

# Safer Roads *Ahead.* — Branding Opportunities

BACKROADINTEL × BCAA  
BRANDING ADDENDUM · JUNE 23, 2026

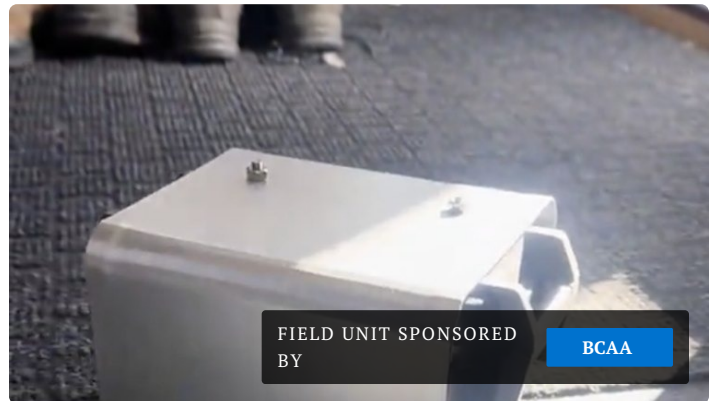
## YOUR LOGO ON THE ROADS THEMSELVES

### 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 BCAA's brand can ride along on it, burned in like a broadcast sponsor. Below are real BackRoadIntel posts, mocked up with BCAA placement.



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



**Field units.** The 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 THE 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 BCAA" — 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 the BCAA lockup, bottom-right, wherever it's published — social channels, the interactive route system, and media pickups.

*"This data sponsored by BCAA"*

### 03 · MAP PLACEMENT

#### Presence across the map.

Become a program sponsor and receive equal local 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. **Let's pick the placements that fit BCAA and lock them to your sponsorship.**