

REBELLE RALLY TEAM 185

1500 Miles. 8 Days. No smartphones. No GPS. No digital tools. Exclusively for women.



Partner with us as we compete in the 10th anniversary of the longest off-road rally raid in The U.S.

TWO COUSINS. ONE EPIC RALLY.



Joy, a multi-business owner based in Solvang, California brings a lifelong passion for exploration and unique experience to everything she does. With a background in marketing and design, she's spent years building creative ventures—from a spice company to themed vacation rentals—all while chasing the next adventure. The Rebelle Rally is her latest (and boldest) challenge yet.

JOY CULLEY



Kelli Diann grew up on the rugged border of Virginia and West Virginia before trading mountains for evergreens in 2016. Now based in the Pacific Northwest, she's the Recreation Supervisor for the City of Issaquah and manages the bustling Issaquah Farmers Market. A board member of the Washington State Farmers Market Association and a 425 Magazine "40 Under 40" honoree, Kelli is passionate about community, connection, and showing up. Outgoing, hilarious, and smart as a whip, she's bringing grit and heart to the Rebelle Rally—along with an excellent playlist.

KELLI DIANN GORDON

HYBRID. HERO. HOOT-WORTHY.

Hailing from San Antonio, Texas, Walt is a 2022 Toyota Tundra TRD Pro Hybrid with a heart for adventure and the horsepower to match. Built for rugged miles and rally smiles, he's the dependable third teammate in our journey across the wild. With bold styling, head-turning presence, and a whole lot of charisma, Walt isn't just our ride—he's a rolling billboard. From trail shots to rally checkpoints, he's the perfect vehicle (pun intended) to showcase sponsor gear and branding in action!



WALT THE THIRD TEAMMATE

CHALLENGE ACCEPTED.

The Rebelle Rally is the first women's off-road navigation rally raid in the U.S.—a 2,500+ kilometer, 8-day competition that tests precision, endurance, and teamwork across the deserts of California and Nevada. GPS isn't allowed; it's all maps, compasses, and nerve. The 2025 edition marks the rally's 10th anniversary, continuing its tradition of empowering women through adventure, strategy, and skill—while drawing global attention from major automotive brands and outdoor industry leaders.

WHY REBELLE RALLY SPONSORSHIP WORKS*

- 2.2B+ third party press impressions (680M+ adjusted)
- 4.3M engaged social impressions
- 65+ team vehicles = rolling sponsor exposure
- 8 days of real-world, rugged brand visibility

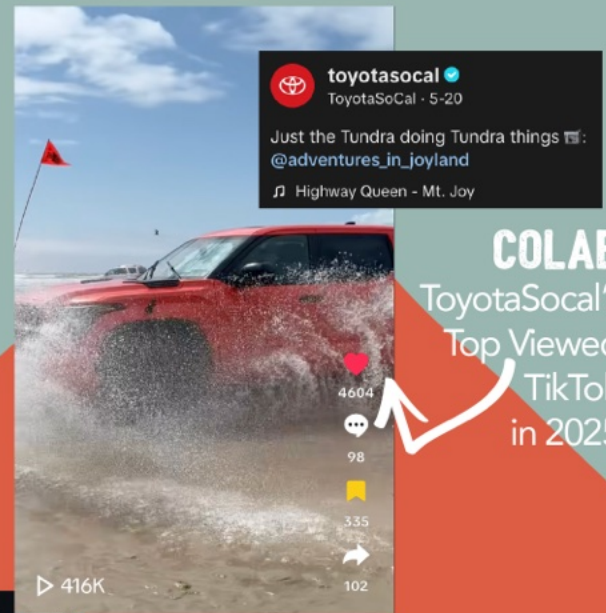
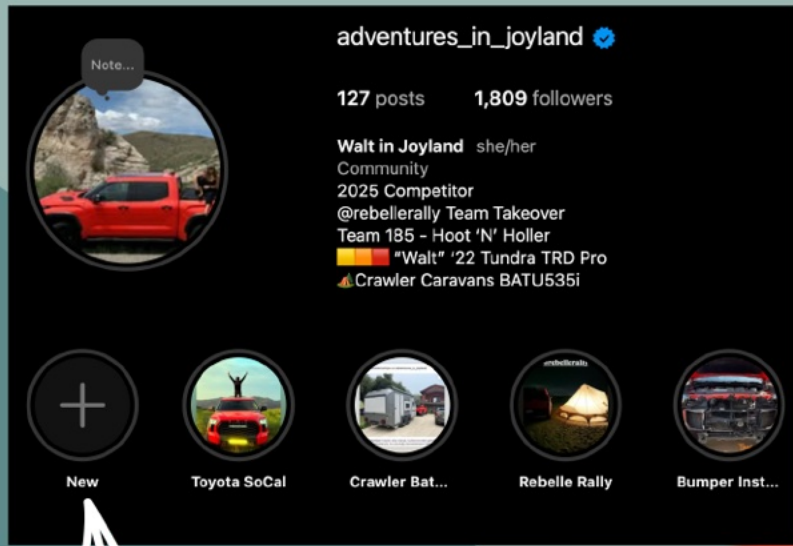
Featured:
ABC, ESPN2, MotorTrend, Cosmopolitan, Outside TV, The Drive, Overland Journal, Tread Magazine, Forbes



*2024 Rebelle Rally Metrics

FROM HOOTS TO HASHTAGS

The name Hoot 'N' Holler comes from our Southern roots—where making noise isn't just about volume; it's about showing up, cheering loud, and lifting others up. Whether we're sharing a stuck-in-the-sand recovery, a back-of-the-truck meal, or a big win on the course, we're here to make a little noise and inspire others to do the same. Sharing real, unfiltered moments from the trail - our content blends the grit of off-road adventure with the joy of doing it together with a community of curious, spirited, and supportive followers who come along for the ride. Send it!



Demographics	
Men - 68%	Top Cities:
Women - 32%	Los Angeles
	San Diego
Top Age Range:	Sacramento
35-44 - 35%	Phoenix

Instagram monthly views May - June, 2025

@adventures_in_joyland

WRITE YOUR NAME IN THE DUST

The Whole Hoot 'n' Holler • \$10,000+

Primary Team Sponsor

- Premium Rebelle photo package access (Approx. 60-70 photos with commercial license for use during and after rally)
- Team photos of event prep + build shared leading up to the rally
- Rally photos shared during rally for social media use only
- XL Logos in two locations on vehicle (hood or roof and tailgate) or vehicle wrap provided by sponsor to remain on vehicle through 2025.
- Logo on Helmets
- Logo on Team Vests
- Weekly mention on Team Takeover Instagram & TikTok + Stories Highlight Thru Q1 2026
- Live mentions during rally coverage (subject to opportunity)

Barnstormer • \$1,500+

- Up to 3 professional Rebelle photos (provided post-rally) with commercial use rights.
- Rally photo shared during rally for social media use only
- Medium Logo on vehicle - Rocker Panel to remain on vehicle through 2025
- Min. 3 social media mentions/tags on Team Takeover Instagram and TikTok thru 2025

The Trail Boss • \$3,000+

- Premium Rebelle photo package access (Up to 10 photos with commercial license for use during and after rally)
- Rally photos shared during rally for social media use only
- Large Logo on vehicle - rear door or bed panel to remain on vehicle through 2025.
- Logo on Team Vests
- Min. 3 dedicated social posts on Team Takeover Instagram and TikTok prior to rally and 2 post-rally through Q1 2026
- Live mentions during rally coverage (subject to opportunity)

Hollerbacker • \$500

- Small side window logo to remain on vehicle through 2025
- Min. 2 social media mentions/tags on Team Takeover Instagram and TikTok through 2025

Whistle Stop - In Kind

Parts, gear and rally-ready accessories

- Specifics TBD with sponsor

**Further perks such as exposure at Overland Expos and Toyota Events in the coming year and tie-ins with our one-of-a kind overland trailer may also be included*

GIVE US A HOLLER!

WHERE SHE LEADS, OTHERS FOLLOW

- Women's sports sponsorships grew 22% in 2023, outpacing men's sports
- 84% of sports fans are interested in women's sports (Nielsen)
- Women now make up 50% of outdoor recreation participants in the U.S.
- Gen Z favors brands that empower women—by over 70%
- Women's motorsport and overlanding are among the fastest-growing spaces in adventure sports



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