

Interior

RALLY SPORT ASSOCIATION

Since 2016



**RallyCross and SnowCross
Corporate Sponsorship Packages
2026 season**

2025 Season in review

We would like to take this opportunity to say “Thank You!” to everyone who supported the club in 2025.

Thanks to you we were able to build the timing deck on top of the container and purchase a more powerful tractor.

We were able to open our tack to run Special Spectator Stage of Big White Winter Rally (Last event of the Canadian Rally Championship). We hosted 200 spectators for this exciting celebration of grassroots motorsports. Thanks to this our online following grew by 30% in couple weeks, and the event post was visited by more than 20 000 people in 10 days.

Last year we ran 6 RallyCross events with almost 150 entrees.



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 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 2026:

Work Party, April - May

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 seating for spectators.



The Special Stage showed us that we need to expand the parking area to be able to house increased number of spectators attending our events.

And, of course, a lot of efforts and money will go into ensuring the quality and safety of our track surface.





IRSA goes to Sun Peaks

We are very excited to work with Sun Peaks mountain resort to organize a Rally X event as part of the Sun Peaks Speed Week festival. As we are working on making this happen, we will make sure to bring our sponsors along to increase the exposure.

IRSA goes Cranbrook

We are excited to work with a new local club in Cranbrook BC to help them set up the first event. If all works out, BC will have a total of 5 local Rally clubs.

BC Rally X Championship series.

The 2025 BCRXC was a great success with almost 100 participants in 3 classes. In 2026 we are hoping to add another club (RAVI from Vancouver Island) to the mix. The season will open in Spring with SBRCC (The Squamish Brackendale RallyCross Club) at the Pemberton Speedway running five events. RAVI is planning to host two event over one weekend some time in summer. IRSA as always is hosting the five events in Interior:

IRSA Season opening: June 27

IRSA Double RX: September 5 / 6

IRSA 1.5 RX: October 24-25

IRSA / BCRXC Final: December 12

Big White Winter Rally Special Spectator Stage @ Thunder Mountain RX Tack

In 2025 Special Stage was a huge success with about 200 spectators. We hope to continue hosting the Special Stage as it was a great fun for both competitors and spectators. And of course more spectators means more exposure for our sponsors.

Sponsorship Opportunities



As our country is facing economic uncertainty due to the changes in Canada's Trade agreements, BC is still expected to have moderate economic growth in the upcoming year, especially in the consumer sector. This trend is caused by more and more people choosing to support local businesses.

By choosing to support IRSA you are not only enabling grassroots motorsports, but also making sure your name and logo will be seen by hundreds of people attending our events, as well as thousands of people online.

As motorsports popularity in BC is constantly growing, so is our social media following. We are closing on 2,500 combined following on Facebook and Instagram and our posts reached more than 25,000 people last year.

Our members and spectators come from all over the Interior BC, Lower Mainland, Vancouver Island, and even Calgary so the exposure any sponsor would get is long reaching.

Corporate Sponsorship Packages

Title sponsor

The one and only company to put its name on the five Championship events IRSA is running this season. \$2 500.

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 \$1 000 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)
- You can choose to receive three free IRSA t-shirts instead of entries.

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)
- You can choose to receive two free IRSA t-shirts instead of entries.

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)
- You can choose to receive one free IRSA t-shirt instead of the discount.

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 go.

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.*

