



Desert Adventure!

in DUBAI



LeVan 4L Trophy  
#485

# SPONSORSHIP DOSSIER

February 18 – March 1, 2026

29<sup>TH</sup> Edition of 4L Trophy



3

## THE 4L TROPHY

Discover the raid and its sporting, social, and solidarity challenges



13

## OUR CREW

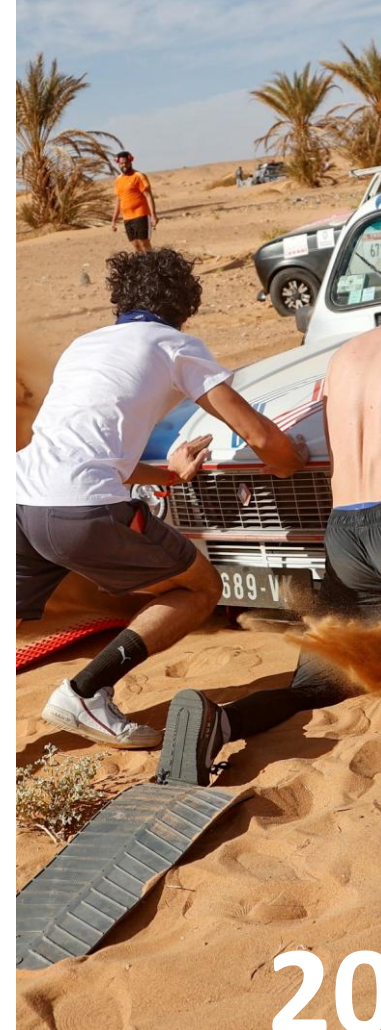
Presentation of our crew and association



18

## WHY YOU SHOULD SUPPORT US

Why this project is a good investment on your side



20

## HOW YOU CAN SUPPORT US

The different ways to help us

### ANNEXES

1. CONFIRMATION OF PRE-REGISTRATION
2. THEY TALK ABOUT US!
3. THEY ALREADY TRUST US



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# THE 4L TROPHY



## The 4L Trophy: An Adventure of Solidarity and Humanity

### What is the 4L Trophy?

- Extraordinary **rally** that combines **solidarity** and **sportsmanship** aboard the legendary **Renault 4L**
- More than just a race:
  - **Main aim:** Crossing the roads of the Moroccan desert to bring school supplies, essential goods, and other equipment to local partner associations
  - **Mission:** Helping disadvantaged children in Morocco
- It is an adventure that unites personal challenge, solidarity and humanitarian commitment – since **1997!**
- In 2026, the 29th edition of the race, around **1,100 crews** will compete

Europe's biggest youth raid

Human, sporting, solidarity-based adventure

For students & young professionals (18-28)

Participants (*Trophistes*) from all over the world







## Désertours

### Who is behind 4L Trophy?

- Original idea for the rally: Jean-Jacques Rey, founder of *Désertours*
- *Désertours*: French travel agency specialising in adventure raids
- All of their events are characterised by solidarity, sportsmanship, and humanity

### Expertise

- Europe's leading youth sports and solidarity event
- 28 editions of the 4L trophy
- 38 years of experience
- 25,000 teams involved since 1997





## The Rally Programme

### The complete journey

- 11-days & 6,000 kilometers
- Three countries: France, Spain, Morocco
- Final destination: Marrakech, Morocco

### The rally in the desert

- Each day: Completion of road links and stages that count towards the ranking
- Tools for orientation: Only roadbook and compass are allowed
- No speed race: Good orientation is key – the winner will be the one who covers the least number of kilometers





An Eco-solidarity Approach

**DNA**

**Action – Sharing – Solidarity**

**Partner associations:**

Croix-Rouge française

Enfants du Désert

Cap Eco Solidaire

Surfrider Foundation  
Maroc



## Collaboration with the *Croix-Rouge française*

- Reinforcement of the humanitarian impact of the project
- Since 2011
- Support on the "food aid" component
- Each team: Opportunity to bring **10kg** of non-perishable food items per person to the 4L Trophy Start Village (Biarritz, France)
- Each year: Serving of nearly **20,000 meals** thanks to donations from the *Trophistes*

This solidarity action, in favor of the most disadvantaged in France, complements the actions carried out in Morocco.







## Projects with *Enfants du Désert*

- Specific projects for **Moroccan children in need** (focus on well-being & development)
- Kind of donations by *Trophistes*
  - **School & sport supplies: 30 tons** of equipment benefit nearly **20,000 children** in the province of Errachidia
  - **Financial donations:** Allow the construction of various buildings for the education of children
- Achievements
  - Building of **27 classrooms**, as well as daycare centers, facilities for disabled children, toilet blocks, wells, etc.
- Ambassador Day
  - *Trophistes* offer their time, creativity, and fun activities to schoolchildren in the province of Errachidia – sometimes leading to larger projects, such as the **financing of a library**



## Projects with *Cap Eco Solidaire*

- Raising awareness of **eco-citizenship & helping local populations**
- 2022: Achievement together with *Trophistes*
  - **Financing of a garbage truck** for the province of Merzouga to combat local pollution & facilitate waste collection
- 2023: Start of collaboration with Moroccan NGO *Living Planet Morocco*
  - Implementation of measures for the responsible **management & conservation of water resources**
- 2025: Improvement of living conditions for students of the Dayet Aoua Student House
  - Improvement of **water supply & cost of water** → construction of a water tower that will ensure a permanent water supply





## Actions with Surfrider Foundation Maroc



- **Educating** and **raising awareness** about the coastal environment
- **Protecting** the environment, coastline, beaches, and oceans
- Communicating and informing about **pollution problems**
- Raising awareness among *Trophistes* to the need to **respect the areas** crossed
- Organizing a **waste collection**





## Environmentally Orientated Approach During the Rally

### Strong eco-citizen actions

- Exclusive use of existing tracks
- Promoting of smooth driving, no speeding
- Reasonable use of water
- Preference for local service providers and short circuits
- Maximizing the use of reusable items (dishes, POS advertising, infrastructure, etc.)
- Offsetting the greenhouse gas emissions of all organisational vehicles

### Operation „Clean Desert“

- Controlled CO<sup>2</sup> thanks to smooth, compensated driving
- Restoration of tracks after each tour
- Cleaning of campsites
- Waste collection
- Biodegradable bags given to each crew at the start, then returned in the evening
- Recycling of plastic bottles in collaboration with Surfrider Foundation Maroc





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# OUR CREW





Our Crew: LeVan 4L Trophy – Number #485



Evan Paillier

#### About Evan:

- 25 years, French
- Electrical Engineer
- Mechanics, crafting, running, hiking
- Quality for adventure:  
Handyman enthusiast & adventure seeking
- *"Every challenge can be a new project, you just have to start working on it."*



Lea Hilwerling

#### About Lea:

- 27 years, German
- International Sales Marketing & Eventmanagement
- Dancing, reading, traveling
- Quality for adventure:  
Combination of Wanderlust & organisational talent
- *"It's always worth a try – either way you will learn something."*





## Our Motivation



As a couple we form a **complementary and close-knit team**, convinced that it is by joining forces and talents that we will go further.

Participating in the **4L Trophy** is an incredible opportunity for us to embark on an adventure, and embrace **solidarity** at the same time.  
This event will allow us to surpass ourselves, push our limits and create unforgettable memories.

The **spirit of solidarity is at the heart of 4L Trophy**, as we come together to support each other and contribute to meaningful causes.

Our **motivation** to join the 4L Trophy is equally driven by the **desire to explore, unite, and make a positive impact**.





## The Origins of Our Crew Name

### What is behind our crew name?

Our very first travels and adventures as a couple were made in Evan's self-converted van.

For those trips, we created a roadtrip playlist – because great music is essential when you are on the road. Naturally, the playlist needed a name. After some back and forth, we landed on *Levan* – a combination of our names (*Le(a)(E)van*).

We did not plan it that way, but this name combination turned out to be a fun little nod to French: „le van“ literally means “the van”. A welcome coincidence!

Although the Renault 4L is quite a bit smaller than the original van, we decided to call it *Le Van* as well – in honor of the very first companion we shared adventures with as a couple.

And just like that, our crew name was born: LeVan 4L Trophy.





## Our Association

- LeVan 4L Trophy, is an association under the **French law of 1901** and was created on **January 20, 2025**.

## The reasons for its creation

- Giving more **credibility** to our project
- Being fully **transparent** with our sponsors
- To offer us the opportunity to organize fundraising activities within a **legal framework**



## The Media Coverage of Our Crew

### Promotion of our project

- Internet
  - Social networks (Instagram, Facebook, TikTok)
  - Our website
- Local Press
- Local and national radio stations

### Links



**Website LeVan 4L Trophy**



**Instagram**



**Facebook**



**TikTok**





# THE MEDIA COVERAGE OF THE 4L TROPHY 2024 IN FRANCE

## RETOMBÉES MÉDIAS 4L TROPHY 2024



16  
REPORTAGES  
TV

Soit plus d'une heure d'antenne

Chaines nationales et régionales : France TV, M6, TV7, France 3 région ...



PLUSIEURS MILLIONS  
DE PERSONNES TOUCHÉES PAR L'ENSEMBLE DES REPORTAGES TV



8  
REPORTAGES  
RADIOS

Soit plus de deux heures d'antenne  
Ondes nationales et régionales :  
NRJ, France Bleu, Nostalgie, Chérie FM...



544  
PARUTIONS

Dans la presse papier et web  
Presse nationale et régionale : l'Équipe,  
Sud Ouest, la Dépêche, Ouest France,  
Le Dauphiné, DNA...



## LES SPECIAL GUESTS 4L TROPHY 2024

LES INVITES  
& leurs communautés :



1.12M



10.4K



24.1K



37.4K



308K



28/02 Vlog Youtube (3.3min)  
+10 Story entre l'annonce du parrain  
et sa présence sur le Village-Départ



128K



4.3M



2.4M



2.9M

769K 242.2K  
Story / Repost



176K

Story / Repost



4839



38.5K



38.5K

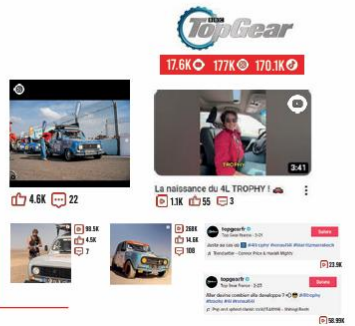


38.5K

92.4K 52.8K

14.29

Ils passent 10 jours dans le  
désert!



NOTRE COMMUNAUTÉ 4L TROPHY

- 141K FOLLOWERS
- 72.2K FOLLOWERS
- 8 783 FOLLOWERS





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# WHY YOU SHOULD SUPPORT US



## Why Should You Support Us? – Part 1



- ✓ Would you like to support further solidarity causes?
- ✓ Are you looking for a way to stand out?
- ✓ Do you want to communicate "differently"?
- ✓ Do you want your company's image to benefit from Europe's biggest youth raid through three different countries?

### By contributing to this project:

- You are playing a direct part in the solidarity initiatives which benefit children, local communities, and the environment
- You enable our crew to transport the donations and play a full part in this mission

Your generosity is a **real contribution** to this human and responsible adventure!



## Why Should You Support Us? – Part 2

### Visibility and exposure

- Throughout the year until the end of the rally
- Logo **on our Renault 4L** (before, during, and after the rally)
- Logo on our **clothing**
- Logo and mentioning on our **website & social media accounts**
- Mentioning in **press articles**
- Visibility at **fundraising events** that we will organize (e.g. garage sales, lotteries, etc.)

### What else we can do:

- Present our project to your **employees and customers**
- Send you **pictures and videos** of our crew during the rally while highlighting your logo
- Talk about you in **interviews** we give to the media
- **Exhibit our vehicle** in front of your company a few weeks or days before the start of the rally

We offer different options and solutions  
**adapted to your needs!**





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# HOW YOU CAN SUPPORT US





HOW CAN YOU SUPPORT US?



By making a material donation (safety equipment, etc.)



By paying a financial contribution to our association



By mobilizing your network



By putting your know-how at our disposal





## 5. EXAMPLES OF LOCATIONS

*Integrate here the list of your sponsors + the spaces still available or reserved on the 4L (see stickering file on your participant area)*

# 5. EXAMPLES OF LOCATIONS

## ANNEXES



**Organization Reserved Locations**

## CONTACT US

#0485 LeVan 4L Trophy  
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+49 1603430262 / +33 658636876

Your social networks

### PILOT

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# ANNEXES

## **ANNEXES**

**1. PRE-REGISTRATION CONFIRMATION**


**2. THEY TALK ABOUT US!**


**3. THEY TRUST US!**



# 1. PRE- REGISTRATION CONFIRMATION

## ANNEXES

**29<sup>e</sup> EDITION**  
DU 18 FÉVRIER AU 01 MARS 2026



PLATEFORME D'INSCRIPTION EN LIGNE

Hello Evan and Lea,

Congratulations, you are pre-registered for the 29th edition of the Raid 4L Trophy from February 18 to March 01, 2026.

Your crew number is **0485**.

To help you in your preparation, you will find below the financial aid file, the documents for the technical preparation of the 4L as well as a specific file for your solidarity action.

You can also find all the preparation files on the participants' area: <https://prepa.4ltrophy.com/>.

We invite you to read them carefully, you will find essential information to prepare your adventure.

The Raid 4L Trophy team is at your disposal to help you throughout your adventure, by e-mail at [contact@4ltrophy.com](mailto:contact@4ltrophy.com) or by telephone on +33 2 23 46 88 32 (4L Trophy Coordination) or +33 5 59 47 47 47 (Desertours).


We will regularly send you information about the 4L Trophy and its preparation by e-mail. To make sure you receive them, please add [contact@4ltrophy.com](mailto:contact@4ltrophy.com) to your e-mail address book.


See you soon on the Adventure tracks,


Sincerely,

The organization team


Un événement










En partenariat avec









### **3. THEY TALK ABOUT US!**

*Integrate here the articles published in the press about your crew*

## **2. THEY TALK ABOUT US!**

### **ANNEXES**



# 3. THEY TRUST US!

ANNEXES

