



# Adventures for Women Opportunities for Companies

## Sharing true values

Since 1990, the Rallye Aïcha des Gazelles du Maroc has been bringing together women between the ages of **18 and 71** from **33 countries around the world**, to experience a human adventure that is truly one of a kind. It is the only off-road rally **exclusively for women**. The Rallye Aïcha des Gazelles du Maroc is developing a new vision of automobile competition: **no speed and no GPS**, just old-fashioned navigation, **entirely off-road**.

Every year, 25% of the competitors are sponsored by their employer. This is a unique opportunity for communication and exchange, based on **strong unifying values: determination, courage, solidarity, generosity, conviviality, respect and self-esteem...**

### 1. A RESPONSIBLE EVENT WITH A SOCIAL CONSCIENCE !

- The Rallye Aïcha des Gazelles du Maroc has demonstrated its environmental and social commitment by obtaining **ISO 14001 environmental certification in 2010**.
- The Rallye produces an environmental report every year and is constantly working on reducing its carbon emissions and its environmental impact relating to water and energy consumption and waste production.
- The Rallye is committed to upholding the values it represents through a **Charter of Social and Environmental Responsibility**.

## 2. A POWERFUL TOOL FOR INTERNAL MARKETING AND EMPLOYEE LOYALTY

- **Unite, motivate, reward and unify the company's employees by encouraging a spirit of teamwork,** initiative, sharing and respect: values that are essential for a balanced and productive workplace.
- A networking initiative that promotes a sense of belonging through a renowned sporting event. The following companies/organizations have shown their confidence in us by entering teams in the Rallye Aïcha des Gazelles :

- |  |                      |                         |                          |
|--|----------------------|-------------------------|--------------------------|
| • SNCF                                   | • HEC                | • Domitys               | • France Environnement   |
| • Système U                              | • Transavia          | • Pierre Cotte          | • Flip Video             |
| • Haut de gamme                          | • Maori              | • l'Armée de Terre      | • Du Pareil Au Même      |
| • Procter & Gamble                       | • Atol les opticiens | • Le Casino de Montréal | • Phone Assistance Group |
| • Gan Assurances                         | • Aviva assurances   | • BMCE Bank             | • Unilever               |
| • Volkswagen                             | • Powernext          | • Alcan                 | • La Poste               |
| • Mercedes Daimler                       | • 2M TV              | • Comanav               | • Total                  |
| • Etam                                   | • Roc-eclerc         | • Intact Assurances     | • Renault / Dacia        |
| • La ville de Nice                       | • Chacok             | • Méditel               | • Ovelia                 |
| • ADL                                    | • OCP SA             | • Royal Air Maroc       | • Photoweb               |
| • Hub Telecom                            | • 4Murs              | • Aéroport de Paris     | • Man Truck & Bus        |
| • AC Vacances en Corse /<br>Sole e vista | • EXM Company        | • Transdev (Véolia)     | • Vinci Immobilier       |

**By entering teams in our event, they have created a powerful tool for internal marketing and employee loyalty.**

## 3. THE CRITERIA FOR ENTERING ONE OR MORE TEAMS

- Participants must be employed by the company, at least 18 years old and have a driver's license.
- Participants must attend 2 training weekends (navigation training and driving training).

## 4. TOOLS TO MOTIVATE YOUR COMPANY AND STAY CONNECTED

### A COMPANY-WIDE PROJECT

All of the company's employees can get involved. Your internal communications and human resources departments can rally the entire staff around the project using the usual networking and communication channels (intranet, company newspaper, newsletters...).

Here are some examples of activities to promote employee engagement:

- Hold contests rewarding performance within a department/location by offering the winners a "Rallye Aïcha des Gazelles" prize (merchandise, trip to Essaouira...).
- Organize internal events such as a "farewell party" for the team prior to their departure and a photo exhibit and film viewing after their return.

### TRACK THE TEAMS ONLINE

The company's employees will be able to follow the team's adventures "live" on a map, day after day, on the Rallye Aïcha des Gazelles website.

Engage your staff with Rallye-related challenges and activities, e.g. guessing the number of checkpoints your team(s) will reach each day.



## SEND MESSAGES TO THE TEAM

Employees can encourage the team by sending them E-mail messages. The Gazelles will receive the messages on their return to the bivouac at the end of the day and can even answer them. More than 25,000 E-mails are processed and distributed every year.

## THE DAILY RANKINGS

Employees can follow the team's performance and position in the rankings after each leg of competition.

## IMAGES DURING AND AFTER THE EVENT

Every day during the event, you will be able to download the latest low-resolution photos of your team. After the Rallye, you will receive a complete compilation of high-resolution images, a photo album for each participant and the Gazelle TV videos.

## A "COMMUNICATOR" FROM YOUR COMPANY CAN ATTEND THE RALLYE IN THE ROLE OF INFORMATION LIAISON

The communicator will accompany your team throughout the event and will be provided with a 4x4 vehicle and driver. He/she will be able to write and publish articles on your intranet site using the Wi-Fi connection at the bivouac.

## THE STARTING AND CLOSING CEREMONIES: EVENTS IN THEIR OWN RIGHT

Invite your employees and clients to turn out in support of your team at the starting ceremonies, or to congratulate them in person during the closing weekend in Essaouira. We can offer a "Gazelles closing weekend in Essaouira" travel package (ask for a quote).

## COME AND ENCOURAGE YOUR TEAMS AT THE RALLYE

Spend a weekend at the event and follow your teams out on the terrain. You will be provided with a 4x4 vehicle and driver. Discover the ambiance of the bivouac and the beauty of the Moroccan desert (ask for a quote).

## 5. THE RALLYE AS AN EXTERNAL COMMUNICATION TOOL

Incorporate the Rallye brand at your **points of sale** and in your **advertising campaigns**. With the prior agreement of Maienga, you can build your communication plan around the Rallye, promoting your participation in the event to your clients, professional contacts and the general public.

Use a range of formats (POS displays, posters, web-based communication, promotional items...) to reach your public, illustrated with photos & videos of the event. Don't hesitate to submit the specifications for your personalized image production in order to receive a quote.

Your PR department can reach out to **specialized media outlets** (feminine press, sports, automobile), opening up **new markets** for your products or services.



## 6. ENSURING TEAM SAFETY

- The Rallye **does not take speed into account in determining the rankings.**
- All teams have a satellite tracking system allowing the Organizer to follow them live and to locate them immediately at any time. This system also makes it possible for teams to request help if needed and to be contacted by the Organizer.
- As a backup safety measure, all teams also have a Sarsat distress beacon in their possession. This device allows them to transmit their position to the Rallye's security control centre.
- Throughout the event, 1 helicopter and several 4x4 medical vehicles, 5 emergency doctors, 2 osteopaths and 2 nurses provide rapid and efficient medical care and assistance.

## 7. THE COMPANY PACKAGE: A SIMPLE, ALL-INCLUSIVE OPTION

### THE COMPANY PACKAGE REGISTRATION FEE INCLUDES THE FOLLOWING:

- Registration for the driver, navigator and vehicle,
- Fuel during the competition,
- All meals during the competition plus the travelling bivouac,
- Mechanical assistance (provided by 40 qualified mechanics),
- Satellite tracking of all teams, for a safe off-road adventure,
- Medical assistance (emergency doctors & medical helicopter),
- Motor sports event liability insurance,
- Repatriation insurance for the team,
- The prize-giving ceremony and closing gala evening/dinner in Essaouira (hotel included),
- Environmental management of the event

### DETAILED LIST OF WHAT IS INCLUDED WITH THE COMPANY PACKAGE REGISTRATION FEE FOR 1 TEAM:

- **9 days of actual competition in Morocco** (not including transfers), entirely OFF-ROAD,
- **Sport management of the event:** study and development of the course each year, provision of a full set of topographical maps, daily calculation and publication of the rankings throughout the event,
- **360 organizers** "on the ground" look after the Gazelles during the event and 25 full-time staff prepare the event throughout the year,
- **Failproof security** with 24 hour a day surveillance using an Iritrack system (able to locate every vehicle by satellite in real time), backed up by a Sarsat distress beacon. Nothing is left to chance when it comes to safety!
- **Mechanical assistance:** more than 40 mechanics check and repair the vehicles day and night
- **Medical assistance:** 5 emergency doctors, 2 nurses, 2 osteopaths, a medical helicopter... a real "Gazelles Clinic", providing quality medical care and attention...
- Motor sports event liability **insurance**,
- **Repatriation insurance** during the event for both team members,
- **Fuel during the competition**,
- **The base camp ("bivouac") for the 9 days of competition**, in the middle of the desert, with hot showers and toilets, 500m<sup>2</sup> mess tent, 3 media tents, 2 "Gazelle Clinic" tents, a lounge area (bar) and more...



- **All meals and drinking water during the competition:** traditional Moroccan cuisine, tea, coffee, Moroccan pastries served in a Berber tent,
- The technical and administrative **verifications day**,
- **The prize-giving ceremony** at the official finish in Essaouira, Morocco and **the closing gala** in a Marquee tent on the Saturday night,
- **Real-time tracking of teams on** a map, available on the Rallye website,
- **8 professional photographers** criss-crossing the desert to obtain quality photos of your team,
- **Video image production** for media from across the globe,
- **25 media vehicles** for the 100 journalists on location,
- **Pay phones** in the middle of the desert at the reasonable rate of 2 euros per minute,
- **Free E-mail service** to receive printed messages from friends and supporters and send E-mails,
- **An internet Team Sheet** featuring the name of your company and a link to your website (50,000 connections per day),
- **Environmental management** of the event,
- **A "Rallye Aïcha des Gazelles" vest** for your Gazelles, created exclusively for the Rallye,
- **Rental of mandatory security equipment** (Sarsat beacon and Iritrack system),
- A mandatory complementary **odometer system**,
- The mandatory **navigation training** session for all new Gazelles,
- **Navigation tools:** 1 navigation ruler (Breton plotter) + 1 sighting compass,
- **Ferry transport** of the participants and vehicle to Morocco,
- **Hotel accommodation in Morocco** for your Gazelles with breakfast (2 nights),
- **A professional Photo Report of your team** (produced and sent after the event). 8 professional photographers will criss-cross the desert to obtain quality photos of your team. The Photo Report includes all high-resolution photos of the team + a photo album containing the best photos for the participants,
- **Videos of the event:** a copy of the Gazelles TV videos shot during the event for the participants and for the company.

**Company Package total cost: €18,980 + taxes\***

\* The elements of the Company Package are inseparable. Only companies and public organizations are eligible for this package.

## 8. OPTIONAL SERVICES OFFERED BY THE RALLYE AÏCHA DES GAZELLES

**OPTION 1:** Personalized photo and video production (by quote depending on your specifications)

**OPTION 2:** Production of personalized articles from the Gazelles boutique (by quote depending on your specifications)

**OPTION 3: A company communicator :** an employee or other person mandated by the company. He/she will be provided with a vehicle and driver to follow the team during the competition and will have access to the press tent at the bivouac to send texts, E-mails and photos.

**Note: the vehicle will be shared with other communicants and will therefore be following more than one team.**

## 9. OTHER COSTS TO ANTICIPATE FOR YOUR TEAM

- Fuel and highway tolls between your place of departure and the event location in Morocco (return trip): approximately 400 euros.
- Necessary equipment (helmets, tents, sleeping bags... approximately 600 euros).

**More informations ?  
Contact YOUR TEAM  
RELATIONSHIP**