

BUDAPEST— BAGHDAD— SALALAH RALLY SPONSORSHIP BROCHURE

Be Part of Rally History!

The Budapest–Baghdad–Salalah Rally is not just a race—it is a historic rally event, bringing international amateur rally culture to Iraq and the most thrilling landscapes of the Middle East for the first time. With over 150 vehicles, hundreds of participants, a breathtaking route, and massive media coverage, this is a unique opportunity for sponsors!

Why Become a Sponsor?

Sponsoring the Budapest–Baghdad–Salalah Rally is more than just a branding opportunity—it’s a chance to align your company with an extraordinary adventure that pushes human endurance, navigational skill, and cross-cultural connection to the limits. This rally is a true test of resilience, set against the backdrop of some of the most breathtaking and historically significant landscapes in the world. By becoming a sponsor, your brand will not only gain unparalleled visibility but will also be associated with an event that embodies courage, exploration, and international cooperation.

Massive Reach

Competitors and spectators from Europe, the Middle East, and beyond.



Global Media Coverage

International and regional media giants, online platforms, and motorsport specialists covering the rally.



The Route & Media Value

The rally starts in Hungary, passing through Turkey, Iraq, Kuwait, Saudi Arabia, and Oman. Iraq is a key highlight, where the rally receives significant governmental and business attention. The event passes through iconic locations like Baghdad, Mosul, Karbala, and Najaf, offering unmatched visibility for participants and sponsors alike.

Premium Brand Exposure: Your company's logo on vehicles, event locations, digital platforms, and media content.

Networking & Business Opportunities: Unique business connections with governmental, corporate, and motorsport partners.

CSR & Brand Building: Supporting such a high-profile event enhances your brand's prestige in the international sports sponsorship scene.

Sponsorship Packages



What we offer?

Package name	Price	Content	Number of Spots
Title Sponsor	20,000 EUR	<ul style="list-style-type: none"> • Exclusive naming rights, e.g., "XYZ Budapest–Baghdad–Salalah Rally". • Prime logo placement on all official materials, vehicles, and digital platforms. • Prominent branding at event locations (starting zones, finish lines, stages). • Highlighted media exposure in international press. • Exclusive content features on the rally's official media channels. • High-profile interview opportunities with drivers and organizers. 	1
Gold Sponsor	10,000 EUR	<ul style="list-style-type: none"> • Logo placement on major event visuals. • Advertising space on vehicles. • Inclusion in promotional videos and press releases. • Billboard and digital display advertising at event sites. • Integration into official online and social media campaigns. 	3
Silver Sponsor	5,000 EUR	<ul style="list-style-type: none"> • Logo placement on the official website and event locations. • Limited on-site advertising opportunities. • Exclusive media interview and promotional opportunities. • Inclusion in targeted email marketing campaigns. 	5
Bronze Sponsor	2,500 EUR	<ul style="list-style-type: none"> • Website and digital marketing presence. • Limited on-site branding. • Modest PR and media exposure. • Smaller logo placement in official event communications. 	10

+ Local Sponsorship Program (Iraq, Kuwait, Saudi Arabia, Oman)

- Country-specific sponsorship opportunities.
- Branding at local events and networking gatherings.
- Targeted PR and marketing support.

+ Special Sponsorship Opportunities

- Stage Naming Rights: Exclusive naming rights for key rally segments.
- Vehicle Sponsorship: Support for medical and service vehicles.
- Official Media Partner: Exclusive content and advertising rights.

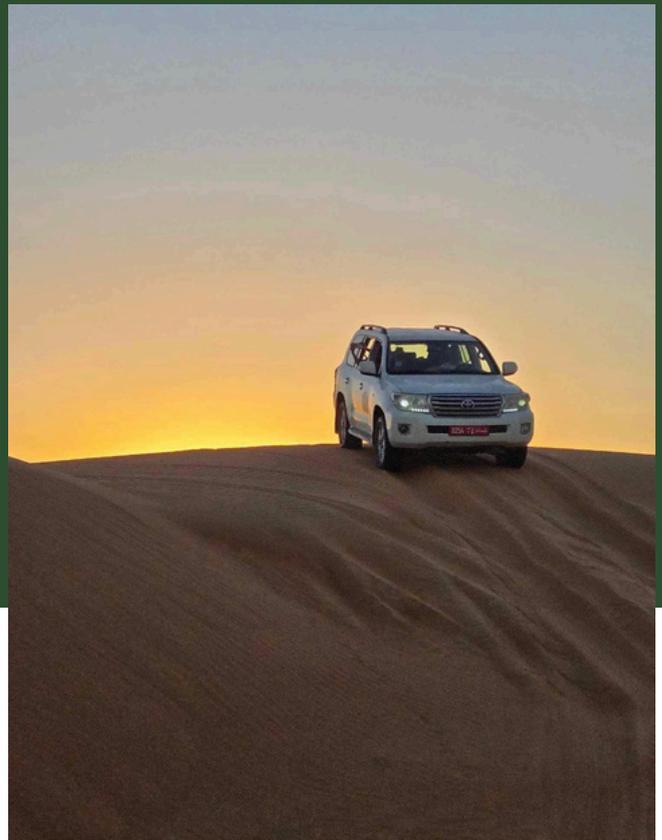
Media Coverage & Promotion

The rally will receive significant international media coverage across:

- Television and motorsport channels
- Online news platforms and automotive magazines
- Social media campaigns (Instagram, Facebook, YouTube, TikTok)
- Live streaming and drone footage

How to Become a Sponsor?

**Contact us to discuss
a customized
sponsorship package
for your company!**



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🌐 budapestsalalah.com

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Join us and become part of the greatest amateur rally in history!