

Interior

RALLY SPORT ASSOCIATION

Since 2016



**RallyCross and SnowCross
Corporate Sponsorship Packages
2025 season**

2024 Season in review

We would like to take this opportunity to say “Thank You!” to everyone who supported the club in 2024.

Thanks to you we were able to complete the hill loop track expansion. We were able to purchase cones to make course setup and cleanup easier. We also expanded campsite and parking areas. And, of course, this money helped to improve the track surface and spectator area, thus letting more people to safely enjoy the sport.

Last year we ran 7 RallyCross events with almost 150 entrees. Our new and improved spectator island was heavily used but friends, family and passers by.



The season ahead

IRSA is a non-for-profit, volunteer run organization. Countless hours are put in by amazing volunteers to create a safe and fun environment for everyone involved. IRSA runs many different events that are not only fun to participate in, but equally as exciting to spectate.

Here is an overview of the events IRSA is planning for 2025:

Work Party, May - June

IRSA is always working on improving and expanding the track at Thunder Mountain. This year the plan is to further upgrade the spectator area with more sitting for spectators.

We are also hoping to bring more gravel in to improve the track surface and some heavy equipment to pack some looser parts of the track.

Timing deck plan have been finalized and we are working hard on securing materials and workforce to complete the project.

Even though we used hill loop for couple events last year, the surface of this newest part of the track still needs major work and investments.





IRSA Beginner friendly Fun Day, Early July

This event is organized mostly for new competitors, who want to learn a skill or two before the start of IRSA season. There will be more experienced members advising on proper car control techniques, safety, and strategy. The event will take place at IRSA Thunder Mountain Facility. This event also provides an opportunity for competitors who updated their cars in the off season to test the new setup or refresh their skills after a long break.

BC Rally X Championship series.

The 2024 BCRXC was a great success with almost 100 participants in 2 classes. In 2024 the format of the championship will stay the same. The season will open in Spring with SBRCC (The Squamish Brackendale RallyCross Club) at the Pemberton Speedway running first five events. IRSA as always is hosting the five Fall/Winter events:

IRSA Double RX August 30 / 31

IRSA Double RX October 18 / 19

IRSA RX December 13

IRSA non BCRXC events (tentative)

IRSA is working hard to acquire some equipment that would allow to set up / maintain track in winter month. Conditional to that, we are looking to host more Snow Cross events late 2025 / early 2026.

Sponsorship Opportunities



BC economy is doing well compared to Canada. We have lower than average unemployment rate and higher than average disposable income. This results in people taking up hobbies, and motorsports is among many outdoors things BC residents choose to participate in.



Open gates during events and highway signs resulted in many passers by stopping to watch the race. Some of them have already joined racing, while others are looking forward to join in the upcoming season. More members means more cars, more spectators, and, of course, more trailers, tools and parts. Our members and spectators come from all over the Interior BC, Lower Mainland and Vancouver Island, so the exposure any sponsor would get is long reaching.

This year you can once again show off your support for grassroots motorsports. You can get a spot on the start gate and in every podium picture! We have 4 tiers that you can choose from, which can be paid in donations or by assisting in acquiring equipment rentals and / or materials to help further improve the track. To learn more, please review our packages below and contact an IRSA representative for more details.

Corporate Sponsorship Packages

Title sponsor

The one and only company to put its name on the six Championship events IRSA is running this season. This involves a significant contribution to IRSA track maintenance efforts. In return:

- Your name is going to be placed right at the top “IRSA RallyX Series brought to you by ”.
- Your logo will go into the center of the main board.
- In addition, your logo will go on both time boxes custom made to fit your design (maximum size of 1’x2’), so that it is sure to make it into every start line photo.
- Any event in the IRSA part of the series will have “brought to you by” added to it.
- IRSA T-shirts will have your name and logo on the back at the top of the sponsors list.
- Your name and your contribution will be mentioned at every IRSA drivers meeting.
- You will be at the top of IRSA sponsors page with name, detailed business and contribution description, and a link to your business.
- And, of course, a free entry into IRSA events for the season for you or someone you would like to sponsor. (Value of \$550)

Gold

For a \$750 you receive:

- One of IRSA middle tier spots. Poster size is 15" by 48".
- Your name and your company name will be mentioned at every IRSA drivers meeting.
- Special social media post with a description of your business and your contribution to IRSA will be posted at the start of the season.
- Your logo will appear on this year's IRSA T-shirts in proportion with the start gate sign position.
- A paragraph in the gold sponsors section of the IRSA sponsors page with name, business and contribution description, and a link to your business.
- On top of that, two free entries into IRSA events for you or someone you would like to sponsor. (\$220 value)

Silver

For \$500 you receive:

- One of the lower tier spots. Poster size is 12" by 32".
- Your company name will be mentioned at all of IRSA driver meetings.
- A social media post with a mention of all silver sponsors and their contribution to IRSA will be posted at the start of the season.
- Your logo will appear on this year's IRSA t-shirts in proportion with the start gate sign position.
- A paragraph in the silver sponsors section of the IRSA sponsors page with name, business and contribution description, and a link to your business .
- On top of that one free entry into IRSA events for you or someone you would like to sponsor. (\$110 value)

Bronze

For \$250 you receive:

- One of the post signs spots. Poster size is 10" by 12".
- Your company name will be mentioned at the start of IRSA season.
- A social media post with a mention of all bronze sponsors and their contribution to IRSA will be posted at the start of the season.
- Your logo will appear on this year's IRSA t-shirts in proportion with the start gate sign position.
- A paragraph in the bronze sponsors section of the IRSA sponsors page with name, business and contribution description, and a link to your business .
- On top of that one entry into IRSA events at 50% of the cost for you or someone you would like to sponsor. (\$55 value)

Start line gate will be present in a large amount of photos from every event on Facebook and Instagram. IRSA will be tagging sponsors on social media from time to time to increase exposure. IRSA T-shirt designs will be made promoting your name everywhere IRSA members are located around BC.

For any further question about what we do contact us at:

Directly: _____

General Inquiries:

info@rallyinterior.ca

 Facebook:

[Interior Rally Sport Association](#)

[IRSA Thunder Mountain RallyCross](#)

 Instagram:

[RallyInterior](#)

Website:

[Interior Rally Sport Association](#)

*Thank you from all of us at
Interior Rally Sport Association
for your time and contribution to further
motorsports in your community.*



ERIC FRITSCH
PHOTOGRAPHY