

HELLTOURS.ROCKS

WE DON'T JUST
SHOW UP.

FAMILY. RACING. ADVENTURE.

SPONSORSHIP DECK 2027 / V3

STANDING STILL?
NOT OUR STYLE.

We chase challenges. On the track, off the beaten path and with ideas others might not even think of.

Five riders, one family-backed team, international races and off-road tours. We take racing seriously - ourselves, not always quite so much.

NEW TRACKS. NO BEATEN PATHS.



FIVE RIDERS.
ONE TEAM.

SASCHA HELLE #73

Team principal / rider

Polaris Scrambler 1000 S
CFMOTO 1000

JUSTIN HELLE #29

Rider / Sascha’s son

Polaris Scrambler 1000 S
CFMOTO 1000 / Can-Am DS 450

CARSTEN VOLTZ #44

Rider / mechanic

KTM 525 / Yamaha YFZ 450

JÖRG ZEDEL #191

Rider

Polaris Scrambler 1000 S

LADISLAV “LATZI” STEFKE #611

Rider

Polaris Scrambler 1000 S



FAMILY IS
OUR BACKUP.

SANDRA HELLE

Supports the team at races and on tours.
Her business, SHC Immobilienmanagement,
also helps fund the project.

JOSEPHINE HELLE

Through JBH-Design: vehicle graphics,
visual design and trackside photography.
The creative force behind the scenes.

SASCHA HELLE

Organisation and funding from within
the family, also through Sascha Helle
Consulting und Services GmbH
(software development & IT consulting).

OUR TIME. OUR HEART. OUR DRIVE.



2026. FULL THROTTLE.

15
RACES

4
TOURS

12,000+
TRAVEL KILOMETRES

5
RIDERS

Germany and beyond: Romania, Italy, Slovakia,
Czech Republic, Poland, France and Scandinavia.



05 / 10

PASSION
HAS ITS PRICE.

APPROX. €4,000

Race entry fees

APPROX. €10,000

Consumables, maintenance & repairs

APPROX. 3,000 L

Fuel for transport and race machines

A substantial share is funded by our family and our own businesses. Travel and equipment costs come on top.



06 / 10

GET THERE FIRST.
THEN GO FLAT OUT.

APPROX. 2,000 L DIESEL

for our transport vehicles

APPROX. 1,000 L PETROL

for our race machines

We handle many repairs ourselves. For specialist jobs, we rely on professionals. Seeking fuel, mobility, tyre and technical partners.



07 / 10

BORING?
LEAVE THAT TO OTHERS.

ON THE TRACK

Vehicle graphics, racewear and visible partner branding.

OFF THE TRACK

Team shirts, personal connections and creative stunts with a sense of humour.

ON SCREEN

Our own event videos attract hundreds to low thousands of views.

WE STAND OUT. FOR THE RIGHT REASONS.





08 / 10

MORE THAN A STICKER.

BRAND VISIBILITY

On race machines, transport vehicles and team clothing.

AUTHENTIC CONTENT

Photos, videos and race reports from real-world action.

CREATIVE CAMPAIGNS

Shared ideas for events, social media and face-to-face encounters.

PARTNERSHIPS THAT FIT

Fuel, entry fees, parts, tyres, service or financial support.



09 / 10



WE WANT TO GROW.
FIND NEW PATHS.

WE'RE JUST GETTING STARTED.
WHO'S COMING ALONG?

helltours.rocks

Instagram: @helltoursrocks

Facebook: @helltours.rocks / @saschahelle73

PARTNERSHIPS 2027