DEEN

NO LIMITS IN LIFE

MUNSTERS



ROAD TO DAKAR 2027

ONE LEG. FULL FOCUS.

THE FIRST ONE-LEGGED MOTORCYCLE RIDER IN THE DAKAR RALLY.

WHO IS?
DEEN MUNSTERS

One-legged rally rider.
Driven by perseverance.

A serious scooter accident changed my life forever. My left leg was amputated. What followed was not an easy road, but giving up was never an option. Rehabilitating, learning to move again, learning to trust again. Every time, one step further.

My love for motorsport remained. In fact, it became my motivation to keep going. Where others saw a limit, I saw a challenge. Not to prove that it is easy, but to prove that it is possible.

With discipline, focus and years of preparation, this journey grew into a professional rally programme. In 2025 I finished my first World Championship rally: the Rallye du Maroc. A milestone that confirmed this is not a dream, but a realistic plan.

Today I am working purposefully towards the 2027 Dakar Rally.
Not driven by limitations, but by the will to rise above them.



NO LIMITS IN LIFE!

SCAN OR CLICK AND WATCH THE TRAILER



VISION
WORKING TOGETHER

A global brand positioning opportunity
Road to Dakar 2027 is not regional sports sponsorship.
It is an international brand alliance, built on performance, resilience and global visibility.

The Dakar Rally is one of the most recognised and respected motorsport events in the world. The event is broadcast in more than 190 countries, reaches a cumulative 1.1 billion television viewers and generates tens of millions of digital interactions during the rally period. With millions of social media followers and global media partners, Dakar is not just a sporting event – it is a global stage.

This partnership gives your company the opportunity to position itself not locally or regionally, but globally. To connect with performance under extreme conditions – something that can only be achieved through mental strength, innovation and perseverance. The ambition to be the first one-legged motorcycle rider to start and finish the Dakar Rally is not a local story. It is an international milestone.

The media attention will not be limited to one country.
The audience is **international.**
The visibility is **global.**
This project creates a brand story that **transcends borders.**
A story that resonates in boardrooms, in the media and with consumers **all over the world.**
This is not regional exposure.
This is global positioning.

MY MISSION
MORE THAN MOTORSPORT

Road to Dakar 2027 is more than a sporting journey.
It is a mission in which elite sport, mental strength and social impact come together.

SPORTING GOAL

Successfully finishing the 2027 Dakar Rally as the first one-legged motorcycle rider.
Completing the toughest rally in the world through discipline, preparation and maximum focus at the highest level of rally sport.



SOCIAL GOAL

Showing that a physical disability does not have to be an end point, but can be the beginning of something extraordinary.
By pushing boundaries and breaking down barriers, I want to inspire others to see obstacles not as limitations, but as challenges.



BUSINESS GOAL

Connecting partners to a unique, international and credible story with visibility, media exposure and social impact.
Together we build a partnership in which sport, story and brand values reinforce each other.

This is not a dream.
This is our plan.

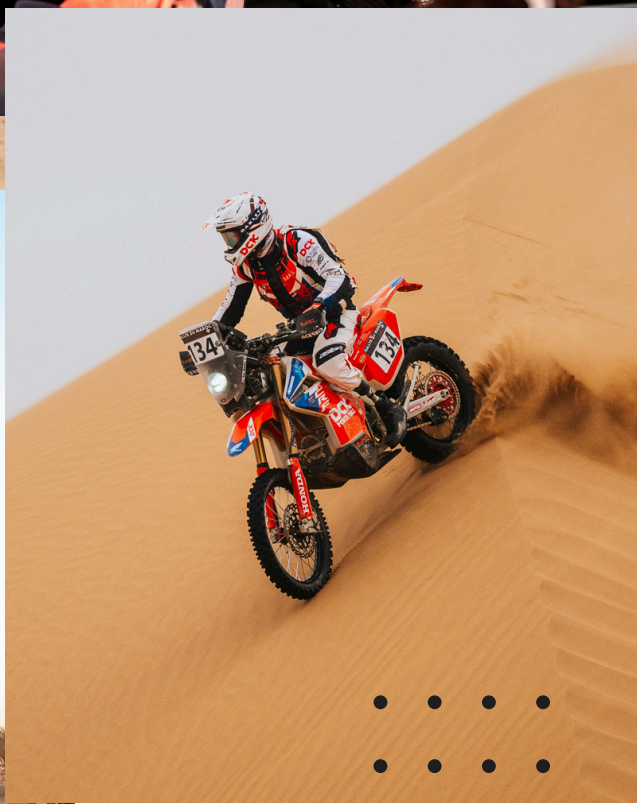
THE ROAD TO DAKAR?
STEP BY STEP

The road to Dakar is not a leap, but a carefully built journey.
Every step is aimed at experience, reliability and growth, both physically and mentally. By competing in international rallies, constantly testing myself and continuing to develop, I am working purposefully towards taking part in the Dakar Rally.

- 2025 – W2RC Rallye du Maroc: finished P60 in Rally2
- 2026 – Training camps in Portugal – HYROX Utrecht
- 2027 – Dakar Rally









THE STORY APPEALING TO EVERYONE

A story that draws people in

The Road to Dakar story is already attracting broad interest from the media and the public. Not as a one-off moment, but as a journey that people keep following. It is precisely the combination of elite sport, perseverance and social significance that creates attention that lasts – and your company can be part of it.

The build-up to Dakar has already led to interviews and publications with outlets including Brabants Dagblad, NPO Radio 5 and Zwarte Cross. This is only the beginning: interest is visibly growing towards the Dakar year.



REGIO NIEUWS SPORT KIJK PODCAST FEELGOOD PUZ

PREMIUM

▲ Deen Munsters in Rallye du Maroc © Matteo Gebbia / Edophoto

Gek, eigenwijs of vastberaden, Bosschenaar wil Dakar Rally rijden met één been

'Het is alsof je een feestje geeft voor 100 man, maar aan het eind van de avond gaat er één iemand dood', is een gevleugelde uitspraak binnen de Dakarwereld over de huidige motorrijders in de Dakar Rally. Je bent dus gek als je in deze klasse mee gaat doen, zou je zeggen. Laat staan met één been. Daar denkt Deen Munsters (26) anders over. Hij wil op de motor meedoen aan de Dakar Rally.

Yannick Wezenbeek

Sportverslaggever

15 januari 2026, 13:45 • Laatste update: 15 januari 2026, 13:48

„Iedereen verklaart mij ook wel voor gek", moet Munsters bekennen. „Maar alle gevaren die ik hoor, gaan het ene oor in en het andere oor weer uit. Als ik met vrees ga beginnen aan de Dakar Rally dan komt het sowieso niet goed."

Velen noemen Munsters 'eigenwijs', 'laconiek' of 'gek'. Zelf houdt hij het liever op

Strong personal reach

My Road to Dakar story lives not only in the media, but also on my own channels.
On social media I share the entire journey: from training and preparation to setbacks and progress. No perfect pictures, but the real story.

I am also working on a high-quality documentary series, with potential for release on a major (inter)national platform. This gives the journey a long lifespan and lets it reach an audience far beyond motorsport.





Fragment

Deen Munsters wil geschiedenis schrijven in de Dakar Rally

Fragmenten › Deen Munsters wil geschiedenis schrijven in de Dakar Rally

Marcel in de Morgen

05 november 2025 06:00 - 10:00

Zand, hitte en keiharde motorsport dat is waar je aan denkt bij de Dakar Rally. Maar voor de 26-jarige Deen Munsters is het veel meer dan dat. Tien jaar geleden verloor hij zijn been bij een scooterongeluk. Nu werkt hij keihard aan zijn droom: als eerste motorrijder met één been de zwaarste rally ter wereld uitrijden.

In *Marcel In De Morgen* vertelde Deen over het ongeluk dat zijn leven veranderde en de lange weg terug naar de motor. Zijn motor is speciaal aangepast en hij rijdt met een prothese, iets wat verre van vanzelfsprekend is in de motorsport. Deen deed onlangs al mee in de Rally du Maroc, één van de zwaarste rally's ter wereld, als voorbereiding op zijn ultieme doel: Dakar 2027.

DAKAR
THE BIG STAGE

The Dakar stage

The Dakar Rally is the biggest and most demanding rally event in the world. The international stage where performance, perseverance and credibility come together, and where stories are followed and admired worldwide.

The rally receives extensive coverage on television, online media and social platforms. In the Netherlands via RTL 7, Eurosport and RallyTracks, and internationally via various sports and news channels. This provides public visibility before, during and after the event.

For you as a partner, this means more than exposure. It links your brand to a unique and credible story at the highest level of rally sport.

Partners benefit from:

- (Inter)national TV and online media attention
- Continuous visibility throughout the Road to Dakar journey
- Stories with lasting impact
- Association with perseverance and social significance

Recognition from the organisation

My story is known within the Dakar organisation. Inspiring and unique participants regularly receive extra attention from the organisation and its media partners. Recently, for example, a one-legged navigator was featured extensively in television programmes and official Dakar content.

Given the unique and historic nature of my participation, it is realistic to expect that this journey will also be picked up internationally.

For you as a partner, this means a greater chance of visibility and storytelling on the biggest stage in rally sport.

THE POWER OF INSPIRATION AND REACH

Inspiration works
People choose brands that move them. My story is real and appeals to a broad audience.

Meaningful content
Your brand gets exclusive access to unique footage and stories that inspire and connect.

Brand impact that counts
More visibility, stronger customer loyalty and higher brand value – all through the power of an authentic and inspiring story.

ONE LEG, ENDLESS WILL
ON TO DAKAR 2027

Would you like to connect your brand to an inspiring adventure and achieve something great together?

Get in touch with me today via:
dakar@deenmunsters.nl
or via: **+31 6 82352599**.

Let's make a difference together!

SPONSOR PACKAGES

Supporter | €100 Club
Access to a special WhatsApp community where I share updates, exclusive content and interviews.

Business Supporter | €500+
Invitation to a sponsor evening, fully hosted by me.

Sponsor | €1,500+
A personal thank-you with a gift.
Mention on my website and social media.

Partner | €5,000+
Logo on the rally bike, gear and social media mentions.
Invitation to sponsor and networking events.

Premium Partner | €10,000+
Large logo on the rally bike and gear.
Extra visibility via social media.
Co-branding on promotional materials.

Elite Partner | €25,000+
Prominent branding on the rally bike, gear, social media and press.
Access to professional rally footage and exclusive content.
Unique activations for your clients.

Main Sponsor | €50,000+
Exclusive main sponsor status with co-branding.
Prominent visibility on the rally bike, apparel and all media.
Full integration in all Road to Dakar communications.
An inspiring TED Talk-style presentation for your team.
Tailor-made solutions for maximum visibility and engagement.