





MOROCCO DESERT CHALLENGE

EXTREME RALLY-RAID

11 - 20 APRIL 2024

INFORMATION DOSSIER

MOROCCO DESERT CHALLENGE 2024

PROBABLY THE BEST RALLY-RAID
IN THE WORLD

More than 300 vehicles lined up
in Agadir in 2023



MOROCCO DESERT CHALLENGE

In more than 10 years' time the Morocco Desert Challenge has become an established event in the world of rally-raid. With 300 vehicles in competition and a total amount of 1300 participants, the 2023 edition became the second biggest rally-raid in the world. And we plan keep it that way in 2024.

A UNIQUE CONCEPT

Becoming the fastest growing and 2nd largest rally-raid in the world does not happen overnight. To achieve this, every edition has to be different, innovative and better. In the previous 4 editions, the route took us from coast to coast, crossing nearly the entire country. In 2018, we introduced the '0' (zero) KM liaison concept, unique in the world of rally-raid.





AN AMATEUR RALLY WITH A BIG FUN FACTOR

Every day again we guarantee a spectacular racetrack and a stunning bivouac location, with the best catering and a very cozy bar where you can enjoy a cool drink. But that's not all, our catering services are also available on the track with the legendary 'sandwich stop' at km 200 into the stage. Only in the Morocco Desert Challenge can you enjoy a smoked salmon sandwich with fresh vegetables and an ice-cold drink in the middle of the desert. Rally riding is, after all, a hobby for most. And hobbies must be fun!

RALLY SPORT, TEAM SPIRIT & GOOD VIBES

Even though the Morocco Desert Challenge has a very high level of competition, there is still a big difference with the FIA/FIM races and other big rally's in the world. Team spirit and camaraderie are values that we hold very high. The rally that we have today came into being through the amateur and hobby riders. They create the atmosphere that comes with it. And that is how we would like to keep it.

A RICH HISTORY

DREAMS, PASSION AND PERSISTENCY

Organizing a rally doesn't start with a financial plan. It starts with a dream. In 2008, Gert Duson set out to organize a small rally-raid event in the south-Libyan desert and called it the Libya Desert Challenge. With only 50 competitors in the race, this small scale first edition became an instant hit with the participants. The atmosphere in the bivouac, the feeling of camaraderie among the racers and the quality of the organization became a benchmark for future editions. As a result, the number of participants doubled the next year to 110.

MOVE TO MOROCCO

The political situation in the region is not an easy one: diplomatic incidents, wars and economic factors complicated the organization of the event. After 2 races in Libya and another 2 in Tunisia, the race moved to Morocco in 2014 and eventually changed its name to the Morocco Desert Challenge. This new host country – a politically stable safe haven with good infrastructure – allowed the rally to expand from 300 entries in 2014 to its current size.

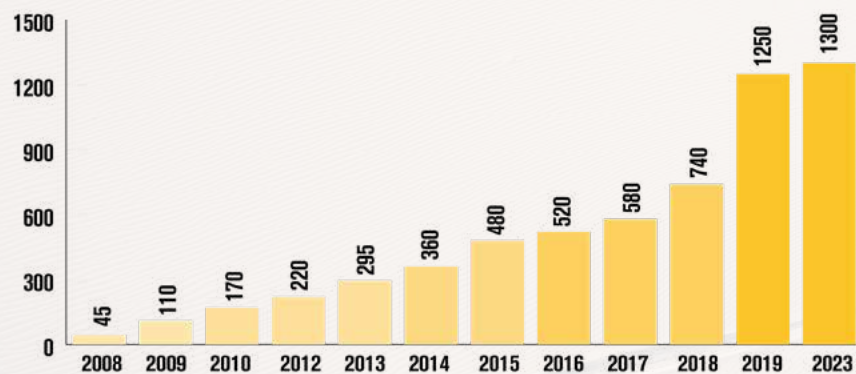


FAST GROWING EVENT

ADULT RALLY

In 2019 the Morocco Desert Challenge became the second largest cross-country rally-raid in the world, with more than 1100 participants (racers & mechanics) and a large organization team of more than 200 people. What once started in Libya as a small rally with 30 competitors, mostly ordinary 4x4s and a few enduro bikes, had grown into an internationally respected rally-raid, the biggest in Africa with 1300 people in the bivouac and competitors from all over the world.

#PARTICIPANTS & CREW



MOROCCO DESERT CHALLENGE 2023

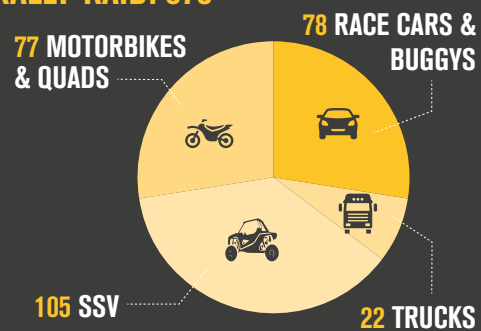
SOME FIGURES



IN THE BIVOUAC

560 VEHICLES

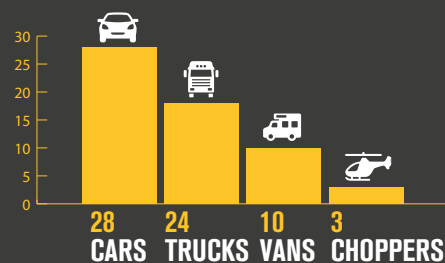
RALLY-RAID: 375



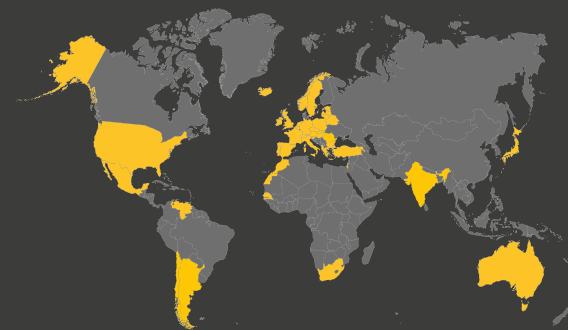
ASSISTANCE



ORGANISATION



1305 PEOPLE, 31 NATIONALITIES



MDC 2023 ORGANIZATION
230 PEOPLE



SWEEPER SERVICE
7 TRUCKS



MEDICAL ASSISTANCE
20 PEOPLE



2 OFF-ROAD AMBULANCES



2 ON ROAD AMBULANCES



3 HELICOPTERS



PRESS & MEDIA
10 PHOTOGRAPHERS

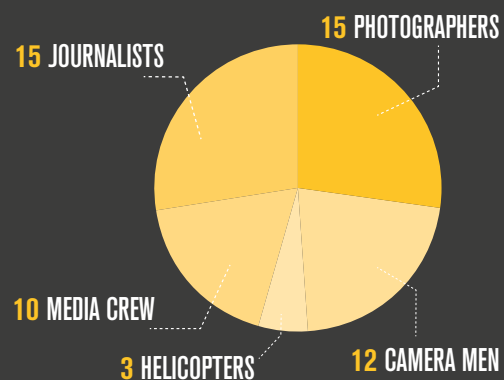


12 CAMERA MEN

15 JOURNALISTS

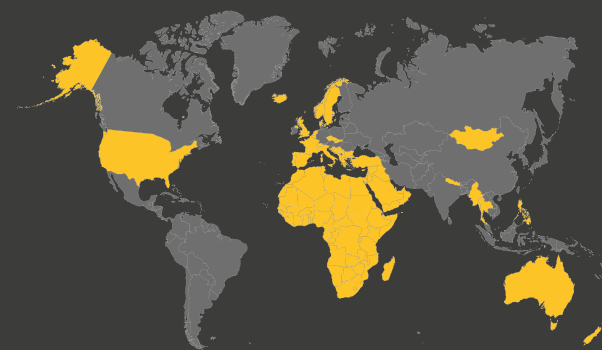
IN THE MEDIA

PRESS & MEDIA CREW



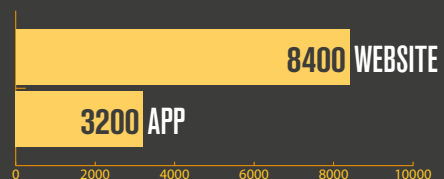
TV BROADCASTING

102 COUNTRIES, +30 MILLION HOUSEHOLDS



WEBSITE & DEDICATED APP

UNIQUE VISITORS PER DAY



DIFFERENT BROADCASTS

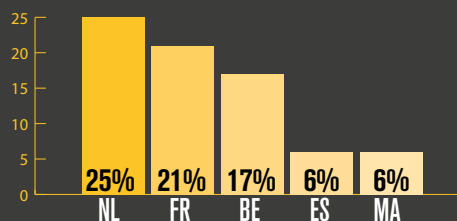
10 MINUTES DAILY HIGHLIGHTS
24 MINUTES HIGHLIGHT EPISODES
44 MINUTES FULL REVIEW EPISODES



FACEBOOK

30000 FOLLOWERS
32000 PAGE LIKES
14000 DAILY ENGAGED USERS

TOP 5 WEBSITE VISITORS



An aerial photograph of a massive truck rally in a desert landscape at sunset. The scene is filled with hundreds of trucks, including semi-trailers, campers, and smaller vehicles, parked in a large, dusty area. The sun is low on the horizon, casting a warm, golden glow over the entire scene. In the background, there are rolling hills and mountains under a hazy sky. The foreground shows the dense packing of vehicles, with some people visible walking around. The overall atmosphere is one of a large-scale outdoor event in a remote, scenic location.

WORLDWIDE AUDIENCE

- Global TV coverage
- **102 countries** worldwide
- **+30 million households** worldwide
- active social media with **14000** daily engaged users
- website with more than **8400** unique visitors per day

24-7 COVERAGE OF THE EVENT

- Live timings linked to the Iritrack system
- Close follow-up of all participants during the stage
- Constant updates with live comments on social media
- Daily video updates on social media & website
- Vast database of visual materials

A VAST MEDIA TEAM

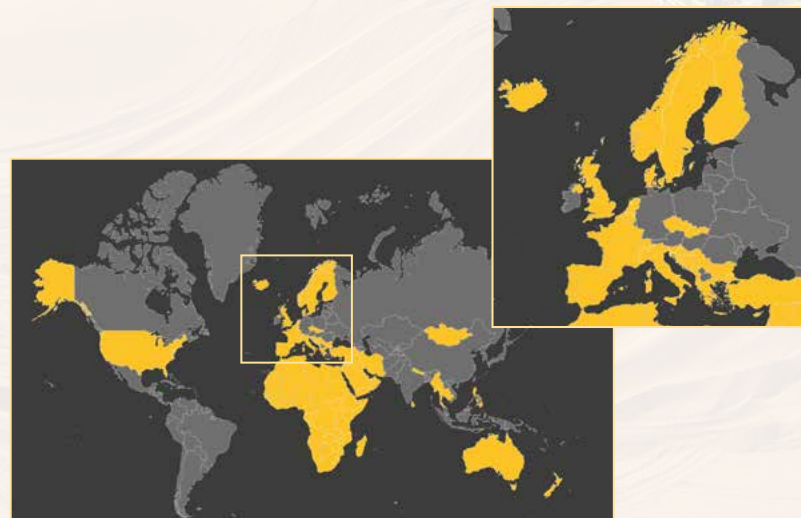
- 15** photographers on the racetrack
- 12** camera men on the track
- 2** helicopters with camera crew on board
- 10** media crew for constant news updates on social media and website
- 15** journalists on site for daily coverage



- **Global TV coverage**
- Guaranteed global TV return thanks to our extended network
- **102 countries** worldwide
- **+30 million households** worldwide
- regular re-runs of episodes increasing the volume of broadcasting exponentially

24 MINUTE REVIEW SHOWS FOR TV BROADCASTING

- **3 episodes** throughout the rally of **24 minutes** each for TV broadcasting
- highlights of the past few days
- in depth interviews with competitors
- an exclusive behind the scenes view of the rally organisation



OVERVIEW OF BROADCASTERS WORLDWIDE

INTERNATIONAL BROADCASTERS

- Fox Sports Europe: 6 countries
- Fox Sports Africa: 53 countries
- Motorvision: +110 countries worldwide
- beIN Sports Middle East & North Africa: 21 countries
- beIN Sports Australia & New Zealand
- Front Runner (UK)
- Sport TV (Slovenia)
- Action Sport24 (Greece)
- Sport 5 (Czech Republic & Slovakia): 8 million homes

WEB BROADCASTERS: MOTORSPORT.TV

- Review shows & daily webclips
- Different web TV channels of the Motorsport.tv group
- Review shows will be available on Samsung TV Plus in France



EXTENSIVE NATIONAL EXPOSURE

NATIONAL BROADCASTERS IN BELGIUM & THE NETHERLANDS



Belgian TV station,
distributed by Proximus TV
in Flanders, the Brussels and
Walloon region
Daily reach: 1 million homes



DAILY 10 MINUTE HIGHLIGHTS DURING THE RACE

- **9 episodes of 10 minutes** each showing the highlights of the day
- close follow-up of the events of the day
- interviews with the winners

44 MINUTE REVIEW SHOWS FOR TV BROADCASTING

- **3 episodes** throughout the rally of **44 minutes** each for TV broadcasting
- highlights of the past few days
- some deeper insights in the rally
- in depth interviews with competitors
- an exclusive behind the scenes view of the rally organisation

EXTENSIVE NATIONAL EXPOSURE

NATIONAL BROADCASTERS IN BELGIUM & THE NETHERLANDS

44 MINUTE REVIEW SHOWS FOR TV BROADCASTING



Dutch pay TV station

24-7 sports

Reach: **4 million** montly viewers on TV

- **3 episodes** throughout the rally of **44 minutes** each for TV broadcasting with regular reruns. Every episode will be aired at least 7 times.
- highlights of the past few days
- some deeper insights in the rally
- in depth interviews with competitors
- an exclusive behind the scenes view of the rally organisation

DEDICATED 45 MINUTE TV-SHOW



Belgian national sports TV station

200.000 viewers

- **45 minutes dedicated documentary** for broadcasting on Belgian national TV
- highlights of the rally
- deeper insights in the rally
- in depth interviews with competitors
- an exclusive behind the scenes view of the rally organisation

PRESS COVERAGE

- Press coverage increases exponentially each year
- 50% is generated by our own media team
- 50% is generated by our participants

BEST NEWS COVERAGE POSSIBLE

- daily press releases during the rally
- image gallery of every stage available
- live news updates and timings on the app, social media and website
- invited journalists



WEBSITE & DEDICATED APP

WEBSITE

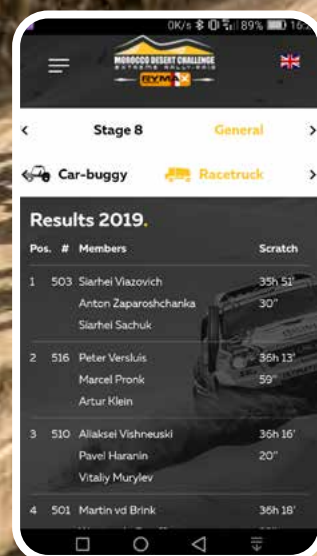
Ca. **8400 unique visitors** per day
on average **4,1 page views**

- Live coverage & monitoring of the competitors
- directly linked with PC Course
- Live rankings
- Live blog
- Daily summaries
- Daily image galleries
- Distribution of videos: daily reviews
- 24-44 minute reviews

DEDICATED APP (ANDROID & IOS)

Ca. **3200 unique visitors** per day during the race
on average **3,5 page views**

- Live coverage & monitoring of the competitors
directly linked with PC Course
- Live rankings
- Live news
- Daily summaries
- Daily image galleries
- Distribution of videos



ACTIVE SOCIAL MEDIA FOLLOWING

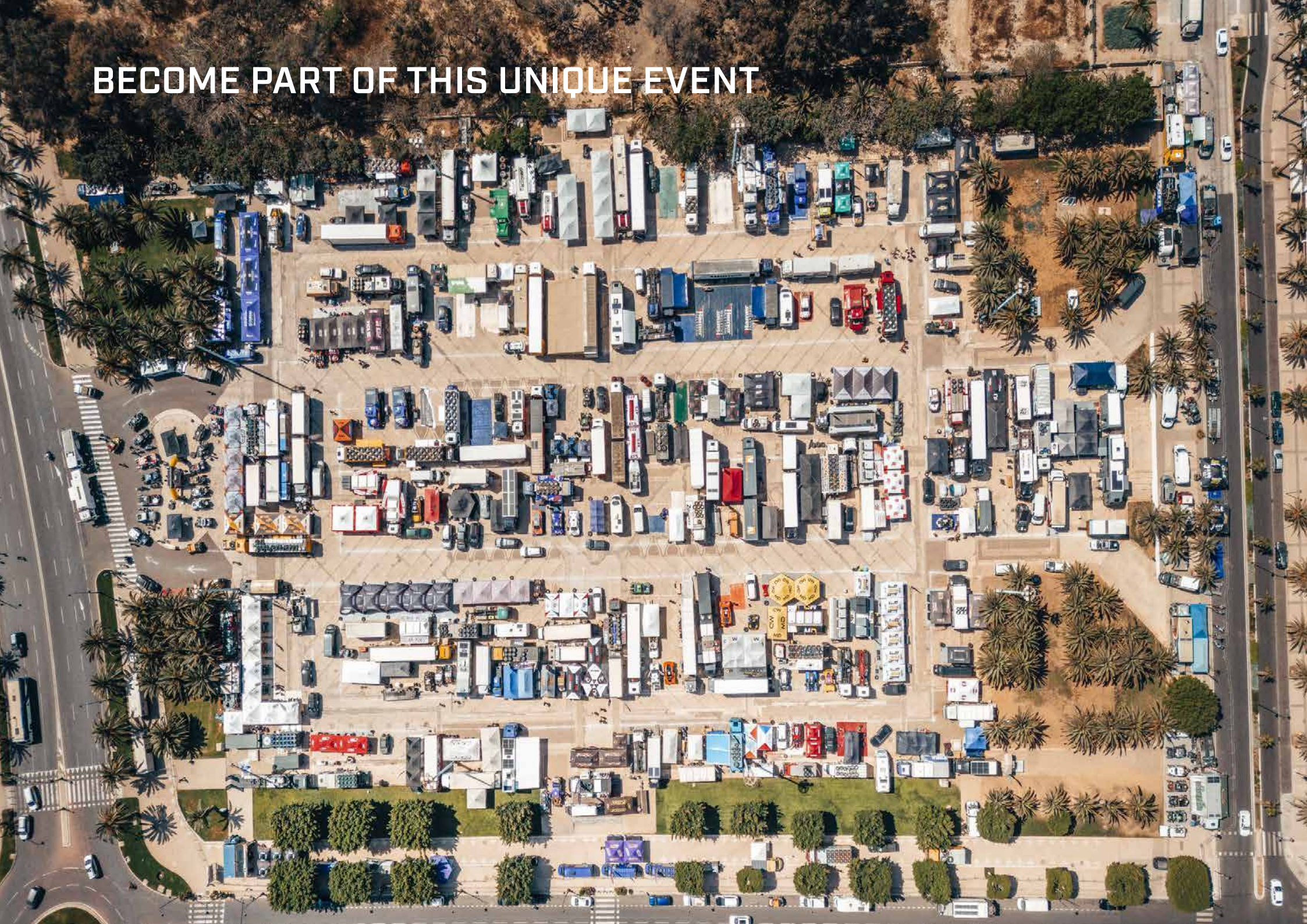


36.000 facebook followers
32.000 facebook page likes

- during the rally: 14000 daily engaged users, 176000 daily reach
- very active account during the rally: live coverage & constant monitoring of all competitors
- daily highlight videos through Facebook Live
- targeted advertising & boosting of posts
- distribution of 24 & 44 minute TV broadcasts



BECOME PART OF THIS UNIQUE EVENT



WHY SPONSOR THE MOROCCO DESERT CHALLENGE?



- 2nd biggest rally-raid event in the world
- 14 years of successful growth
- High level of competition with top drivers and excellent road books
- Professional organization: huge team with years of experience
- Positive story
- Top satisfaction score with the participants
- Distribution of 24 & 44 minute TV broadcasts to millions of homes worldwide

REACH YOUR TARGET AUDIENCE:

- Rally riders : high-end clientele
- Motorsports aficionados
- Renowned drivers with a high following on social media
- Influencers in the motorsports industry

DIFFERENT SPONSORING POSSIBILITIES

We offer different sponsoring possibilities for different budgets. We can guarantee maximum return and visibility for all sponsors.

YOU CAN SUPPORT THE MOROCCO DESERT CHALLENGE THROUGH ONE OF THE FOLLOWING OPTIONS:

- Gold sponsor
- Silver sponsor



GOLD SPONSOR

MAKE THIS YOUR EVENT

As a gold sponsor the Morocco Desert Challenge becomes your branded event. We offer you the main sponsorship of the entire rally with maximum visibility for your brand.

Your logo will be literally everywhere: from the starting line arch to the coffee cups in the bivouac. Your brand will be visible throughout the entire rally in millions of homes through our TV broadcasts, website and social media.

We accept **ONLY 1** gold sponsor, so you will be the main sponsor of the entire rally.



GOLD SPONSOR

MAXIMUM LOGO VISIBILITY

As a gold sponsor you get maximum logo visibility: your logo will be incorporated in the MDC logo, so guaranteed visibility on all MDC marketing materials. Wherever the MDC logo appears, your logo and colours are included:

- On every vehicle in the race
- On every assistance vehicle
- On every organization vehicle, including 3 helicopters
- On all rally merchandising, including t-shirts, caps, bags, wristbands, buffs, tents, beach flags, banners, stickers, brochures, placemats, the bar, etc.
- 50% of all beach flags at start & finish every day, and on the big bow at the start and finishline
- Logo visibility in the bivouac, on the podium
- Logo visibility on the trophies handed out to all participants

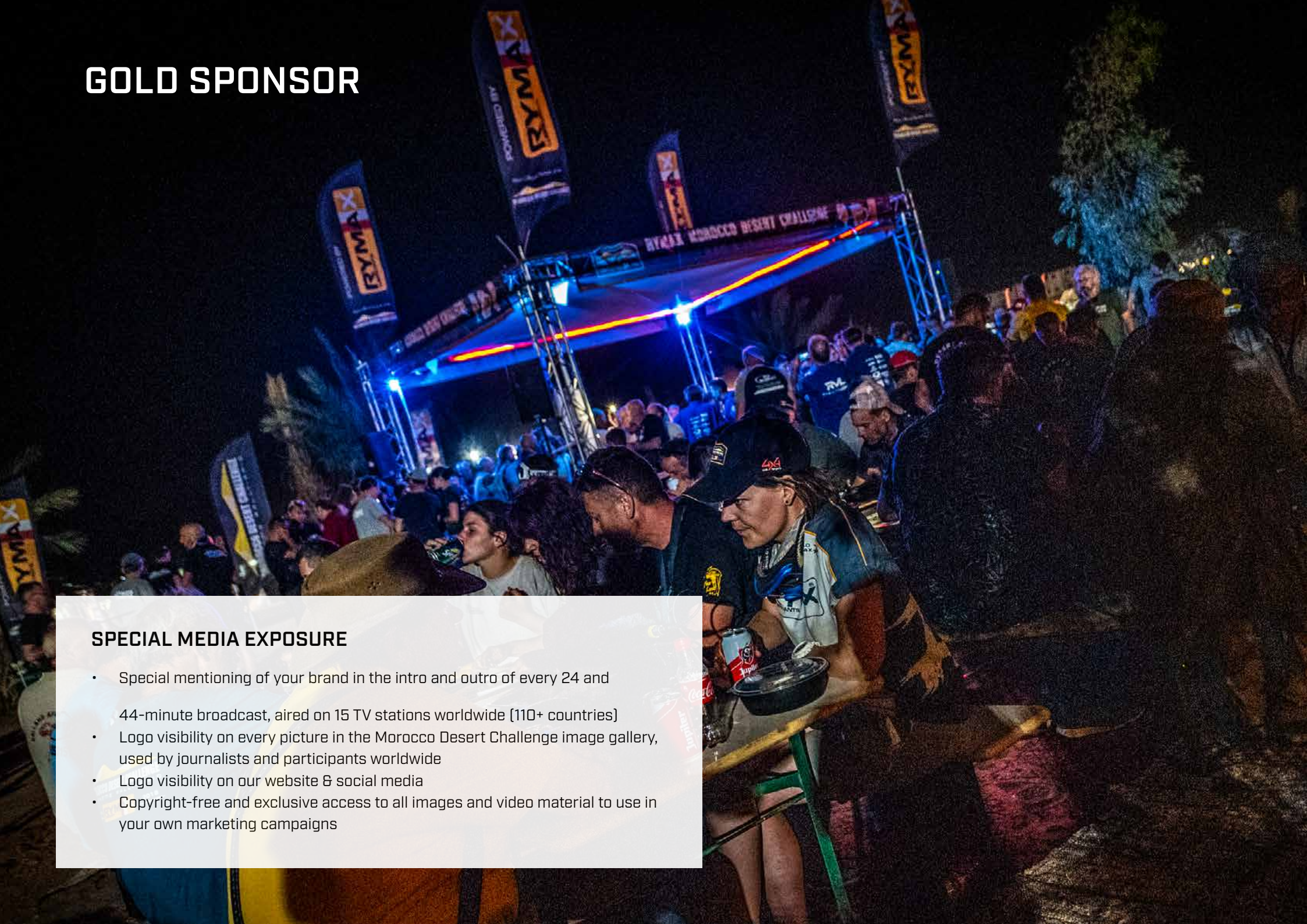
You can become the exclusive gold sponsor of the Morocco Desert Challenge for just €200.000



GOLD SPONSOR

SPECIAL MEDIA EXPOSURE

- Special mentioning of your brand in the intro and outro of every 24 and 44-minute broadcast, aired on 15 TV stations worldwide (110+ countries)
- Logo visibility on every picture in the Morocco Desert Challenge image gallery, used by journalists and participants worldwide
- Logo visibility on our website & social media
- Copyright-free and exclusive access to all images and video material to use in your own marketing campaigns



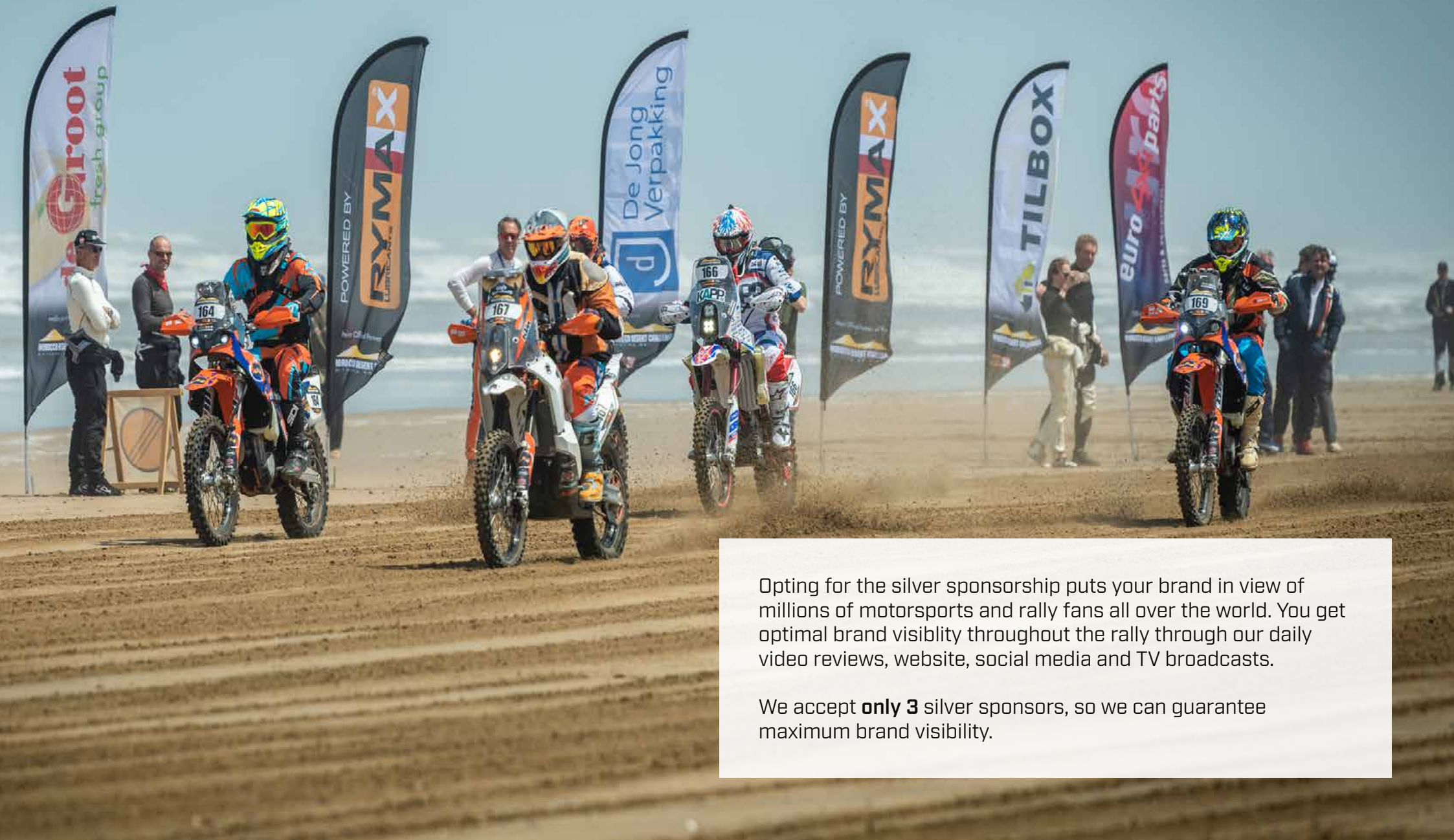
GOLD SPONSOR

EXTRA VISIBILITY

- Completely branded vehicle in your company colours in every class (Truck, car, SSV and motorbike) for extra exposure.
- Guaranteed action photos and videos of your branded vehicles to use in your marketing campaigns



SILVER SPONSOR



Opting for the silver sponsorship puts your brand in view of millions of motorsports and rally fans all over the world. You get optimal brand visibility throughout the rally through our daily video reviews, website, social media and TV broadcasts.

We accept **only 3** silver sponsors, so we can guarantee maximum brand visibility.

SILVER SPONSOR

You can become a silver sponsor for just **€50.000**.
In return, you get:

LOGO VISIBILITY

Your logo will part of the list of sponsors, visible on:

- every vehicle in the race
- every assistance vehicle
- every organization vehicle, including 3 helicopters
- on the rally merchandising, including t-shirts, caps, bags, banners, stickers, brochures etc.
- Extra beach flags at start & finish every day, and on the big bow at the start and finishline

SPECIAL MEDIA EXPOSURE

- Special mentioning of your brand in the outro of every 24 and 44-minute broadcast, aired on 15 TV stations worldwide (110+ countries)
- Logo visibility on our website

INTERESTED IN BECOMING A SPONSOR?

CONTACT US FOR MORE INFORMATION

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