

Hello! Meet the Full Sail Dream Team | Team #155 | The Rebelle Rally 2023



Now in its eighth year, the Rebelle Rally is a world-class, all-women navigation rally covering 2500km of terrain across the Nevada and California deserts. The rally is unique in that it relies exclusively on map and compass navigation, with no GPS. The Rebelle is a physical, mental, and intellectual marathon that pushes competitors and their vehicles to discover strength they didn't know they had, and to dig deep to overcome challenges they never thought possible. Founded by Emily Miller, the Rebelle has quickly become one of the most recognizable brands in the motorsports community, and quite possibly the best marketed and branded rally in the world. Competing in and finishing the Rebelle is an accomplishment in and of itself, and one that the Dream Team intends to return to year after year. Learn more at www.rebellerally.com



WE ARE EXCITED TO ANNOUNCE THAT TEAM #155 IS NOW SUPPORTED BY JLR NORTH AMERICA!

After making their debut in 2022, Liza and Jenna are excited to take the skills they learned from their rookie experience to elevate their performance in the 2023 event. The team placed 29th overall (out of 54) and 8th of the rookies - respectable for a rookie team, especially considering they drove the 3rd oldest vehicle in the competition. As the week progressed, so did their understanding of the strategies for how to be competitive in this event, and by stage 6 they topped the standings for B group. Liza and Jenna have set ambitious goals for the 2023 Rebelle Rally, and are implementing skills trainings and a factory-sponsored vehicle to maximize their potential in this year's competition.



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NAVIGATOR: Liza Beres

Liza Beres brings an eclectic skillset and a technical aptitude that is well-suited for the Rebelle. In a past life, she was a theatrical production manager for 15 years, with extensive background in live event producing. After becoming a mom in 2014, Liza reinvented herself and became a Pilates teacher trainer for WundaBar Pilates in Los Angeles and New York. She is also a long-time curling enthusiast (you know, the sport in the Olympics with the ice and the rocks and the sweeping), and has been integrally involved in Hollywood Curling for 15+ years. Her love of off-roading began several decades ago when she met a boy with a Defender, and then eventually married him. Together, they collect vintage Land Rovers (they currently own 12 of them), and jointly serve on the board of the Southern California Rover Club.

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DRIVER: Jenna Fribley

Jenna Fribley is an adventurous and creative problem solver. Whether designing buildings at her architecture firm or pushing through a freezing rainstorm during a 100-mile foot race on Mt Hood, Jenna is quite comfortable in uncharted territory. Originally from Indiana, she moved to Oregon to study architecture. She later opened her own firm, Campfire Collaborative, and specializes in projects that adapt historic buildings for modern use. She is also a brand ambassador and accomplice for her husband's vintage Land Rover restoration business. Not one to sit on the sidelines, she has been piloting and maintaining quirky, vintage Land Rovers for over 25 years. Her daily driver is a 1966 SIIA 88" Station Wagon, and she takes several trips a year to overland in the western deserts of Oregon, California, Nevada, and Baja.

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VEHICLE: 2023 Defender 130

In their debut year, Team #155 competed in Liza's 1994 NAS Land Rover Defender 90 lovingly known as "Fender" (left).

For the 2023 competition, Team #155 will be driving a new Defender 130 provided by JLR North America. The vehicle will be competing in the "bone stock" designation in order to demonstrate the full capability of the vehicle off of the factory floor.



Built by JLR specifically for Team #155 by the Trek special edition team, the vehicle has been upgraded to the maximum extent possible using options and equipment available to consumers.

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2022 METRICS

30-DAY POST EVENT HIGHLIGHTS

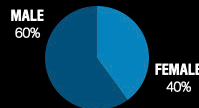
2022 NUMBERS:

Live Webcast Viewers	96,100 / 123,819*
# of Hours - Live Shows	22 hours, 19 minutes
Third-Party Press Audience	1,743,053,574
Third-Party Press Adjusted Audience	584,589,327**
Rebelle Rally Social Fans	42,865
Television - Feature Highlights & News	Pending
Total RR Account Post Reach / Impressions	2,041,283
RR Social Video Views	535,597

2022 RALLY PARTICIPANTS:

Teams	54 (Sold Out)
Competitors	108
Staff	126
2022 Rebelles	94 cities / 24 states / 5 countries
Total Rebelles	284 cities / 50 states / 10 countries

AUDIENCE DEMOGRAPHICS:



TELEVISION NEWS DISTRIBUTION:

- Global Confirmed Pick Up
 - European Broadcasting Union
 - Asia Pacific Broadcasting Union
 - News & Sports Networks in:
 - USA (22 stories), France, Austria, Norway, Poldan, Egypt, Japan, Taiwan, Turkey, Italy, Australia +++
 - Metrics pending

- Reuters International News Release x 2 (start & finish)
- CNBC Feature Live from Rebelle Rally with Jane Wells

PRINT & DIGITAL:

- Highlights Include:
- Luxury Magazine
 - Autoweek
 - Edmweek
 - Forbes
 - Popular Mechanics
 - Tech Crunch
 - Jalopnik
 - Yahoo!

OTHER HIGHLIGHTS:

- Rebelle U Training Programs = 900+
- Rebelle Prepping Group = 935

Rebelle Rally uses Cision & 360 Media Watch monitoring services.
*Includes a x2 multiple of YouTube & Livestream viewership - smart TV viewership.
First # represents single viewership. Primary audience on rebellerally.com.
**Adjusted to reflect more accurate viewable time on digital outlets and removing duplicate outlets.

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The Underpowered Hour Podcast [@underpoweredhour](#)

Liza and Jenna have undeniable ties to the Underpowered Hour podcast as the better halves of the hosting duo of Ike Goss and Steve Beres. Liza also helps to produce the show. Having made appearances on the podcast as guests several times, listeners are accustomed to the fun and wacky antics of this group of friends and their mutual love of all things Land Rover.

During the 2022 season, listeners were able to follow Liza & Jenna's journey through training, preparation, a live show from the event start, and a lengthy stage-by-stage recap of the Rebelle competition. The podcast will continue to provide a unique and open platform for the team to keep listeners updated on their progress. It is the perfect place to reach an already established audience to provide product reviews, sponsor shout outs and mentions, and to promote the team's endeavors as they prep for the 2023 Rally.

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Reach & Analytics

Underpowered Hour Podcast

Over 79K plays
127+ full length episodes
Averaging 1100 plays per week
Streams on all major podcast platforms & YouTube
Listenership: US: 56%, UK 19%,
Australia 11%, Canada 4%

Underpowered Hour Instagram

Impressions	105K
Total Followers	2990

@Overland_Her Instagram & TikTok

Impressions	35K
Total Followers	722

(Metrics for past 90 days, as of 8/07/23)

The Underpowered Hour has a global reach and has grown to be the premiere Land Rover podcast. Ike is the owner of Pangolin 4x4 in Springfield, OR, where they "live and breathe Land Rovers." Ike's reputation and expertise when it comes to Series Land Rovers is second to none, as are his epic "dad jokes". Steve is a collector, enthusiast, and long-time hobbyist off-road adventurer. His experience as a television producer (Last of Us, Game of Thrones, House of the Dragon) ensures that the production value of the podcast remains high, and his sardonic wit and humor keeps the listeners laughing and coming back for more.

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FULL SAIL
UNIVERSITY®

Title Sponsor: Full Sail University [@fullsail](#)

Our Title Sponsor, Full Sail University, specializes in degrees in the entertainment, media, arts, and technology industries. Their academic approach is centered on real-world industry experience and creative problem solving. In their partnership with Team #155, several of the university's Graphic Design students helped to design a standout vinyl wrap for the Land Rover. The students sat in on art direction meetings and selected the design for the Dream Machine logo from Full Sail's brand fonts and colors. The logo is featured on the truck's roof, hood, side panels, and back spare tire. The team name "Dream Machine" is in honor of the original Full Sail Dream Machine, a 24-track mobile recording studio and teaching lab. Recording projects ranging from Aretha Franklin to Bon Jovi, the original Dream Machine ushered in the school's beginnings in the early 1980s.

social: [@overland_her](#)

We Are Rebelles



A TYPICAL DAY IN THE RALLY:

5:00 am - Cowbell - Emily Miller quietly walks through camp jingling cowbell, but you really need to be awake earlier, and you aren't allowed to set an audible alarm. Get dressed, get coffee, grab a table in the main tent with good light.

5:30 am - Receive list of coordinates for the day, navigator to furiously work on plotting onto maps, driver to work on packing up camp, meals/water for day & complete timing math for enduro

6:00 am - Daily Briefing by Emily Miller; keep plotting, packing, comparing notes and points with other teams until the last possible moment before you have to be in the car

7:10ish - In the car, helmets on, radio & sat phone on, ready to be sent to the starting line

7:30ish - At the starting line, awaiting the countdown, and....GO!

For the next 10 hours... hunt for checkpoints, try to stay on track, stay sane during the timed enduro, don't break the car, remember to hydrate and eat, make sure your teammate is ok, also don't click at the sneaky extra flag, afternoon cold brew, don't run out of time...or fuel, ignore that rattle until we get back to base camp.

5:00 pm - Arrive to Base Camp, cross finish line, turn off sat phone, get fuel from fuel truck, driver to visit mechanic's tent to top off fluids and do any repairs, navigator to set up tents/bedding, truck to be parked in impound for the night

6:30 pm - (later if repairs are needed) Dinner at main tent, chatting & commiserating with other teams, evening briefing by Emily Miller

8:30 pm - unofficial bedtime by Day 3, soooo tired, a lot of snoring nearby

9:30 pm - official lights out

"We set a goal for our first year to learn as much as we could and to have a positive attitude no matter what the Rebelle threw at us. Just finishing the Rebelle is a huge accomplishment, and we're really proud of how we did and how we rose above adversity, and we feel great about coming back next year and finishing even stronger."

HUGE THANKS to our 2022 Sponsors

Full Sail University	Maxxis Tires
Underpowered	Braid Wheels
Hour Podcast	Grizzlies Brand
Pangolin 4 x 4	Expedition
Molly My Mag	Imports
IE Rovers	Pyroprotect Racing

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Press & Publicity



DESTINATION DEFENDER

Event in Saugerties, NY, organized by Land Rover North America. Tent talks by Liza & Jenna throughout weekend. Rally vehicle shipped to NY for display during event.



ROVERS

MAGAZINE

Winter-Spring 2023 Issue



Cool Vehicles of the 2022 Rebelle Rally

Ashley Giordano / October 28th, 2022



GDUSA

GRAPHIC DESIGN USA

Graphic Design USA
Blog: Full Sail Students
Customize Land Rover



Caper Magazine
Issue 05 - The Road Less Traveled

MY MAG

Winter 2022 Issue - On Your Mark, Get Set, Go! (Full-page article about Team #155)

Summer 2023 Issue - The Finish Line (2-Page feature article with images)

THE UNDERPOWERED HOUR PODCAST



Episode 63: Liza & Jenna Train for the Rebelle

Episode 69: Rally Prep

Episode 80: Rebelle Team Sponsor Reveal Show

Episode 85: Rebelle Rally Start Live Stream

Episode 86: Rebelle Rally Finish Line Wrap Up



JEEP TALK SHOW! PODCAST

Episode 688: Rebelle Rally Q&A



I DID NOT SIGN UP FOR THIS PODCAST

Episode 154: Navigating Rebelle Rally - Liza and Jenna's Story

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The Ask: Team 155 is seeking sponsors and partnership brands to help make the Rebelle Rally a reality in 2023 and future years.



BUDGET (BASED ON 2022 COSTS)

Registration Fees	\$14,595
Training Workshops	\$ 9,500
Fuel Costs (during event)	\$ 1300
Vehicle Transport to start	\$ 900
Logo Wrap/Decals	\$ 1400
Travel & Lodging	\$ 1600
Equipment & Gear	\$ 2800
Marketing/ Administrative	\$ 600
Photo/Video Packages	\$ 5400
Total	\$38,095

(Does not include expenses for vehicle repairs & upgrades, spare parts, or maintenance supplies)

SPONSORSHIP OPPORTUNITIES

Level	Value & Qty	Return
Low Range	\$500+ (unlimited qty)	Supporter list on website, post-event postcard, shout out on YouTube, one Instagram sponsor round-up post.
High Range	\$1000+ (unlimited qty)	Same as above, plus logo & link on website, plus one additional Instagram Post.
Overdrive	\$5000+ (2 available)	Same as above, plus 2 dedicated Instagram reels & TikTok posts highlighting how we used your product or brand, with links; Small decal placement on vehicle (4"x4"); interview opportunity on Underpowered Hour podcast.
Training Partner	\$10,000+ (2 available)	Same as above: Guest appearance on the Underpowered Hour to promote your product or brand; YouTube & TikTok product review; shout-outs in Rebelle Live Show during rally as able; medium decal placement on vehicle (8"x8"), small decals on attire/helmet as able.
Title Sponsor	\$20,000+ (Sold Out)	Same as above, plus logo placement on helmet & jacket/vest worn by competitors on the rally; large decal placement on vehicle, team naming rights.

Have an idea for something custom? Let's talk!

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