key markets, including Europe (35%), the Middle East (25%), and the Americas (20%). Your brand will resonate with individuals who value performance, prestige, and adventure.

Unforgettable Engagement

Sponsors can enjoy VIP access, behind-the-scenes collaborations, and bespoke co-branded content that reinforces their presence and builds lasting connections with Dakar's loyal audience.

(To be discussed and aligned)



Sponsorship Benefits for SSV Challenge Class

Spierings Rebellion Dakar Team Leads the Way

The SSV Challenger class is rapidly growing in popularity, and the Spierings Rebellion Dakar Team is at the forefront of this thrilling racing division. Our goal to win the class in 2026 guarantees exceptional visibility throughout the event.

Strategic Sponsorship Benefits

Dynamic Media Coverage: SSV class vehicles are fan favorites, heavily featured during broadcasts for their thrilling speed and agility.

Victory Momentum:

The team's recent win in the final stage of the SSV Challenger class reinforces its position as a top contender and increases fan engagement.

Cost-Effective Sponsorship:

Sponsorship of the SSV category provides high-value branding opportunities for less investment compared to larger vehicle categories while delivering comparable ROI.

Unrivaled Fan Engagement

3x More Social Media Engagement than larger categories ensures far-reaching results for sponsors.

Tailored Interaction Points with our fans, including branded live updates, interactive digital campaigns, and race-day activities, guarantee lasting impressions.



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Why Partners Choose Spierings Rebellion Dakar Team

Winning Legacy:

Our team's victory in last year's final stage of the SSV Challenger class shows that we are a force to be reckoned with in 2026.

Unmatched Visibility:

A Top 3 finish will secure prime-time TV moments, significant media coverage, and top-tier social media exposure.

Engaging Content:

The Spierings Rebellion Dakar Team actively shares behind-the-scenes stories, making your brand a relatable part of this exhilarating challenge.

Global Appeal, Local Impact:

Engage with a premium global audience seeking extraordinary experiences and innovative brands.

Spierings Rebellion Dakar Team invites you to align your brand with the pursuit of victory, global prestige, and exhilarating racing moments.

Together, we'll dominate the SSV Challenger class and deliver a world-class partnership.

Buckle up and get ready to win big with us!



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