

BACKROADINTEL × BCAA · FOUNDING SPONSOR PROPOSAL

# Safer Roads Ahead.

Real-time road intelligence for Indigenous and rural communities in wildfire risk zones — starting this fire season in BC, on the same backroads BCAA customers drive every day.

PRESENTED TO

**Shawn Pettipas**

Director of Corporate Purpose · BCAA

FROM

**Ryan Gallagher**

CEO · IntelliMass Technologies · Confidential

80%

OF FIRST NATIONS RESERVES AT WILDFIRE RISK

42%

OF WILDFIRE EVACUATIONS — JUST 5% OF THE POPULATION

8×

MORE LIKELY TO REQUIRE WILDFIRE EVACUATION

44,920

DISPLACED FROM FIRST NATIONS IN THE 2025 FIRE SEASON

630+

FIRST NATIONS COMMUNITIES NATIONALLY

THE PROBLEM

## Canada's rural roads are crumbling. Indigenous communities pay the price.

First Nations communities know their roads. What they don't have is real-time intelligence about conditions when it matters most. When an evacuation order hits, communities rely on roads not assessed in months — with no live system telling coordinators which routes are safe. With Indigenous communities facing wildfire risk at 8× the rate of the general population, this is a life-safety gap.

THE SOLUTION · BACKROADINTEL

### Hitch Mount Road Health Monitor

Mounted on the volunteer and worker vehicles already traveling these roads.

### Specialized Dash Cam

Pre-loaded, passive data collection — continuously, while driving.

### Community Driver App

WHY BCAA

## Member safety, where it's hardest to deliver.

BCAA has protected British Columbians since 1906 and serves one in three BC households — and its purpose, "Ours to Protect," is already pointed squarely at wildfire. The BCAA FireSmart Initiative reaches the same remote, rural and Indigenous communities BackRoadIntel deploys in. No organization in BC has a more credible claim to keeping people safe on the road.

BC PILOT · FIRE SEASON 2026

- Lytton Area
- Port Douglas Area
- Okanagan
- Sea to Sky
- + Expanding

NATIONAL SCOPE

630+

FIRST NATIONS NATIONALLY

400–  
500

ROAD-ACCESSIBLE

BC

THE PILOT PROVINCE & PROOF POINT

# Why BCAA, and how.

DOOR A · BRAND · PR · B2C REACH

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DOOR B · OPERATIONS

## Live road data is a roadside and risk asset.

BCAA runs BC's roadside assistance network and underwrites the homes and vehicles in these communities. BackRoadIntel's road-condition data is commercially reciprocal — informing roadside response, risk and Member services, and complementing the FireSmart work already underway.

SPONSORSHIP · PER COMMUNITY

## Two tiers. The real difference is data resolution.

TIER 1 · FIRE SEASON

**\$6,000**

per community · + shipping

- 16 weeks · peak fire-season window
- ~500 km/week = 8,000 km of road health data
- Snapshot intelligence — one season
- Unlimited roads, routes & trails · shipping both ways

8,000 km · one season of regional road data

TIER 2 · FULL YEAR **RECOMMENDED**

**\$12,000**

per community · + shipping

- 52 weeks · year-round continuous collection
- ~500 km/week = 26,000 km of road health data
- Captures breakup, fire season, fall rain, winter ice
- Each pass deepens the dataset — intelligence compounds

26,000 km · 3× resolution · a living dataset

INVESTMENT OPTIONS · 3-YEAR PROGRAM

ANNUAL	COMMUNITIES	TIER 1 · 3YR	TIER 2 · 3YR
\$50,000/yr	30	240,000 km	780,000 km
\$100,000/yr	60	480,000 km	1.56M km
\$250,000/yr	150	1.2M km	3.9M km

Conservative ~500 km/week per community. BCAA retains full sponsor recognition for as long as communities are served.

THE HALO EFFECT · \$250K/YR EXAMPLE

YR 1	BCAA · 50	1×
YR 2	BCAA · 50	Others · Yr 1 — 2×
YR 3	BCAA · 50	Others · Yrs 1&2 — 3×
YR 4+	New regions	Self-sustaining · ∞

BCAA's commitment stays constant — but each year amplifies as other sponsors join the communities it seeded. Leadership without dependency.

**Lead at The Canyon. June 25**

You don't need the full program mapped out to lead. A short-term, fire-season commitment makes BCAA the founding category partner at the June 25 Lytton launch — visible immediately — while we design the larger, multi-year partnership together. The canyon corridor (~\$50K) is the natural first step; the 3-year halo path shows where it grows. Short on time is not short on impact.

# Sponsorship Options

## WHAT EVERY FOUNDING SPONSOR RECEIVES

Brand & Co-Branding	PR & Earned Media	A Welcomed Community Channel	Impact Reporting & Data
BCAA's name on the program, the vehicles and equipment, the Community Driver App and community materials.	A share of the program's spotlight through co-branded announcements and ongoing outreach. Already covered by CBC, Global News, Castanet and the North Island Gazette.	In partnership with band offices, deliver useful safety info, maintenance reminders and member offers to rural drivers. Support, not spam.	Season or year-end impact report, plus road-health data relevant to fleet and mining operations.

## CHOOSE THE LEVEL THAT FITS

A starting point, not a fixed menu — every option carries the founding designation.

	SINGLE COMMUNITY	FOUND THE CANYON <b>RECOMMENDED</b>	PROVINCIAL ANCHOR	OPERATIONAL
Investment	\$6,000	~\$50,000	\$50–250K/yr	Custom
Commitment	One fire season	One fire season	3-year program	Ongoing
Reach	1 community	Canyon corridor	30–150 communities	Roadside & risk
Road Data	8,000 km	Corridor dataset	up to 3.9M km	Fleet-relevant
Brand & Co-Branding	✓	✓	✓	✓
PR & Earned Media	Local	Regional feature	Province-wide	Trade & B2B
Community Channel	✓	✓	✓	—
Founding Designation	✓	✓	✓	✓
Best For	A fast start	Owning the launch	Leading the program	Commercial reciprocity

**On PR:** #SaferRoadsAhead is already a media story — a BC-born safety program for Indigenous and rural communities, entering its first fire season, with founding sponsors named in co-branded announcements and ongoing outreach. Nothing here is prescriptive. This is a new program, and we're partnering with a few key brands to shape it for the long term — the options above are a starting point. If BCAA sees a structure that serves both the communities and your business better, let's build it together.

*Let's pick a level together.*

Start short-term for this fire season and grow into the larger program, or come in at any level — tell us where BCAA wants to lead and we'll shape the agreement around it, in time for the June 25 launch. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**