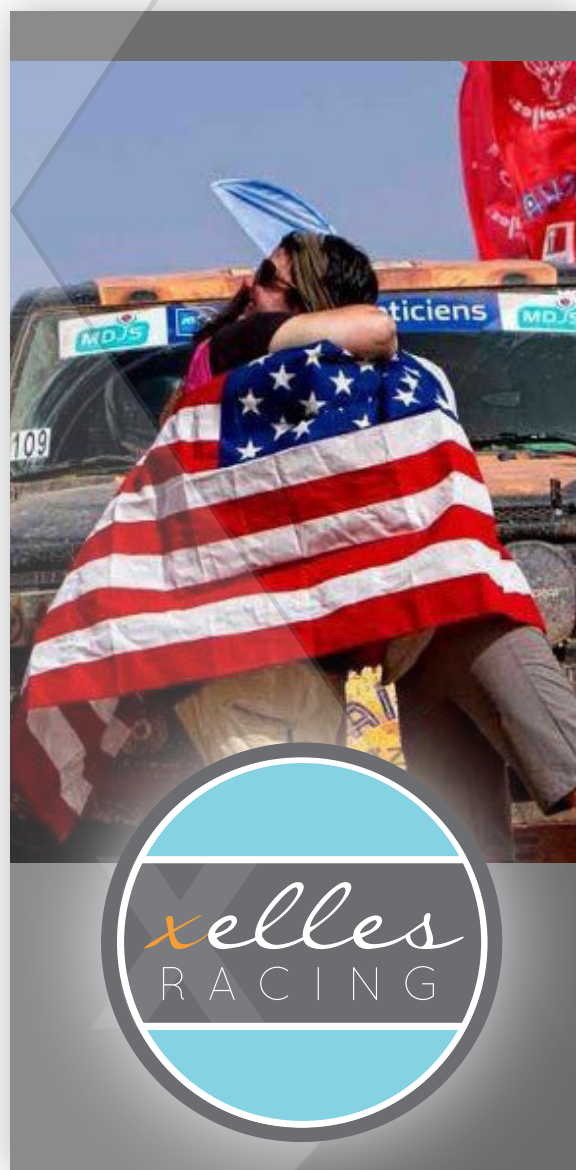


# TEAM X ELLES SPONSORSHIP

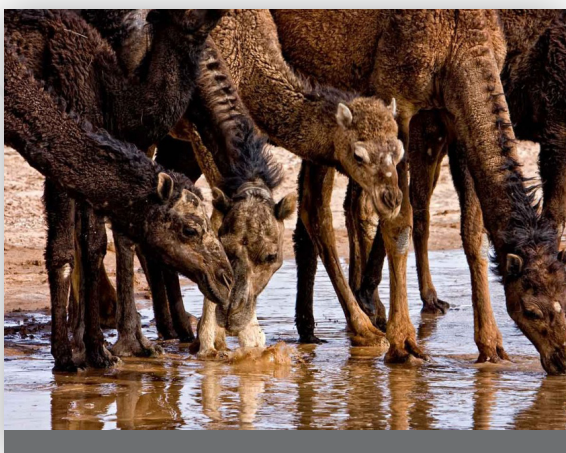
2012-2013

*Do the crazy thing!*  
**AGAIN**



Do The crazy thing!

## TEAM X ELLES SPONSORSHIP 2012-2013



Team X Elles was created in 2011 by Rachelle Croft and Julie Meddows to run the 2012 Rallye Aicha des Gazelles in Morocco—the longest, most difficult, all female, off-road rally in the world. The experience has led Rachelle and Julie to expand the X Elles team, and provides an outstanding opportunity for sponsors to become involved in one of the most exciting off-road teams in recent history.

For the 2013 Rallye, X Elles will be sending back their 2012 vehicle and one new member: Angie Williams is a long time off-road enthusiast and has been driving the *FJC Magazine* FJ Cruiser for four years. Angie will be driving the MaxTrax FJ Cruiser, with Julie Meddows as the navigator.

Rachelle will return for her second Rallye in 2014, with a new navigator; Hailey Morrison, Expedition Overland's intern from New Zealand.

Team X Elles has a clear message: "Do the crazy thing!". It's this motto that drives us into the unknown, to discover more, to survive, to accomplish the unthinkable...together.

Being women, it's a fact of life that as moms, students, significant others, and career-oriented individuals, that our sense of adventure can end up low on the priority list. As outdoor enthusiasts, this Rallye is our way back. Back to adventure. It's our chance to do something extraordinary, to rediscover who we truly are while inspiring others. Join us as Team X Elles embarks on our second annual trip to Morocco for the Rallye Aicha des Gazelles, now two vehicles and four women strong. **We're out to inspire the world!!**



# Do The crazy thing!

## ABOUT THE RALLYE

Started in 1990, the Rallye is one of the most unique off-road events in the world. With no GPS, no electronics, and no points of reference, teams must find their way across the Moroccan desert with only a compass and 50-year-old topographic maps. The all-female teams consist of a driver and navigator, and while teams are allowed to carry spare parts, support trucks and mechanics are not permitted on the course. Teams must be completely self-sufficient for the 10-15 hours of driving and navigating each day.

One of the most unique aspects of this rally though is that it's not a race. The Gazelles have to reach the predefined check points along their course in the least number of kilometers, rather than in the quickest time. They may choose to drive around a mountain or cross over it, to drive through the dunes, or avoid them. The Rallye Aicha des Gazelles is truly one of the best venues to showcase the reliability and high-quality, many types of off-road and overland products of all types.



### QUESTIONS?

### INTERESTED IN SPONSORING TEAM X ELLES?

#### Contact:

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# Do The crazy thing!

## EXPOSURE OPPORTUNITIES

Each year, more than 150 teams, more than 100 journalists, and hundreds of support staff make the trek to Morocco for the Rallye. In 2013, writer/director Dahlia Devkota will be producing a documentary film (contract pending) covering the USA Gazelles teams, offering a great chance for international exposure. Combined with the US-based events that Team X Elles will be attending over the next year, becoming involved as a sponsor will ensure an outstanding level of exposure for your brand and products.

Rallye Aicha des Gazelles provides daily press releases, photos and video footage, interviews live from the bivouac, and tracking of teams on the Rallye's website. These features can be integrated with any sponsor's website and/or social network pages to provide near real-time coverage during the rallye.

In addition to promotional consideration on the Team X Elles Rallye truck, your logo and company will be represented on uniforms, other gear, and in all marketing efforts including social networks, online forums, and YouTube / Vimeo videos.

Team X Elles has also partnered with Zaxyn Media, the publisher of *FJC Magazine* and *Tacoma Magazine* to feature regular articles in all issues of both magazines before, during, and after the race. These publications, along with countless other publications that will cover the team, will increase exposure for all sponsors to over 100,000 readers during the 12-month sponsorship.



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# Do The crazy thing!

## MEET THE 2013 TEAM



### Julie Meddows, Navigator

Julie is a social marketing consultant and enjoys seeing things go viral! She is a native Iowan who received her bachelors degree from Culver-Stockton College in Canton, Missouri. She received her Master of Arts in Community Arts Management from the University of Illinois at Springfield where she met her husband, Benjamin Meddows, with Outback Proven. It was then that they moved to Baltimore, Maryland to build their dream. Julie and Ben have one daughter that enjoys traveling and overlanding with Mom and Dad. When Julie was pregnant, she was diagnosed with melanoma after tanning in a tanning bed. She hopes that she can make a difference in people's lives through her experiences with melanoma, motherhood, arts, and social media. Julie and her family live in Las Vegas, Nevada. Julie is returning to the Rallye Aicha des Gazelles for the second year as Navigator.



### Angie Williams, Driver

Angie was introduced to the offroading community when she met her husband, Shane, in 2003. Since then, her interest and involvement have grown exponentially. Together, they own two, Toyota-based publications: *FJC Magazine* and *Tacoma Magazine*. Angie juggles motherhood, a successful career as a surgical first assistant, and the desire to experience life to the fullest on a daily basis. Shane and Angie live in beautiful Colorado Springs, with their two-year-old son, Brenden. The Rallye Aicha des Gazelles is the next logical step in Angie's quest for adventure. Many women feel that it's impossible to explore and do extraordinary things after having a family, but Angie's solution is simple—just take your family with you!



# Do The **AGAIN** crazy thing!

## A LITTLE ABOUT THE UPCOMING 2014 TEAM...



### **Rachelle Croft, Driver**

Rachelle was born and raised in Missoula, Montana, where she began driving at age five, with her dad, and has loved it ever since. She met her husband when she was only 15—he continued to teach her off-road driving in the summers on the Boulder River. They have now been married more than eight years, reside in Bozeman, Montana, and have three boys, ages seven, four, and two.

In addition to preparing for the Rallye Aicha des Gazelles, Rachelle is a full-time mom and works with her husband, Clay, on their overland reality show: Expedition Overland. Rachelle is also an ambassador for Exofficio which supports women adventurers of all types. She enjoys driving, the outdoors, skiing, water, traveling, and anything involving adventure. She loves life and is always up for learning and having new experiences. Her hope is to inspire anyone out there that anything is truly possible and that your life never has to stop. She and Julie started the X Elles last year for this very reason. Get out and do the crazy thing!



### **Hailey Morrison, Navigator**

Hailey is Expedition Overland's intern from New Zealand. She spent much of her childhood on motorbikes, which was avidly encouraged by her dad. She decided motorsport was for her when she would watch her cousins race, and saw the success of her cousin, Brendon Hartley, in open wheel racing. Hailey enjoys maps in her spare time—so much so that in her high school years, she spent most weekends competing in orienteering, running race guided by maps.

When Hailey heard from her good friend Rachelle about the Rallye Aicha des Gazelles and the epic adventure Rachelle would be embarking on, Hailey's thoughts of realizing the dream of getting into competitive motor-sport were almost overwhelming. Though at times she's almost bowled over at the thought of being thrown completely outside her comfort zone, her continued drive comes from a recent quote; *"All you need is 20 seconds of insane courage, and I promise you, something great will come of it."*



# Do The **AGAIN** thing!



## QUESTIONS? INTERESTED IN SPONSORING TEAM X ELLES?

### Contact:

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406-581-9970  
[rachellecroft@yahoo.com](mailto:rachellecroft@yahoo.com)

## 2012-2013 TEAM X ELLES EVENT LIST

DATE	EVENT	LOCATION
OCTOBER 2012		
6-7	Pomona Off-Road Expo	Pomona, CA
18-21	Overland Rally	Hollister, CA
NOVEMBER 2012		
Oct 30– Nov 2	SEMA Show	Las Vegas, NV
22-25	Arizona International Auto Show	Phoenix, AZ
23-25	Motor Trend International Auto Show	Las Vegas, NV
DECEMBER 2012		
	Toys for Tots Run	Denver, CO
JANUARY 2013		
18-20	Utah International Auto Expo	Salt Lake City, UT
25-27	Houston Auto Show	Houston, TX
MARCH 2013		
	Rallye Aicha des Gazelles	Morocco
APRIL 2013		
	Cruise Moab	Moab, UT
MAY 2013		
	Overland Expo	Mormon Lake, AZ
JUNE 2013		
	Cruiserfest	Toole, UT

NOTE: This event list is subject to availability and the support of each event. While Team X Elles intends to attend all events listed, attendance cannot be guaranteed.



# Do The **AGAIN** crazy thing!



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\* Social network exposure includes placement of logo on our website sponsor page as well as on the X Elles Facebook page, including regular tags in promotional efforts.

## SPONSORSHIP LEVELS

We're excited to help get your company and/or products involved in sponsoring X Elles! We have many different levels of sponsorship that determine the level of exposure and in all other marketing efforts.

All company sponsorships may be a tax deductible marketing expense since we will be showcasing your company or product on our website, vehicle, and gear. Check with your tax professional for details. Sponsorships run from July 1, 2012 through June 30, 2013.

The following sponsorship opportunities are available:

**Title:** Includes two extra-large logos placed on the hood and rear, as well as gear, shirts, and uniforms. Company name will be included as part of the team name (i.e. Team MAXTRAX - X Elles). Also includes primary focus in all other marketing efforts such as website, social networks\*, and videos. **Title Sponsorship: \$15,000**

**Platinum:** Includes placement of two large logos in prominent locations. Also includes primary focus in all other marketing efforts such as website, social networks\*, and videos. **Platinum Sponsorship: \$10,000**

**\$5,000:** Includes placement of two medium logos on truck and gear, consideration in all marketing efforts.

**\$2,500:** Includes placement of two small logos on truck and gear, consideration in all marketing efforts.

**\$1,000:** Includes placement of one small logo on truck and gear, consideration in all marketing efforts.

**\$100-\$900:** Includes placement of one small logo on website, consideration in all marketing efforts.

**Individual Sponsorships:** If you'd like to support the efforts of Team X Elles we would love to have you on-board! \$10, \$20, everything helps us reach our goals! All individual sponsors will be listed on our sponsor page on the website, and thanked personally at any event we're lucky enough to meet at.

