

Safer Roads Ahead. — Sponsor a Community

THE NEED, AND THE OPPORTUNITY

When the fire comes, communities flee on roads no one has checked.

BackRoadIntel changes that: community vehicles map the evacuation routes on their normal drives, and our AI grades every road before it's needed. A June 2026 Senate report found 56% of Canada's wildfire evacuations now impact Indigenous Peoples — your sponsorship puts this in a community's hands this fire season.



\$6,000

SPONSORS ONE COMMUNITY REGION

...or split it: two \$3,000 co-sponsors.

WHAT IT FUNDS

- An **entire community region** covered
- **Continuous monitoring**, all season
- Every km & hazard linked to you

What's a "community region"? A geographic area a community needs to reach — its lifelines. It can cover several small or neighbouring communities, or a single community in a remote, isolated area. One sponsorship covers the entire region.

Your brand, burned into the footage. Every clip and map a sponsored kit produces carries your lockup — like a broadcast sponsor.

80%

OF FIRST NATIONS RESERVES AT WILDFIRE RISK

42%

OF WILDFIRE EVACUATIONS — JUST 5% OF THE POPULATION

8×

MORE LIKELY TO REQUIRE WILDFIRE EVACUATION

**A unit on a hitch.
A region
watched.**

\$6,000 covers one community region for the full fire season — or two brands share it at \$3,000 each. Every kilometre and hazard is linked to your brand, all season long. The branding opportunity is on the next page. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**

Safer Roads Ahead. — What Your Sponsorship Gets You

FOR \$6,000, YOU'RE NOT A LOGO ON A SLIDE

You're on the roads, in the data, and in the story. Here's exactly what a community-region sponsorship puts your brand on — and it grows all season as the kits keep mapping.

1 Your logo on the maps and the data

Every kilometre and hazard your sponsored kit collects is automatically linked to your brand — your lockup rides on the route footage, the live maps and the road-health reports for the data you helped gather, dynamically, all season long.

2 Press release mentions

You're named as a founding community sponsor in our press releases and media outreach. The story is already landing — Global News, CBC and regional press — and sponsors ride along with the coverage as it grows.

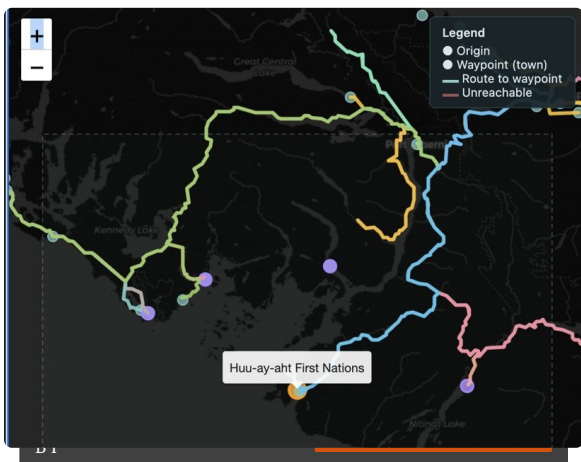
3 Your logo on our sponsors page

A permanent home for your logo on the BackRoadIntel website's sponsors page — recognized alongside the other brands making this possible.

4 Tied to a real community

Your sponsorship is matched to a specific community region — so your support has a name and a place on the map, not a vague cause. You'll know exactly whose roads you helped cover.

Your lockup on the live route maps and road-health reports — tied to the exact kilometres your sponsorship covered, updating all season.



And the real return.

You helped get a community home safe. That's a story your brand gets to stand behind — not because it bought a logo slot, but because it actually mattered. **Ryan Gallagher** · CEO, IntelliMass Technologies · ryan.g@intellimass.ai

Safer Roads *Ahead.* — Branding Opportunities

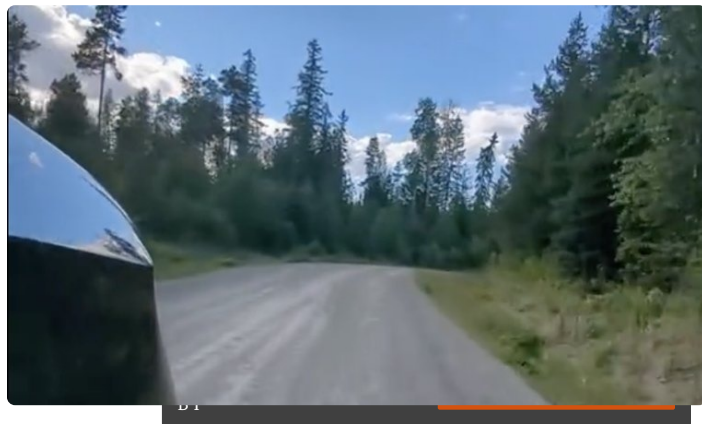
BACKROADINTEL × SPONSORSHIP OPPORTUNITY
CO-BRANDING · 2026 FIRE SEASON

YOUR LOGO ON THE ROADS THEMSELVES

Branding that lives where the work happens.

Sponsorship here isn't just a logo on a slide. BackRoadIntel generates a constant stream of real route footage and live maps — published across TikTok, Instagram and our interactive route-video system — and your brand rides along on it, burned in like a broadcast sponsor. Below are real BackRoadIntel posts, mocked up with a sponsor placement.

Route footage. Every clip your sponsorship funds carries the lockup bottom-right — exactly as it appears on TikTok, Instagram and our route-video player.



Field units. Equipment your sponsorship puts into communities, badged in the field and in the build-and-deploy content we post along the way.



THREE WAYS TO PLACE YOUR BRAND

01 · SPONSOR A ROUTE

Own a stretch of road.

Officially sponsor a specific corridor. Every video and map of that route carries "Sponsored by <<Your Brand>>" — a named piece of BC's backroads, yours for the season.

e.g. Holberg Road, North Island

02 · SPONSORED FOOTAGE

Your lockup on the data.

Footage captured by the tech you fund carries your lockup, bottom-right, wherever it's published — social channels, the interactive route system, and media pickups.

"This data sponsored by <<Your Brand>>"

03 · MAP PLACEMENT

Presence across the map.

Become a program sponsor and receive logo placement across all public-facing maps — scaled to your contribution toward the communities and regions served.

Placement scales with support

Every placement travels with us.

As the program expands across BC and then Canada — and keeps drawing CBC, Global News and regional coverage — every road, every clip and every map your brand is on travels with it. The earlier the sponsorship, the longer the brand equity compounds. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**

Safer Roads *Ahead.* — How It Works

BACKROADINTEL × SPONSORSHIP OPPORTUNITY
SYSTEM OVERVIEW · 2026 FIRE SEASON

BUILT TO CAPTURE, BUILT TO SCALE

**Easy to capture. Easy to sync.
Built to be crowdsourced.**

The whole system is designed around one idea: make road data effortless to collect, so it can be gathered everywhere. A hitch-mounted unit rides on vehicles already driving these roads, and a mobile app captures video and lets drivers flag hazards — rock slides, downed trees — that need to reach people fast. Together they spread collection across enormous areas, scaling by crowdsourcing.



The mobile driver app. An Android running BackRoadVoice — video collection and fast hazard reporting — beside a hitch-mounted Scout unit.

2,000+ km

PER HITCH UNIT / MONTH

Each unit logs over 2,000 km of passive road-health monitoring a month — on vehicles already out there, no new trips required.

It just works

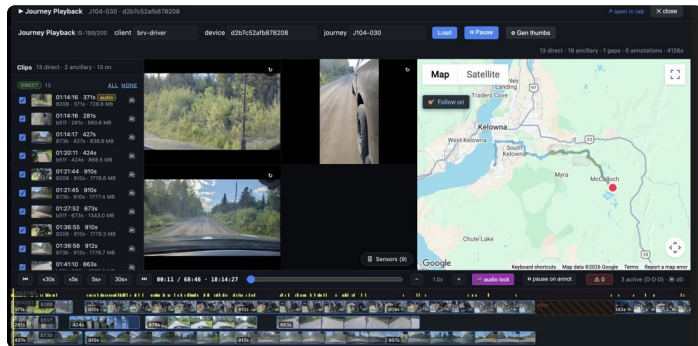
THE MOBILE APP

Captures video and hazard reports. Reports push the instant a signal is found; video auto-syncs on wifi and clears space automatically.

One shared map

WIDE DISTRIBUTION

Many vehicles, many regions, one dataset. The easier capture and sync get, the more road data can be crowdsourced across the province.



Our road-data analysis interface. Driver annotations combine with every camera on the journey — synced clips, hazard timeline, sensors and the mapped route, side by side.

**No new trips.
No new staff.**

The unit hitches to vehicles already out there. The app just runs. Data syncs automatically the moment connectivity returns — your sponsorship puts this infrastructure into a community's hands, this fire season. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**

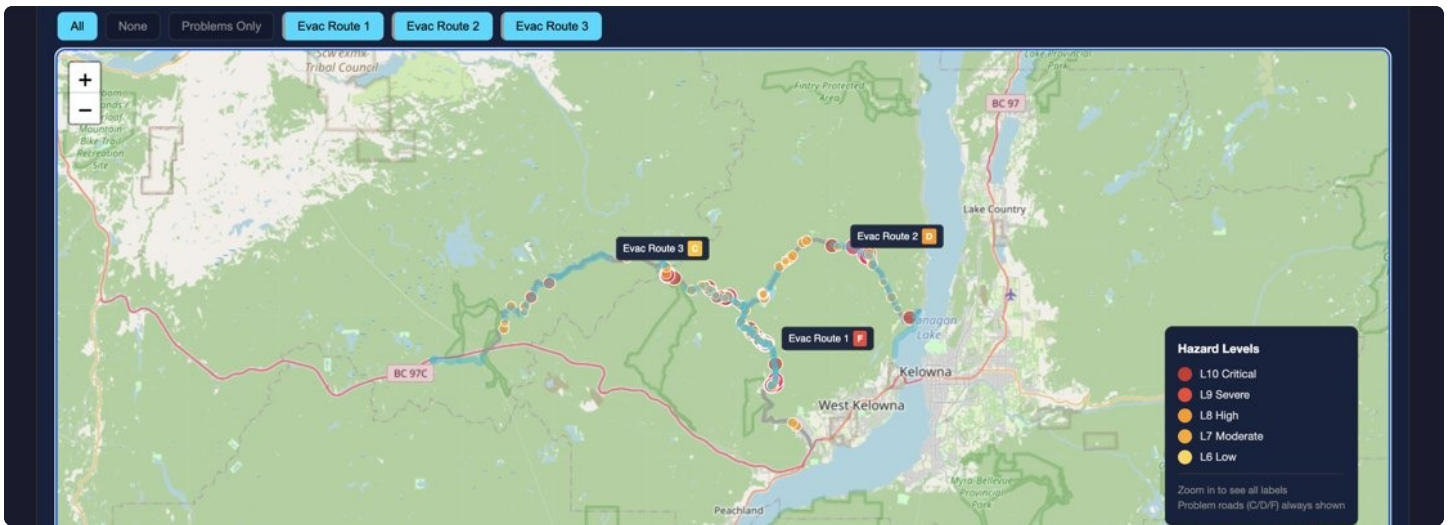
Safer Roads *Ahead.* — The Deliverable

BACKROADINTEL × SPONSORSHIP OPPORTUNITY
WHAT A COMMUNITY GETS · 2026 FIRE SEASON

WHAT A COMMUNITY ACTUALLY GETS

Every evacuation route, graded before it's needed.

This is the deliverable: each evacuation route scored and graded A–F on real road-health data, with every hazard ranked from L6 (low) to L10 (critical). An emergency manager can see at a glance that Evac Route 1 is failing (F, score 29) while Route 3 holds up better (C, 71) — before a single family is sent down it. Your sponsorship is what puts this in a community's hands.



The Regional Evac Route Health Report. Live route grading across the Okanagan — hazard blocks, bump/slow counts and a letter grade for every route, mapped and ranked.

A–F

EVERY ROUTE GRADED

A single, honest grade per evacuation route — no interpretation needed under pressure.

L6 → L10

HAZARDS RANKED

Each hazard block ranked from low to critical, so the worst stretches surface first.

Real time

REPORTS THAT MOVE FAST

Rock slides, downed trees and regional notifications are flagged and pushed automatically the moment a signal is found.

Emergencies don't wait. Neither does this.

A road can be fine in the morning and blocked by a slide that afternoon. Hazard reports need to reach coordinators fast — this report updates as the data comes in, so the picture communities evacuate on is current, not months old. **This is what your sponsorship puts in a community's hands.** Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai

Safer Roads Ahead. — The Community Layer

AN EXTRA LAYER · TURN SPONSORSHIP INTO A RELATIONSHIP

Become the community's automotive ally.

The drivers running BackRoadIntel sensors are exactly who your business serves — rural drivers who live on the roughest roads in BC. This layer turns a logo into a real relationship: you help keep their vehicles road-ready, and you earn a warm channel to your ideal customers.

1 Offer real value

Discounts on what keeps a vehicle road-ready — tires, tune-ups, inspections, parts. Real savings for the community, and warm leads for you.

2 Share your expertise

Vehicle-readiness advice for backroad and evacuation driving. Your brand becomes the trusted local voice on staying road-ready before the fire comes.

3 Reward the drivers

Incentives for community drivers to choose your shop — sensor-driver deals, loyalty perks, referral credits. These are the high-mileage, vehicle-dependent customers you want.

4 Authentic content

Photos and features with real drivers and their sensors — genuine co-marketing you can actually use, rooted in a story that's true.



Why it fits.

It's mission-aligned: safer vehicles make safer evacuations. The community gets savings and road-ready trucks; you get exactly the customers you want — high-mileage, vehicle-dependent rural drivers — and goodwill you can't buy. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**

Safer Roads Ahead. — Proof & Press

BACKED, PROVEN AND ALREADY IN THE FIELD

\$1.15M

FEDERALLY PRE-QUALIFIED

IntelliMass Technologies Inc.ai is pre-qualified under the federal government's \$1.15M AI Innovation Testing Stream, which evaluates Canadian tech solving public-sector challenges.

10+

FIRST NATIONS · LYTTON

This season, 10+ First Nations around Lytton are the first to pilot BackRoadIntel.

Now

LIVE, AHEAD OF GRANTS

The Lytton pilot is rolling out ahead of grant approvals — so the data is available right away, not next fire season.

IN THE NEWS

KELOWNA CAPITAL NEWS	Kelowna tech helps advocate for back-road maintenance and emergency detours	watch →
GLOBAL NEWS ★	Kelowna tech company mapping backcountry roads — our best feature	watch →
CBC DAYBREAK SOUTH	A Kelowna company's AI technology helps plan evacuations (radio)	listen →
CBC NEWS	BackRoadIntel: AI for emergency planning in BC	read →
CASTANET	Okanagan startup maps backcountry roads ahead of wildfire season	read →
PORT HARDY	Mayor's / RDMW Letter of Support — North Island Road Intelligence	open →
SENATE OF CANADA	"Canada on Fire" — wildfire impacts on Indigenous communities (June 2026)	open →

Where to learn more

Product: BackRoadIntel · Company: <https://intellimass.ai/> · Federal program: AI Innovation Testing Stream

Sponsor a community.

\$6,000 for a full region, or two \$3,000 co-sponsors. Reach out and we'll match your brand to a community and get its roads covered this season. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**