

Interior

RALLY SPORT ASSOCIATION

Since 2016



**RallyCross, SnowCross and TSD
Corporate Sponsorship Packages
2023 season**

2022 Season in review

We would like to take this opportunity to say “thank you” to everyone who supported the club in 2022.

Thanks to you we were able to expand the track to allow two cars on course. We were able to purchase gravel to improve the quality of the surface. Also, we were able to offer discounted event registration to anyone volunteering at Big White Winter Rally, thus growing the sport even further.

Last year we ran a total of seven RallyCross events with a total of 173 people running. The participants were so excited that we got 25 member registrations for 2023 before the year started. More people are joining the club and promoting the sport.



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 fun to spectate.



Here is an overview of the events IRSA is planning for 2023:

Work Party, May - June

IRSA is always working on improving and expanding the track at Thunder Mountain. This year the plan is to fix some potholes, increase the length of the track, and add a dedicated camping/pit area.



TSD, May - July

Time/Speed/Distance events, also known as Navigational Rally, represent one side of the rally sport. During the event, participants have to read instructions and navigate the course within the provided constraints. This year IRSA plans to run two smaller TSDs to allow participants to practice for events like the Thunderbird Rally or the Totem Rally.





IRSA Test Day / Driving School (tentative), June - July

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

BC Rally X Championship series.

The 2022 BCRXC was a great success. In 2023 another club joined the series - Speedy Goat Motorsport Club, adding ice events to the mix. With first four events run by Speedy Goat at Barnes Lake in Winter, and the next five by the SBRCC (The Squamish Brackendale RallyCross Club) at the Pemberton Speedway in Spring/Summer, IRSA is hosting the final five:

IRSA Double RX September 2nd & 3rd

IRSA RX October 14

IRSA RX November 11

IRSA RX December 16

IRSA non BCRXC events (tentative)

The 2022 season was a huge success. Seasonal entries were sold out within a week of registration opening, and many people signed up for waitlists for each event. This season IRSA is considering adding non-championship events right after the dates above to allow people on the waitlist to run.

Sponsorship Opportunities



The events of recent years and changes that they brought drove an increase in the population of BC. Kelowna is leading the trend with more than 13% growth over the last 5 years. This means more people are looking to join various clubs to fill their weekends with fun activities, and motorsports are no different.



Last year, 2022, we sold out all of our events way before the season started. As the BC RallyX Championship series is growing, more people are interested in competing at our Thunder Mountain Facility. More members means more cars, more spectators, and of course more trailers, tools and parts. IRSA members encourage friends and family to come to the events as competitors or spectators. Our members and spectators come from all over the Interior BC, the 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. Last year IRSA built a new start line gate, and you can get a spot on it! We have 4 tiers that you can choose from, which can be paid in donations or by assisting in acquiring equipment rentals for the season to help further expand 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 five 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.
- IRSA will mention your name and link to your business on every event page.
- Your name, what you do 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 350\$)

Gold

For a \$750 you receive:

- One of IRSA middle tier spots. Poster size is 15” by 48”.
- Your name, your company name and what you do 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](#)

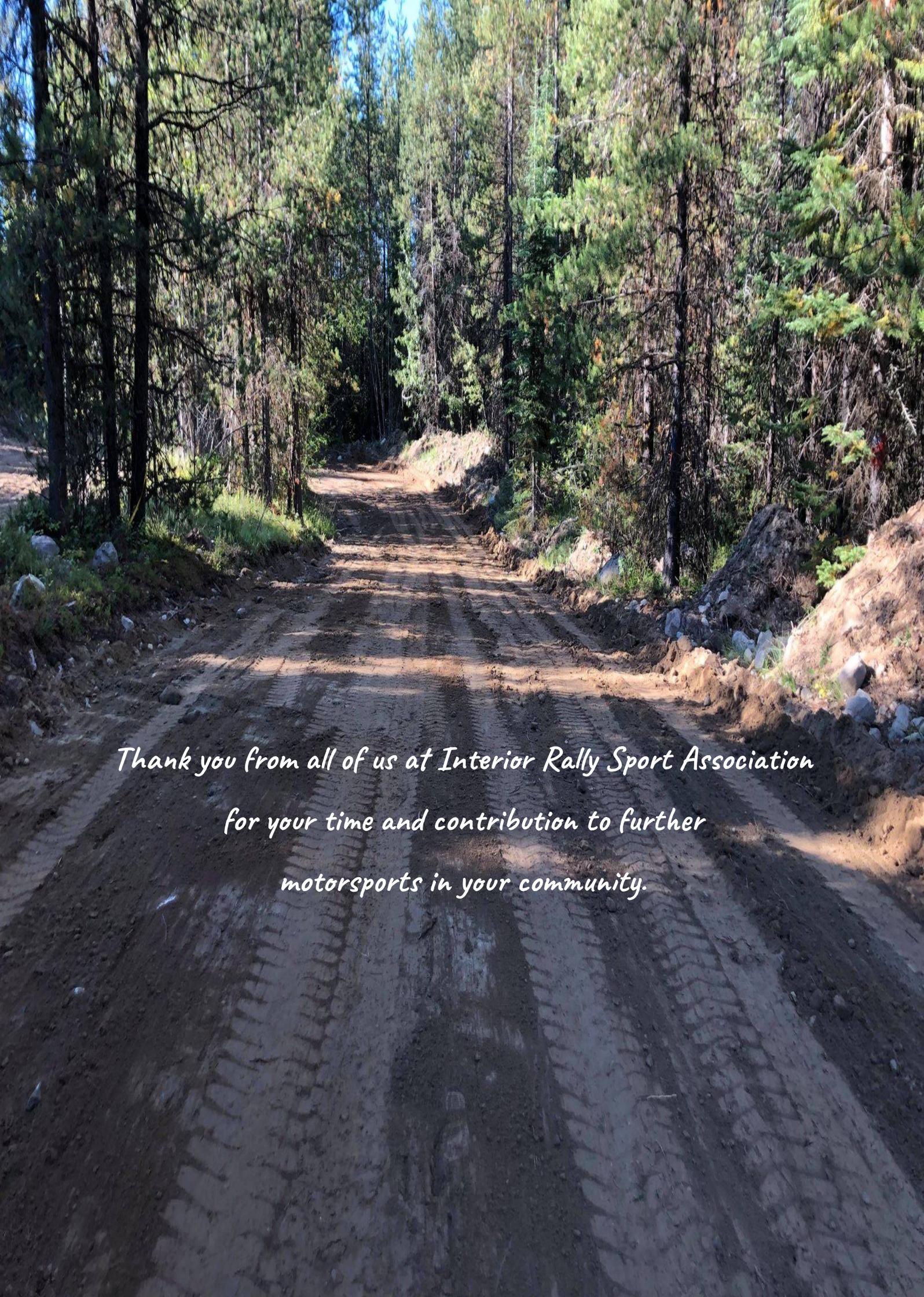
[IRSA Thunder Mountain RallyCross](#)

 Instagram:

[RallyInterior](#)

Website:

[Interior Rally Sport Association](#)

A dirt road with prominent tire tracks winds through a dense forest of tall evergreen trees. The road is the central focus, leading the eye into the distance. The trees are tall and thin, with some sunlight filtering through the canopy. The ground is a mix of dirt and small rocks.

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