



# Panamint Rhumb: Find Your Path



**Rebelle Rally  
Sponsorship Opportunity**

2024

# METRICS.

The Rebelle Rally is a 65 team event, selling out months in advance. But the "Rebelle" is an active, year-round active community with participants, fans and press engaged in the Rebelle Rally Ecosystem.

PARTICIPANTS

130 RALLY COMPETITORS

68 TRIALS COMPETITORS

1,242 REBELLE U PARTICIPANTS

121 STAFF

1,154 RALLY PREPPING GROUP

375 REBELLATION

LIVE SHOW

221,189 LIVE WEBCAST VIEWERSHIP

IN THE NEWS / PRESS

2,252,328,083 THIRD-PARTY PRESS AUDIENCE

682,887,289 ADJUSTED THIRD-PARTY PRESS AUDIENCE

- Average watch time per view on YouTube - 18.13 minutes
- Youtube views multiplier x 2
- Rebelle Rally uses Cision & 360 Media Watch third-party press monitoring services.
- Primary LIVE audience watches on rebelle rally.com.
- Adjusted 3rd party press reflects more accurate viewable time on digital outlets and removing duplicate outlets.

## Panamint Rhumb: Team 146



**Ciegi Shaw**  
Driver



**Jennifer Clark**  
Navigator

Panamint Rhumb brings decades of off-road experience to the Rebelle Rally, grounded in exploring Southern California's diverse and demanding terrain. From desert trails to mountain passes, the team has built a deep understanding of route selection, terrain assessment, and vehicle capability.

Just like the rhumb-line, the team doesn't wander, they execute. With a mindset that is data-driven and detail-oriented, the team approaches challenges with focus and adaptability.

## The Rebelle Rally



The Rebelle Rally is the longest competitive off-road navigation rally in the United States and the first rally of its kind designed exclusively for women. This 8-day endurance event spans more than 1,600 miles across the remote and demanding deserts of Nevada and California.

Unlike traditional motorsport competitions, the Rebelle Rally is not about speed. Instead, it emphasizes precision navigation, strategy, and decision-making. Competitors rely solely on paper maps, a compass, and a roadbook to locate checkpoints.

# True Rhumb Partnerships

While the Rebelle Rally is one of the more accessible motorsports events, it's far from inexpensive. Sponsorship doesn't just help Panamint Rhumb reach the 2026 start line—it delivers meaningful visibility for your brand across multiple platforms and audiences.

## Sponsor Visibility Includes:

**Digital Exposure:** Dedicated website features showcasing your products, articles, and videos to adventure and off-road enthusiasts.

**Vehicle Branding:** High-visibility logo placement on our vehicles, seen on the trail and at events.

**Active Promotion:** Consistent brand mentions across events, online channels, and within the off-road community.

**Social Media Reach:** Ongoing promotion through posts, stories, and interactive content to a broad, engaged audience.

| MONETARY SUPPORT                                                                                                                                                                                                                                                                                                   |  | HARD COSTS (ESTIMATED)     |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------|--|
| <b>Fuel the Adventure (\$5,000+)</b>                                                                                                                                                                                                                                                                               |  | <b>REGISTRATION FEES</b>   |  |
| <ul style="list-style-type: none"><li>• Premier branding</li><li>• Frequent dedicated mentions on team Instagram &amp; Facebook posts</li><li>• Live rally coverage mentions when given opportunity</li></ul>                                                                                                      |  | \$ 16,600                  |  |
| <b>Join the Journey (\$2,500+)</b>                                                                                                                                                                                                                                                                                 |  | <b>RALLY COMM RENTALS</b>  |  |
| <ul style="list-style-type: none"><li>• Large side window/rear quarter panel logo placement &amp; logo on team vests.</li><li>• 3 dedicated social media post before, during and after rally, plus frequent social media tags.</li><li>• Live rally coverage mentions when given opportunity.</li></ul>            |  | \$ 1,500                   |  |
| <b>Go Further Together (\$1,000+)</b>                                                                                                                                                                                                                                                                              |  | <b>REBELLE-U TRAINING</b>  |  |
| <ul style="list-style-type: none"><li>• Up to 3 professional Rebelle photos (provided post-rally) with commercial use rights.</li><li>• Medium side window/rear quarter panel logo placement.</li><li>• at least 3 social media mentions on team Instagram &amp; Facebook before, during or after rally.</li></ul> |  | \$ 7,000                   |  |
| <b>Outfit the Adventure (\$500+)</b>                                                                                                                                                                                                                                                                               |  | <b>VEHICLE SUPPLIES</b>    |  |
| <ul style="list-style-type: none"><li>• Small side window logo placement.</li><li>• A pre- and post- rally social media mention</li><li>• Use of Sponsor provided gear. Specifics TBD with sponsor.</li></ul>                                                                                                      |  | \$ 1,000                   |  |
|                                                                                                                                                                                                                                                                                                                    |  | <b>(2) HELMETS</b>         |  |
|                                                                                                                                                                                                                                                                                                                    |  | \$ 600                     |  |
|                                                                                                                                                                                                                                                                                                                    |  | <b>FUEL</b>                |  |
|                                                                                                                                                                                                                                                                                                                    |  | \$ 1,500                   |  |
|                                                                                                                                                                                                                                                                                                                    |  | <b>3 NIGHT HOTEL</b>       |  |
|                                                                                                                                                                                                                                                                                                                    |  | \$ 1,000                   |  |
|                                                                                                                                                                                                                                                                                                                    |  | <b>PHOTOS / MEDIA PKGS</b> |  |
|                                                                                                                                                                                                                                                                                                                    |  | \$ 2,000                   |  |
|                                                                                                                                                                                                                                                                                                                    |  | <b>ADVERTISING</b>         |  |
|                                                                                                                                                                                                                                                                                                                    |  | \$ 1,000                   |  |
|                                                                                                                                                                                                                                                                                                                    |  | <b>TOTAL</b>               |  |
|                                                                                                                                                                                                                                                                                                                    |  | \$ 32,200                  |  |



# Sponsor or Donate Today!



Thank you for considering supporting our team on this incredible journey. Your partnership can help us take on the Rebelle Rally with the right gear, preparation, and spirit. We would love to explore ways to collaborate and showcase your brand as part of our adventure.

## Contact Info

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