2026 REBELLE RALLY MEDIA HANDBOOK

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The rules and procedures of the Rebelle Rally are described in the following documents.

- This ***Rebelle Rally Media Handbook*** covers information about how the event is covered and how to follow it, recommendations for teams' social media, general press, sponsorship, and similar topics.
- The ***Rally Supplement***, first released June 1, 2026, and updated periodically, includes only year-specific information, such as dates, locations, and lodging; competitor to-do lists; nearest airport to Rebellation; expected base camp temperatures; Rebelle Partner discounts and contingencies; and so on.
- The ***Rebelle Rally Competition Handbook*** supplies information about how the Rally functions, including scoring points, logistics, daily procedures and schedules, base camps, fueling and charging, rules of the road, and similar topics.
- The ***Rebelle Rally Rulebook*** primarily contains information related to specific requirements for entry (e.g., vehicle specs, prohibited items, required items) as well as actions during the event that incur penalties.

All of these documents are considered Official Rally Documents and together form the official rules and regulations of the Rally. It is assumed that competitors have read and understood all of these documents; we encourage even veteran teams to **review all of these documents thoroughly**. We strongly recommend that competitors bring hard-copy printouts of each to the event.

Questions about the *Rebelle Rally Rulebook*, *Competition Handbook*, *Supplement*, and *Media Handbook* can be submitted via the Competitor Zone. The Rally will never answer rule-related questions via social media; all official responses to questions are answered via the Competitor Zone.

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1. MEDIA GUIDELINES OVERVIEW

The Rebelle Rally is intentionally different. It is not a speed race. We DO NOT use the word “race” in media or press materials, and we ask all teams to refrain from using it.

Please note, while this *Media Handbook* outlines restrictions to ensure clarity, **our goal is for teams to get media exposure and results**.

- The Rebelle Rally takes place on public and some private lands.
- The course is confidential and the rally is not a spectator event.
- All media operates under the Rebelle Rally event/filming permits.
- While the public travels on the same roads as the rally, there are specific regulations prohibiting outside assistance, as described in the *Rebelle Rally Rulebook*. Friends, family, and team sponsors **may not** use tracking tools to photograph, film, or visit your team on course or at base camp. Teams receiving outside assistance are immediately disqualified.
- Every media vehicle and media person on site is pre-approved and transported by Rebelle Rally staff to ensure fairness, safety, and compliance with permits.
- Personal team photographers and videographers are not permitted on course. Special news / accredited news outlets may be permitted to participate and cover specific teams, with prior approval.
- Teams are welcome and encouraged to take their own photos and videos.
    - Please refer to the *Rebelle Rally Rulebook* regarding camera zoom/focal length restrictions.
    - Teams may not sell their images to third parties.
- While media content and exposure are NOT guaranteed or “included” in the registration fee, the Rebelle Rally works to bring media opportunities to the event and teams. We encourage competitors to take advantage of these opportunities if media exposure is a desired outcome. Teams can take advantage of these free opportunities:
    - **Team bio page** on the Rebelle website: Fill out the Team Information Form bio questions early and as completely as possible. RRE outlets and regional, national, and global outlets can use this information to give additional exposure opportunities.
    - Live tracking
    - Live scoring
    - Live webcasting, if available (Start/Finish Line exposure, etc.)
    - Internal media photographers and videographers collecting content on course for Rally social media and news exposure.
- Photo and video packages are available for purchase.

2. PRESS & SOCIAL MEDIA RECOMMENDATIONS FOR TEAMS

Whether this is your first time or you're a returning Rebelle, these recommendations are here to help you maximize your media presence.

PRE-RALLY

Stay updated. Check rebellerally.com regularly for the latest news, updates and all things Rebelle Rally.

Subscribe. Stay in the loop! Subscribe to our emails, newsletters, and press releases directly on our website: rebellerally.com/#email-signup.

Follow us. Facebook: facebook.com/rebellerally Instagram: @rebellerally
YouTube: youtube.com/@rebellerally

Team social media. Create a dedicated team account to keep your sponsors, fans, and family in the loop throughout your journey. Use hashtags **#rebellerally**, **#rebelle2026**, and **#jointherebelle** to increase visibility and reach.

Social media manager. Appoint someone to manage your posts before, during, and after the rally, making sure your supporters don't miss a moment of your rally and stay connected to your adventure—even while you are off-grid.

Local media outreach. Connect with your hometown media for both pre- and post-rally coverage. Your story is unique, offering a variety of angles that are perfect for pitching. Local and regional outlets are often interested in covering hometown competitors. Reach out with your story and let them know when to expect rally updates. We're happy to support coverage with images or video pre- or post-rally.

Professional photo package. Our official Photo Package gives your team access to high-quality images captured during the rally. For content usage rights and licensing, please see the 2026 Content Use & Licensing Agreement, available in the Competitor Zone September 8.

Team bio. Submit your bio early so we can promote you across Rebelle Rally platforms and include you in potential media opportunities—let the world know who you are and what you stand for!

DURING THE RALLY

Daily updates. Make sure your contacts receive our newsletter with all the latest from the 2026 Rebelle Rally!

Social media. If you've purchased a photo package (see Section 5), provide your social media manager's email at Tech Inspection or via the 2026 Content Use & Licensing Agreement (maximum of 2 email addresses per team) for them to receive daily updates. They'll receive a link to the daily photo gallery (see Section 7) containing images that they can share with sponsors or on social media.[1] Make sure they add media@rebellerally.com to their address book and check Gmail's "promotions/social" tab in case our updates land there.

[1] Review the 2026 Content Use & Licensing Agreement form, available in the Competitor Zone September 8 and Section 7 for usage details.

Live tracking. Direct fans to rebellerally.com/live and the YB Races App to follow your progress live. Tracking is available by competition day, usually appearing on the app the day it goes live. Your social media manager can track your progress, take screenshots, and post your updates.

On-site press. Selected, invited media are present during the rally and may approach you for interviews and images. All media on-site has been cleared by the Rally and they are from accredited, approved media sources. See Section 4, Mid-Event Media Coverage below.

Media interviews. Interviews can be scheduled ahead of time with accredited media outlets (sponsors are not considered an accredited media outlet). These have been successful in the past, and we encourage you to set these up to promote your team. Interviews (online/Zoom or by phone) must be held in our Media Tent with a media staff person present. Interviews must be scheduled ahead of time to ensure a team is available at base camp; email media@rebellerally.com and the media team will assist in coordination.

Live webcast. Promote Rebelle Rally LIVE—this is your moment to shine: rebellerally.com/live. Ensure your friends and family subscribe to our YouTube channel (youtube.com/@RebelleRally) for notifications when shows are live. When a host approaches you, share about your team, your wins, strategy, vehicle, and even give a nod to your sponsors naturally (e.g., “Our Pirelli tires pulled us through a tough day yesterday.”).

Media requests. If an accredited outlet is interested in **official event images** of your team specifically during the rally, or quotes and information about your participation, please connect them with Media Director Kirsten Tiegen (media@rebellerally.com) and she will facilitate.

Engage on social media. Share and repost using #rebellerally, #rebelle2026, and #jointherebelle to amplify your reach and ensure metrics can report more accurately on your efforts.

Mid-rally media restrictions. Please do not invite the media to the rally on our behalf. Teams cannot invite their own sponsors, photographers, videographers, bloggers, or media managers to the rally. This is a closed, non-spectator event. If teams have an accredited media outlet interested in covering the rally, the outlet can submit a Media Application online. Limited space available. If approved, content collected by the media is for story use only—not team use. Email Kirsten Tiegen for more information (media@rebellerally.com).

Social media inquiries during the rally. Please remind your family, sponsors, and friends not to message the Rebelle Rally on social media for team-specific updates. We can’t respond to individual requests during the event. If there’s an emergency, we will reach out to the emergency contact person identified by the team in their registration documents. For general updates, direct your supporters to rebellerally.com/live, the YB Races App, and our social channels for daily posts.

POST-RALLY

Post-rally press. Keep the momentum going—engage with the media for follow-up stories to keep your story and journey alive! We are happy to supply images and video directly to an accredited media outlet to supplement the story.

Google alerts. Set these up to track media mentions of the Rebelle Rally and compile reports for your sponsors.

Present media numbers. Gather and present media metrics to demonstrate the impact of your sponsorships. Sponsors and potential sponsors love to see numbers!

Maximize photos. Utilize your purchased images creatively—send thank yous to sponsors, use in promotions, or even create keepsakes for your supporters. Here are some ideas:

- Print and send along to your sponsors as a thank you.
- Email a folder of images to your sponsors and suggest they use it in their next ad/social campaign.
- Print and auction off at a post-rally fundraising party to help with registration costs
- Use in a wrap-up report to your sponsors
- Send to previously pitched media
- Use as a promotional tool for your next adventure
- Create thank-you cards to all of your supporters

3. SPONSORS & MEDIA: HOW TO FOLLOW

Although sponsors and media cannot physically follow you to your checkpoints and base camps, many opportunities are available for them to be involved with your journey:

- **Follow live tracking.** Follow you virtually on the course via our live tracking and scoring. Using any computer, phone, or tablet, they can download the YB Races app or use our website, rebellerally.com/live. Available starting October 9.
- **Watch the LIVE Broadcast** at rebellerally.com/live; full schedule to be announced.
- **Daily updates**. Competition highlights straight from the course! Sign up at rebellerally.com/#email-signup**.**
- **Subscribe to our channels**. Friends can also stay up-to-date by subscribing to our YouTube channel and following us on Instagram and Facebook.

They also have the opportunity to accompany you at the following events that are open to the public:

- **October 7:** Welcome Reception & Tech Inspection at Westin Lake Las Vegas
- **October 8:** Start Line send-off in Las Vegas
- **October 16:** Final Finish Line celebration at Base Camp 3 (see *Rebelle Rally Supplement* for details)

4. MID-EVENT MEDIA COVERAGE AND EXPOSURE

Team media coverage is not guaranteed in any form and is not "included" with the team's registration fee. Appearance on social media, in daily updates, during the LIVE Show, in confession-cam videos, or any other production videos—whether by on-site press or by the Rally—is not promised or guaranteed. Features are determined by a combination of the following:

- Performance and competition highlights
- Unique or timely stories
- Logistical access to teams on course
- Pre-existing obligations to Official Partners

Media drivers and content collectors follow a strict protocol outlined daily by the Course and Rally Director that is designed to keep the competition as safe and fair as possible. Media drivers have specific tasks and timelines; please understand that your team's driving and navigation choices may mean that you do not overlap with our on-course photographers and videographers, which may prevent your team from getting maximum photo or video coverage, whether that be in a purchased Media Package or for RRE's use for Rally promotion. These are inherent challenges in covering an event such as the Rebelle, and there are many situations that cannot be anticipated by our course and media staff.

All media coverage decisions are made at the sole discretion of the Rally based on editorial planning, production considerations, and the nature of the event itself. We are not able to accommodate specific requests nor are we able to guarantee that any specific team will appear in official media content or press coverage. Our goal is to represent the breadth of the Rally while staying true to our format, resources, and paid commitments.

Media interviews. If you have an accredited media outlet interested in interviewing you during the rally competition days, the interviews must be scheduled in advance with Media Director Kirsten Tiegen (media@rebellerally.com). Interviews are held in the official Media Tent with Rebelle staff present. A team's individual sponsors are not considered accredited media, unless that sponsor is a specific editorial or news media outlet (e.g., *Car and Driver*, *USA Today*).

Rebelle Rally LIVE. When interviewed, you can use the opportunity to naturally highlight your sponsors and rally experience. We encourage it.

5. MEDIA PACKAGES & CONTENT USE

RRE brings in top-tier photographers, videographers, and media collectors to create professional content throughout the rally. Information regarding content usage rights, licensing terms, and purchaser permissions are included in the 2026 Content Use & Licensing Agreement, available in the Competitor Zone September 8. All competitors and media package purchasers are required to review and complete the agreement by October 1, 2026.

PHOTO & VIDEO PACKAGE OPTIONS

Note: *RRE works to bring exceptional pricing for licensed content. RRE pricing and licensing rights are deemed an exceptional value and uncommon in comparison to many other motorsport events. We want to help you promote your participation. Prices will be released in a future version of this Rebelle Rally Media Handbook and are subject to change.*

Standard Photo Package **~$900**
Guaranteed 20 professional images of you and/or vehicle during the event; storytelling shots included.

Premium Photo Package **~$1,800**
Guaranteed 70 professional images of you and/or vehicle during the event; storytelling shots included.

Premium Photo + Video B-Roll Bundle **~$2,000**
For teams who want the full visual story of their Rebelle experience, this is for you (and a great deal)!

- 70 professionally captured stills of you and/or vehicle, with a mix of action, candid, and storytelling shots.
- A video compilation featuring general rally highlights. While not team-specific, this is a cinematic memory “keepsake” that captures the event. B-roll may or may not include sound. ***Note:*** This video does not guarantee footage of your team. Content usage rights are governed by the 2026 Content Use & Licensing Agreement.

Team Video B-Roll
Team-specific B-roll packages are available on a limited basis and must be reserved and purchased in advance. These packages include footage of your team. Content usage rights are governed by the 2026 Content Use & Licensing Agreement. Commercial packages may be available.

Note: While we do our best to capture a range of moments for still imagery and B-roll, we cannot guarantee that any specific scene, shot, or moment will be included. B-roll may or may not include sound. Coverage depends on location, timing, and production constraints.

Post-Rally Purchase Option
Purchase of team photos after the rally may be limited in availability. Pricing and content usage terms will be published in a future version of this *Rebelle Rally Media Handbook*.

CONTENT USE & LICENSING AGREEMENT

All competitors and media package purchasers are required to review and complete the 2026 Content Use & Licensing Agreement, available in the Competitor Zone September 8, due October 1, 2026.

Until the agreement is released, all photos, video, and other content collected by Rebelle Rally Enterprises, LLC remain subject to the terms and conditions that will be outlined in the final agreement.

6. CONTENT DELIVERY

PHOTO PACKAGE DELIVERY

- Teams purchasing a Photo Package are guaranteed access to review their team's available images post-rally.
- Teams purchasing a Photo Package are granted access to the Daily Photo Galleries for social media use.
- Hi-res images are available 15 business days post-rally. While we work to deliver prior to 15 days, we cannot guarantee due to the large volume of content collection.
- Teams receive login credentials, and must select their images by **January 31, 2027**. A final download link then follows.
- **Media Packages are delivered to the purchasing party unless otherwise specified at the Media table at Tech Inspection.** RRE does not manage team conflicts regarding Media Packages.
- Access to the photo gallery expires January 31, 2027 unless prior arrangements are made.
- Raw, unedited images are not available, unless prior arrangements have been made prior to Tech Inspection.
- Teams may color-alter or crop borders (enhanced, black and white, square, etc.). However, photos may not have official Rally vehicle decals removed or edited.
- Not all images taken of your team will be made available for review (RRE may remove duplicates, blurred images, etc.).
- We cannot guarantee a specific number of shots or types of shots per team, nor that every moment will be captured. If your team is missed due to delays, issues or navigation decisions, we cannot ensure coverage.
- Teams or corporations purchasing a Media Package will naturally have more interaction with our photographers and videographers during the rally than teams who do not.
- Post-event photo search requests are not guaranteed. Any post-event search is a courtesy and available as time allows. Excessive searches may be billed.

VIDEO B-ROLL DELIVERY

The Video B-Roll and Team Video B-Roll is typically available 15 business days post-rally. Teams purchasing the Video Package will be sent a download link.

7. DAILY PHOTO GALLERIES FOR SOCIAL MEDIA USE

A **daily online photo gallery** is made available to external journalists, media outlets, Rally Official Partners, and teams' designated media representatives (for teams who have purchased a Photo Package). A daily gallery is a collection of images from a single day of the rally, and normally consists of general storytelling and supporting images from the course, base camp, etc. While efforts are made to include images of teams purchasing a Photo Package, there is no guarantee that every day will include photos of the team.

Daily gallery images are provided for event-related social media, editorial, and promotional use during the rally. Additional usage terms are outlined in the 2026 Content Use & Licensing Agreement. Typically available at the end of each rally day, daily galleries are available only during the event, and downloading is disabled at rally conclusion. These courtesy images are provided solely to support real-time event promotion.

Teams purchasing a photo package are advised to assign a social media manager (maximum of 2 per team)—at Tech Inspection or via the 2026 Content Use & Licensing Agreement form—who will receive daily emails with links to low-res images for social media and third-party press use. Content usage is subject to the terms of the 2026 Content Use & Licensing Agreement.

- **Up to 40 photos** from these daily gallery images may be used in total per team during the rally; **any additional downloads count toward the team's package total. No exceptions.**
- Downloads are tracked, and additional downloads and usage will be billed.
- Abuse of gallery access will result in revocation of access.
- Please communicate these restrictions to your social media manager; on the 2026 Content Use & Licensing Agreement form, you will be asked to attest that you understand these rules and that you will communicate them to your social media manager.

8. MEDIA CATEGORIES & CREDENTIALING

All content collectors operate under the Rebelle Rally Enterprises, LLC, event and film permits and must comply with RRE guidelines.

MEDIA CATEGORIES

There are three media categories at the Rebelle Rally:

Internal media include photographers, videographers, writers, and commentators who are Rebelle Rally Enterprises, LLC, staff and contractors. These people collect and distribute via social media, press releases, live broadcasting, and web and also distribute to participating media outlets and global distributors. These team members are on-site before, during, and after the rally.

External media are photographers, videographers, journalists, and other content and news collectors who distribute to their respective press outlets. External media must apply for media credentials and provide all associated information about specific distribution plans. They are present as permitted via the credentialing process.

Personal team media are defined as photographers, videographers, and other content collectors who are either a registered Rebelle team member or are hired by the team. Hired content collectors are allowed for any pre-event and post-event coverage, including Tech Inspection and other start and finish activities as outlined in a specific year's *Supplement*.

MEDIA CREDENTIALING

The Rebelle Rally is a closed event. Teams may **not** bring personal photographers, videographers, media reps, or sponsors on course or to base camp.

- All media on-course or in base camp must be approved in advance.
- If a credentialed media outlet is interested in covering your team, they can apply through our 2026 Media Application (bit.ly/26RebelleMedia).
    - On-site media access is limited, and submitting an application does not guarantee approval.
    - To be considered credentialed, outlets should be verifiable through professional media databases like Cision, or be able to provide audience or reach metrics (such as traffic and circulation) that show an established presence in the media space.
- Content captured by credentialed media is for editorial use only—not for sponsor or team promotion. There are no commercial pass-through rights unless permission is granted by RRE.
- Journalists must coordinate with the Rally in advance to align on coverage expectations and to understand media protocols unique to the rally format.

9. COMMERCIAL PROJECTS

Teams, sponsors, partners, and third parties may not negotiate, promote, agree to, or enter into any arrangements related to documentaries, television productions, branded content, commercial filming, or similar media projects involving the Rebelle Rally **without first consulting with and receiving written approval from** Rebelle Rally Enterprises, LLC.

WHAT IS A COMMERCIAL PROJECT?

A commercial project is defined as content developed for formal distribution and/or potential monetization. This includes, but is not limited to, documentaries, television or web series, branded content, and any media intended for platforms such as Netflix, Hulu, YouTube, or similar. These projects are typically produced by professional teams, involve external sponsors or partners, and have established plans for reaching a broad public audience.

COMMERCIAL PROJECT REQUEST

All commercial projects must be submitted for review and receive advance written approval from Rebelle Rally Enterprises, LLC. Any project seeking to produce or distribute content tied to the Rebelle Rally must complete the Commercial Project Request form (bit.ly/44ntUo8).

Submission of the request form is required for evaluation but does not guarantee approval. Commercial projects must not interfere with event operations or compromise the integrity of the Rally. Unauthorized commercial projects—those undertaken without prior written approval—are strictly prohibited.

Please do not commit to, promise participation in, or move forward with any commercial media project before speaking with the Rebelle Rally Media team and receiving written approval. RRE cannot guarantee approval, access, filming permissions, licensing rights, media support, or operational accommodations for projects that have not been reviewed and authorized in writing in advance.

APPENDIX A: REBELLE RALLY NAME, LOGO & OFFICIAL EVENT MATERIALS USAGE

Rebelle Rally competitors can always use “Rebelle Rally” when referring to and promoting their participation resume. Once a Rebelle, always a Rebelle. However, competitors and the general public cannot use the official trademarked logo, name reference, or proprietary event maps and roadbooks for commercial gain.

The Rebelle brand includes:

- The “Rebelle Rally” name
- The Rebelle Rally shield logo in any color variation
- Any element of the Rebelle Rally logo (e.g., the Rebelle shield or compass star)
- The “Rebelle U” name
- The Rebelle U logo in any color variation
- The “Rebelle Trials” name
- The “Rebelle Trials logo in any color variation

Allowed uses of the Rebelle brand

- Use of the official competitor logo by Rebelle Rally registered competitors to promote their team. Official competitor logo is accessible in the Competitor Zone.
- Written and verbal reference to the “Rebelle” and “Rebelle Rally” as it relates to participation as a competitor.

Inappropriate uses of the Rebelle brand*

- Use of any of the above logos without prior approval.
- Use of “Rebelle” and trademarked terms and references for commercial gain, including trainings, events, competitions, etc.
- Verbal and written-word use including “Rebelle-inspired,” “Rebelle-like,” etc.

* *Such uses must be submitted and approved in writing by the Rebelle Rally Enterprises, LLC, ownership. Please reach out to info@rebellerally.com for more information.*