

STRATEGIC PARTNERSHIP



MEDIA KIT

2023

Event Sponsorship - Brand Placement - User Experience



WHO WE ARE

**THE FIRST AND ONLY
7 DAY 1,600+ KM RALLY RACE IN BAJA**

Timed, cross country off road competition

NO GPS

NO Maps

NO Pre-runs

NO Markings

NO Outside help

A human adventure to test mind, body and machine .

STANDING OUT

WHAT MAKES BAJA RALLY DIFFERENT?

BAJA RALLY is the only multi-day, navigation-based rally race in Baja California that pits riders not only against the competition but also against the varying and unforgiving Baja landscapes, and their own emotional fortitude.

This means no rider swaps, no field mechanics, no GPS, and no marked tracks. It's just the competitor and vehicle versus 1,600 km of untamed Baja California trails and roads.

Baja Rally differs from other racing events by focusing on motorcycle and UTV competitors both amateur and professional.

RALLY CLASSIFICATIONS

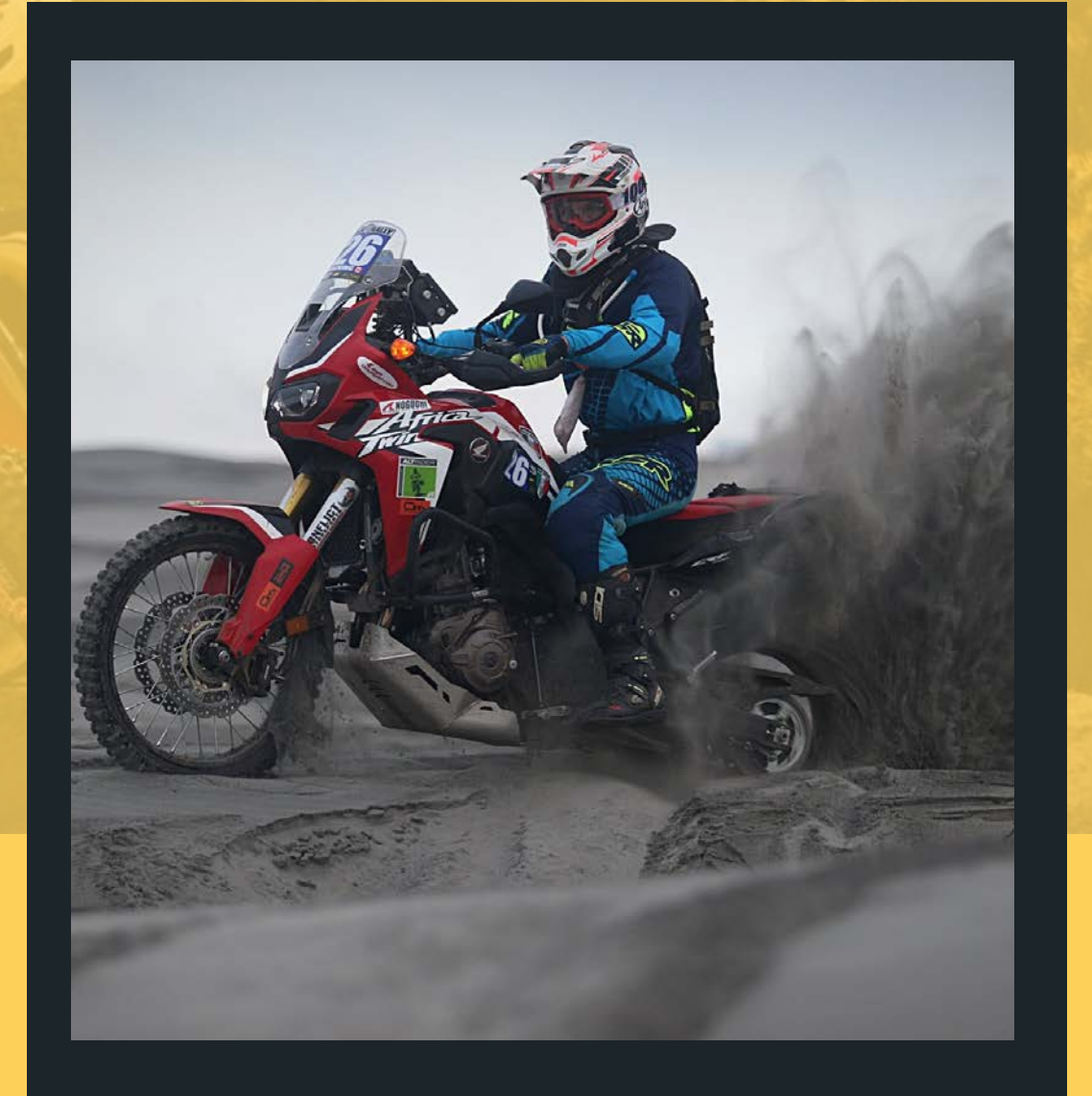
BAJA RALLY is open for UTV drivers and off road motorcycle riders.

Safer, lower impact, more enjoyable.

These are the distinguishing factors from other off road events in Baja; attracting a broader market.



UTV



MOTO



OUR EXPERIENCE

9 YEARS - GOING ON 10

We have been organizing Baja Rally events for over 9 years and have maintained a clean slate with no fatalities or serious injuries. Our safety team and protocols are proprietary and our events have hosted hundreds of competitors from all around the globe, attracting a large media coverage from endemic outlets as well as some mainstream channels.



“

TESTIMONIALS

"The stages definitely have what it takes, no doubt about that"

LYNDON POSKITT

"The best day I have ever spent on a dirt bike"

CASSEY HILLIARD

HOW IT WORKS



RACE DYNAMICS

Baja Rally has a set of rules, guidelines, and best practices that draw in experienced riders looking for a unique challenge. We pride ourselves in excellence and attention to details.



RALLY FORMAT

6 Stages of Racing Over 7 Days

Riders compete in stages, covering an average racing distance of 300km a day through unmarked and previously unknown terrain using their navigation equipment and skills.

Each day's stage route is comprised of dozens of compulsory waypoints that are hidden from competitors until they are unlocked and displayed when the competitors is within 100-200 meters away.

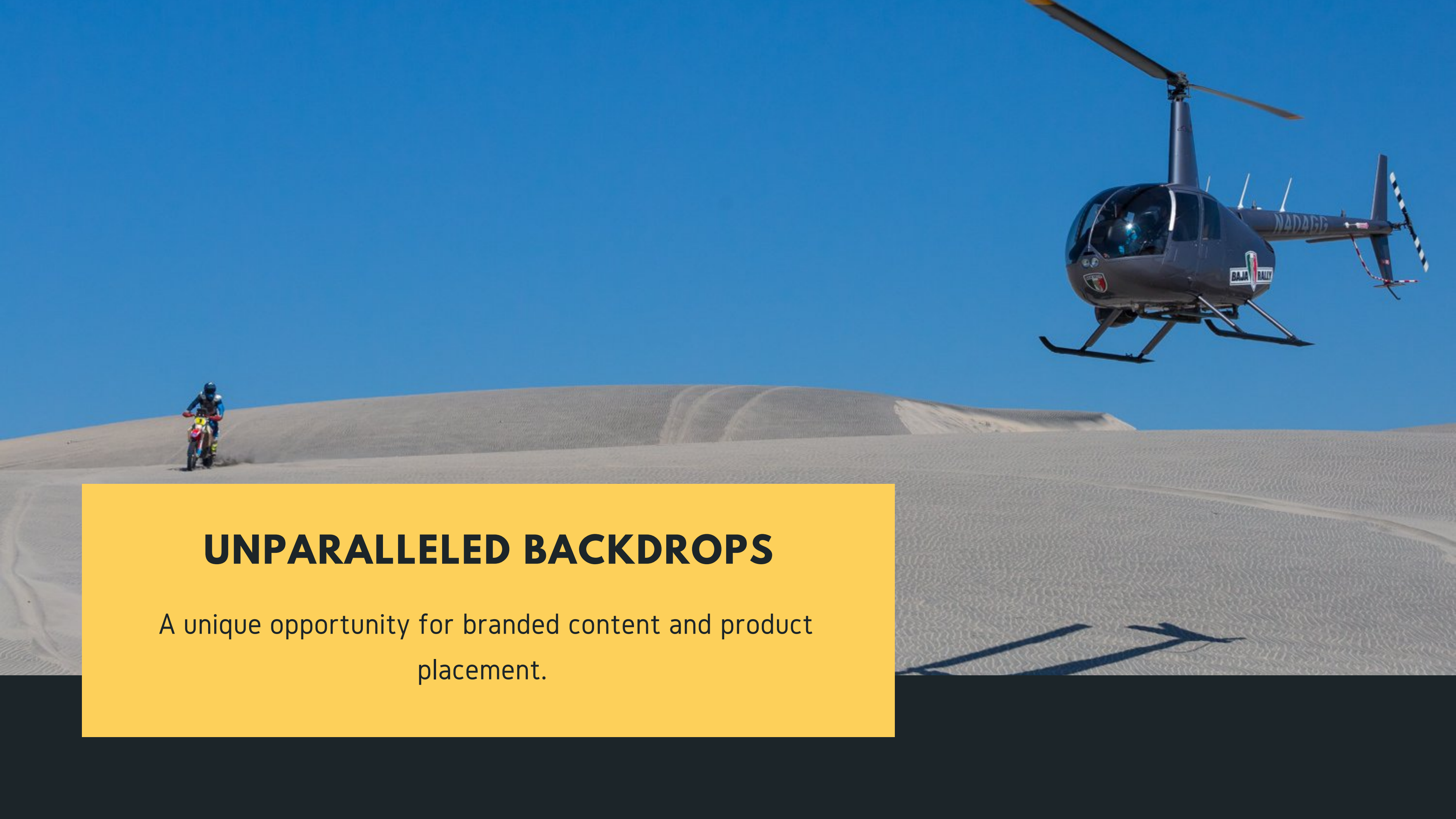


RALLY ROUTE

ANOTHER SIDE OF BAJA CALIFORNIA
The Baja Rally route is never the same and takes riders through some of the most unforgiving and intoxicatingly beautiful landscapes the Baja Peninsula is famous for.

Racers will discover some uniquely hidden corners of Baja California that no other race covers.





UNPARALLELED BACKDROPS

A unique opportunity for branded content and product placement.

ENTRY CATEGORIES



RALLY PRO

Previously ranked top 3 in a rally event: SCORE, FIM, BAJA RALLY



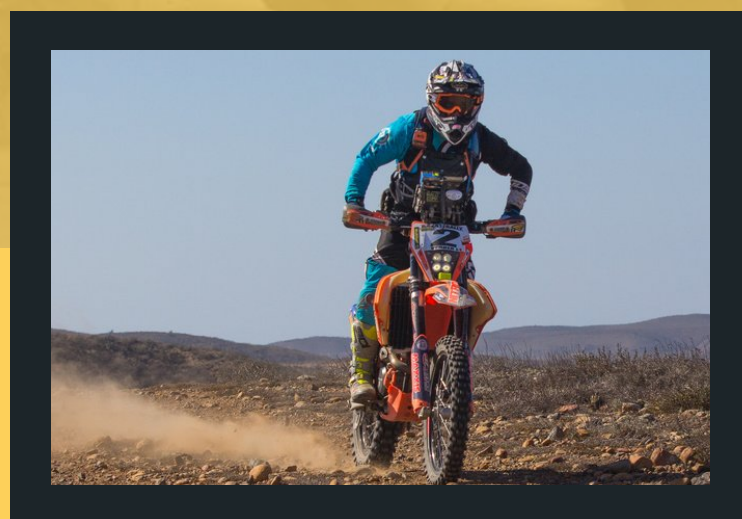
UTV PRO

UTV drivers with four wheel vehicles that meet technical requirements.



RALLY 1

Riders who have not previously ranked top 3 in a rally event.



RALLY ROOKIE

Riders who have never participated in a rally.



MALLE MOTO

Unsupported rider who wants the full Baja experience.



ADV PRO

Two cylinder motorcycles with 700cc as delivered by manufacturer.



CONTENT CREATION

Countless hours of video, and thousands of high quality photos. [Click here to see](#)

MEDIA COVERAGE

Featured in over 50+ magazines around the world. [Click here to see](#)





STEVE HENGEVELD

Baja Legend



QUIN CODY

Rally Legend



CHILLY WHITE

Moto Journalist



LYNDON POSKITT

Rally Legend



LAWRENCE HACKING

Rally Legend



LARRY ROESELER

Baja Legend



ANDY GRIDER
1ST BAJA RALLY CHAMPION

ANDY GRIDER

Baja Legend



CAMERON STEELE

Baja Legend

A-LIST PARTICIPANTS

TRUSTED PARTNERS

PARTNERS THAT WE'VE WORKED WITH IN THE PAST



Satellite Phone Store



Klim



Rally Comp



Malcolm Smith



REACH

+500K

YEARLY ESTIMATED REACH THROUGH OWNED
AND OUR PARTNER'S PLATFORMS.

Baja Rally Racing

Dealing with adversity

By Beto Verber photos by Mark Kariya



of luck, Motonation, Sidi and Dirt Bike saw the enthusiasm and set up a program for me to train and race on a project bike built specifically for Baja Rally. I jumped at the challenge. I worked hard on my physical training and then participated in the Baja Rally School, a three-day training academy that starts easy and gets much harder by the final exam. Everyone makes mistakes in this school, and then, of course, we hopefully learn to avoid making them again.

lighting and enough fuel for 190 kilometers (120 miles). It took us several months to get the machine completely built and tested and, with only one week before the rally would kick off, I got the tragic news that I lost my very close friend, Paul Eddy, who was killed riding his dirt bike. That hit me hard and haunted me the entire event.



Reach your audience

Maximizing market penetration and strategic brand placement.

Building a Baja Rally machine is a blend of hard-core desert and navigational endurance racing. Beto Verber opted to build his bike starting with a KTM 350XC-F, and then fit it with the goods to handle the ordeal. Precision Concepts suspension proved invaluable with their setup, making it firm and plush, which was crucial



Featured Channels

PRESS

Be featured in over 50 magazines world wide with a reach of 300K viewers

SOCIAL MEDIA & YOUTUBE

Reach your target audience directly through our coverage of our events through our livestreams and featured snippets

MAILERS

Take a starring role in our mailers reaching up to 30k subscribers. We achieve a 20% open rate and 8% click rate.

WEBSITE

Extend your reach and boost your SEO by benefiting from backlinks and branded content tailored for long-tail search queries.

OPPORTUNITY

GROW YOUR AUDIENCE

Extend your brand's sphere of influence by introducing your brand to a new audience; being top of mind for future purchases.

STRENGTHEN YOUR BRAND PRESENCE

Increase brand awareness with product placement, user experience and planned content creation.



Meet the Crew



SCOTTY BREAUXMAN

President & Co-Founder

Passionate visionary in the motor sports industry.



MAURICIO PARRA

Director & Co-Founder

Visionary logistics expert and events coordinator.



DANY ZARAGOZA

Partnerships & Media

Network broker and strategic communications.

WHAT'S NEXT?



2023

SPONSORSHIP PACKAGES

Choose the Sponsorship Package that best fits your brand's goals.

Title Sponsorship: \$50,000

Partner Level Sponsor: \$10,000

Official Category Provider: \$5,000

Daily Bivouac Provider: \$5,000

TITLE SPONSOR

\$50,000

OWN THE EVENT / TOP BILLING

Be the star of the show. Deliver the complete experience under your Brand's name.

- Custom content
- Planned placement
- Unlimited brand collateral
- Fully customizable



PARTNER LEVEL

\$10,000

1 AVAILABLE

Share the spotlight with Baja Rally and showcase your products to your customer base.

- Custom content
- Planned placement
- Product samples



OFFICIAL CATEGORY \$5,000 + PRODUCT

5 AVAILABLE

Stand out as an industry leader for your category.

- Custom content
- Planned placement
- 2 year commitment
- Brand provided product



DAILY BIVOAC \$5,000

3 AVAILABLE

Host the bivouac for a day.

- Bivouac title: Food & Accommodations Provided by _____
- Planned placement
- Unlimited brand collateral for 24 hours
- Fully customizable



LET'S PARTNER



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