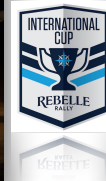


# CanToy Divas



Awards Ceremony 2021



Finish Line 2021

## Rebelle Rally October 12 - 21, 2023

### Why the Rebelle?

It all began in 2018 when Liza met the founder and creator of the Rebelle, Emily Miller, at the BC Overland Rally. Liza took the Rebelle women-only 4x4 driving courses throughout the weekend. Liza also attended an information meeting about the Rebelle Rally. Hearing about the adventure and the challenge of the rally intrigued Liza and sparked the dream to compete and to be the 1st ever Western Canadian team. Sue Chapin was onboard as the navigator after Liza told her about the Rally

Liza and Sue met in 2013 when they both joined the White Sails A Cappella Chorus, a Barbershop 4 part harmony chorus for women. Since then they have sung together with the chorus and in a competing quartet.



### Liza Tough, Driver

Liza has lived in West Kelowna, BC since 2001, and was born in Nanaimo, BC. Liza lives with her husband of 26 years Douglas Tough, Children; Antoinette and Ronald and grandchildren Zayden, Elijah, Noah and Alivia. Liza's passions are singing, photography and off-roading. While she is exploring in the backcountry of BC you will often see their jack russell, Sable(Diva Dog) harnessed in the back seat, front paws on the window, head out the window and a smile on her face.



### Sue Chapin, Navigator

Sue has lived in Peachland since 1999 and was born in Penticton, BC. So that makes her a Valley Girl; Okanagan Valley that is. Sue loves music, travel, photography, and spending time with her husband Jorj, sons Caleb, Nolan, Marshall, Granddaughter Haylee and four grandsons Navi, Odin, River and Leo. Weekends usually involve at least one game night; Catan, Uno, Munchkin, Monopoly, Clue are their more recent games of choice. No technology, just fun, laughter and good quality time with family & sometimes friends.



## Rebelle Rally

What is the Rebelle Rally? The Rebelle is the longest Rally Raid located in the USA, over 2500 km, that just happens to be for women only. Over 8 days, teams will make their way from Nevada to the Imperial Sand Dunes in Glamis, CA. Each morning teams will be given 20–30 checkpoints to plot on maps and then travel and navigate using only a map and compass. That’s right no GPS allowed, all GPS enabled devices are locked away for this event. This is not a race for speed but instead an endurance competition

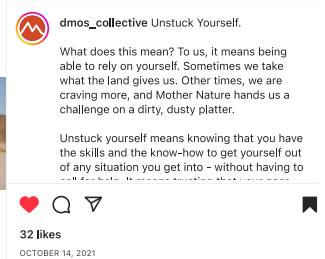
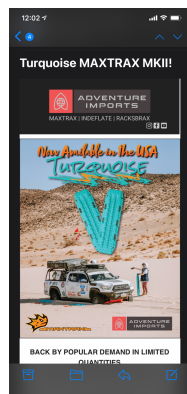
that focuses on precise navigation and time management. This rally is designed to challenge you in every way, whether you are the driver navigating through technical off-road terrain or as the navigator keeping you on route with roadbooks or heading and distances.

2021 Media & Press	Numbers
Live Webcast Unique Viewers	88,689
# of Hours - Live Shows	26 hours 42 minutes
Third-Party Press Total Audience	600,596,490
Rebelle Rally Social Fans	36,985
Television - Feature Highlights & News	780 minutes / 66 channels globally
Total RR Account Post Reach / Impressions	1,301,606 / 2,093,401
RR Social Video Views	101,032

[Rebelle Rally Instagram & Facebook](#) has over 39k followers

**Featured in/on:** New York Times, ABC News, Travel & Leisure, Forbes, Autoweek, Gear Junkie, Car & Driver, TREAD Magazine, The Drive, Expedition Portal, Overland Journal, and more!

## Adventure Imports Feature



[Link to CanToy Divas Media Coverage](#)

**We are the 3rd all Canadian team and the first all Western Canadian team to compete in the Rebelle Rally**



**We have been fortunate to have these amazing companies come onboard and support us on our Rebelle Journey.**

2020	2021	2023
<ul style="list-style-type: none"> <li>• Four Wheel Drive Association of BC</li> <li>• Vivid Lumen Industries</li> <li>• Freedom Recovery Gear</li> <li>• Inspiration 2 Creation</li> <li>• OK Expedition</li> <li>• Dynamic Westside Auto</li> <li>• Napa Auto Parts West Kelowna/Penticton</li> <li>• Kelowna Toyota</li> <li>• Mighty Owl Mapping</li> <li>• Silver Stratus Global</li> </ul>	<ul style="list-style-type: none"> <li>• Protec Petroleum</li> <li>• Four Wheel Drive Association of BC</li> <li>• Vivid Lumen Industries</li> <li>• CVT- Cascadia Vehicle Tents</li> <li>• Freedom Recovery Gear</li> <li>• Inspiration 2 Creation</li> <li>• Napa Auto Parts West Kelowna/Penticton</li> <li>• Kelowna Toyota</li> <li>• Mighty Owl Mapping</li> <li>• Silver Stratus Global</li> <li>• Adventure Trucks</li> </ul>	<ul style="list-style-type: none"> <li>• Protec Petroleum</li> <li>• Four Wheel Drive Association of BC</li> <li>• Vivid Lumen Industries</li> <li>• CVT- Cascadia Vehicle Tents</li> <li>• Freedom Recovery Gear</li> <li>• Inspiration 2 Creation</li> <li>• OK Expedition</li> <li>• Leitner Designs</li> <li>• Westcoast Off-Roaders</li> </ul>

## Sponsorship Levels

Platinum Sponsorship	Unavailable	Gold Sponsorship	\$3000
<ul style="list-style-type: none"> <li>• Professional Rebelle photo package access, approx. 70 cleared photos for use during and after rally</li> <li>• Rally photos shared during the rally for social media use only</li> <li>• Team photos of continued build and event training shared leading up to the Rebelle</li> <li>• XL logos and/or wrap design on vehicle for a minimum of 1 year Installed Aug 1,2023</li> <li>• Logo on helmets &amp; team vests</li> <li>• Frequent shout outs on our Facebook &amp; Instagram Accounts</li> <li>• Live rally coverage mentions when given opportunity</li> <li>• Listed on our webpage under 2023 Sponsors with link to your company website</li> </ul>		<ul style="list-style-type: none"> <li>• Up to 10 professional cleared Rebelle photo for use (Provided post rally)</li> <li>• Rally photos shared during the rally for social media use only</li> <li>• Large logo on vehicle for a minimum of 1 year Installed Aug 1,2023 ( Max 12"x12")</li> <li>• Logo on team vests</li> <li>• Minimum of 3 dedicated shout outs on our Facebook &amp; Instagram accounts</li> <li>• Live rally coverage mentions when given opportunity</li> <li>• Listed on our webpage under 2023 Sponsors with link to your company website</li> </ul>	
Silver Sponsorship	\$1500	Bronze Sponsorship	\$500
<ul style="list-style-type: none"> <li>• Up to 3 professional cleared Rebelle photo for use (Provided post rally)</li> <li>• Rally photos shared during the rally for social media use only</li> <li>• Medium logo on vehicle for a minimum of 1 year Installed Aug 1,2023 ( Max 6"x 6")</li> <li>• Logo on team vests</li> <li>• Minimum of 3 shout outs on our Facebook &amp; Instagram accounts</li> <li>• Live rally coverage mentions when given opportunity</li> <li>• Listed on our webpage under 2023 Sponsors with link to your company website</li> </ul>		<ul style="list-style-type: none"> <li>• Small logo on vehicle for a minimum of 1 year Installed Aug 1,2023 ( Max 3"x 6")</li> <li>• One pre-rally and one post-rally shout out on our Facebook &amp; Instagram accounts</li> </ul>	
		Parts Sponsorship	In Kind
		<ul style="list-style-type: none"> <li>• Varied dependant on valuation of items.</li> <li>• Varied quantity of professional cleared Rebelle photo for use (Provided post rally) dependant on valuation of items.</li> <li>• Rally photos shared during the rally for social media use only</li> <li>• Logo size dependant on valuation of items</li> </ul>	

\*\*\* Shout outs pre/during/post rally from our socials have the potential to be reposted by the Rebelle and reach thousands of accounts\*\*\*





Meet *Caliente*, (she is one hot truck) and we call her Cali for short. She was purchased May of 2018 by Liza. Liza had no clue at the time of the purchase that off-roading and competing in the Rebelle Rally would be so important to her.

Cali is a 2017 Toyota Tacoma Limited with several mods to make her a fantastic exploring vehicle. Mods include Toytec Lift, TRD Wheels, 32" KO2 Tires, Leitner Active cargo system bed rack, High clearance front bumper with winch, CVT Mt Thielsen rooftop tent.

Before Rebelle 2023 we are looking to replace the 4 year old Toytec suspension and increasing the tire size to 34's to better handle the rough roads in Nevada and CA. Our goal of placing higher in the standings is hinging on the upgrades which would enable for us to take the rough roads at a more reasonable pace.



Thank you for your consideration. If you have any questions please feel free to contact us [cantoydivas@shaw.ca](mailto:cantoydivas@shaw.ca) Check out our [website](#), [Facebook](#) or [Instagram](#) account. We look forward to discussing our potential partnership.