DAKAR

DAKAR

2027

HOSPITALITY BROCHURE

DAKAR 2027

DREAM.
DARE.
LIVE IT.

DAKAR RALLY

AS NEVER SEEN BEFORE

THE RACE

The Dakar is a rally-raid. It consists of one stage per day comprising at least one “special stage” per day (often several hundred kilometres), sometimes off-road, on terrain without tracks (desert, etc.). The total distance covered is several thousand kilometres. The event takes place over a period of between 10-15 days (versus two to three days for cross-country rallies).



ABOUT COMPETITORS

LEGEND are all competitors who have participated in more than ten editions of the Dakar Rally are considered a “Legend”.

Rookie are all competitors who are participating in the Dakar Rally for the first time.



CATEGORIES

The Dakar features five categories of vehicles. The motorcycles, cars, quads, trucks, and more recently the “Side by Side” (SxS) categories have afforded their riders and crews the chance to experience an extraordinary adventure, discover breath taking scenery.



THE BIVOUAC

The bivouac is a working area located between the finish time controls and the start of a stage. It is a controlled and secured closed surface area, for private use as part of the Dakar Rally, access to which is exclusively and uniquely reserved for all persons accredited by the Organizer.



COURSE



#Dakar2027 @Dakar

BFGoodrich DEFENDER Hero THE MOTORCYCLE LEADER MOTUL TUDOR

HOSPITALITY EXPERIENCES

STARTING CEREMONY

DAKAR CLUB :
PODIUM PACKAGE

PRICES TBC



BEHIND THE SCENES OF THE BIVOUAC

DAKAR CLUB :
BIVOUAC PACKAGE

PRICES TBC

IN RACE EXPERIENCE

DAKAR CLUB :
IN RACE PACKAGE

PRICES TBC



FINISHING CEREMONY

DAKAR CLUB :
PODIUM PACKAGE

PRICES TBC



On request, we can extend the experience to a 2 or 3-days program.

*Prices will be communicated later

STARTING CEREMONY

The D-day has finally arrived... They are ready to go!
Come and share the most important day for all the competitors who have been preparing for the toughest rally in the world.
Attend the grand launch of the Dakar 2027 by witnessing the departure ceremony. At the heart of the show, you will discover the teams and their drivers ready to battle it out during two weeks of intense competition.

DREAM. DARE. LIVE IT.

STARTING CEREMONY

Loulé, Portugal

January 09

Prices TBC*



- Exclusive access to the Dakar Club VIP AREA
- View of the Starting Podium Ceremony
- Cocktail Catering : Finger food & beverages
- Meeting with competitors & teams
- Entertainment & activities
- Exclusive Dakar gift for each guest

*Prices will be communicated later



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BEHIND THE SCENES OF THE BIVOUAC

The bivouac is an area located between the finish time controls and the start of a stage.
Immerse yourself in the Dakar Rally experience for an entire day.

In the middle of the desert, this area is specially designed for competitors, technicians and more.
You will discover the backstage while enjoying a gourmet and local cuisine and punctuate your day with a variety of entertainment. These hospitality packages have been designed so that you can have a glimpse of this incredible event from within the Bivouac.

BEHIND THE SCENES OF THE BIVOUAC

POSSIBLE DATES

Prices TBC*

07/01, 08/01 & 10/01

LOULÉ

16 & 17/01

AGADIR

14 & 15/01

ZAGORA

22/01

MARRAKECH

*Prices will be communicated later



- Exclusive access to the Dakar Club VIP AREA
- Access to the Bivouac
- Cocktail Catering : Finger food & beverages at the Dakar Club
- Meeting with competitors & teams
- Guided Tour of the Bivouac with a Dakar ambassador
- Exclusive Dakar gift for each guest

DREAM. DARE. LIVE IT.

IN RACE EXPERIENCE

Embark on an immersive journey into the heart of the Dakar Experience. Unforgettable memories in the heart of the desert, at the center of the Dakar action. This program will guide you to an exclusive waypoint carefully chosen by ASO , allowing you to witness the race up close. You will then have the opportunity to explore the competitors' camp where you will see and learn all about the Dakar Rally!

IN RACE EXPERIENCE

POSSIBLE DATES

Prices TBC*

09 & 10/01
LOULÉ

16 & 18/01
AGADIR

14 & 15/01
ZAGORA

22 & 23/01
MARRAKECH

*Prices will be communicated later



- Exclusive access to the Dakar Club IN RACE
- Cocktail Catering : Finger food & beverages at the Dakar Club In Race
- A view of the race as the drivers pass by
- Access to the Bivouac
- Guided Tour of the Bivouac with a Dakar ambassador
- Meeting with competitors & teams
- Exclusive Dakar gift for each guest

FINISHING CEREMONY

After facing challenges across Portugal & Morrocco and enduring various sorts of difficulties... adventurers have now become heroes! Come and witness this special moment and be part of the celebration.

DREAM. DARE. LIVE IT.



FINISHING CEREMONY

Marrakech, Morrocco

January 23

Prices TBC*



- Exclusive access to the Dakar Club VIP AREA
- View of the Finishing Podium Ceremony
- Cocktail Catering : Finger food & beverages
- Meeting with competitors & teams
- Entertainment & activities
- Exclusive Dakar gift for each guest

*Prices will be communicated later

FAQ

Are minors allowed on the Bivouac?

The minimum age requirement is 16 years old (inclusive) across all Bivouacs. Children under the age of 16 are not permitted to access the Bivouac.

Is the Bivouac accessible to people using wheelchairs?

Access to the Bivouac is not recommended for wheelchair users, as the terrain is generally uneven, steep and potentially difficult to navigate.

Can I access the Bivouac with my own vehicle?

Access to the Bivouac with your own vehicle is not permitted.
However, at certain Bivouacs, you may be able to park your vehicle outside the Bivouac.
In this case, a parking sticker will be provided along with your access wristband, which will be collected at the Accreditation Tent located at the Bivouac entrance.

DAKAR 2027

CONTACT







Hospitality Team

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