

EXECUTIVE SUMMARY · FOR RYAN PAULSON, KAL TIRE

The road layer of wildfire safety.

BackRoadIntel is a new program launching this fire season — and this is an invitation to help shape it. Real-time road intelligence for the rural and Indigenous communities on BC's most dangerous roads.

#SaferRoadsAhead

THE CONCEPT

When wildfire forces an evacuation, communities depend on roads no one has checked in months. BackRoadIntel closes that gap — equipping vehicles already driving these roads with passive sensors and an app that quietly captures live road-health data and feeds it to emergency coordinators.

WHY THIS IS A KAL TIRE PROGRAM

Your roads, literally

BC-born, Vernon-based, family-owned for 70 years — and the Okanagan is one of our pilot corridors. This is the road outside your door.

Your product truth

The roughest backroads are where durable tires and real service matter most. The brand alignment isn't borrowed — it's the product.

Your conviction

KalPRO HaulSight already proves Kal Tire believes in real-time road observability. This is the same idea, pointed at saving lives.

MANY WAYS TO SUPPORT — ROOM TO SHAPE YOUR OWN

This isn't a single number — or a fixed menu. A short-term, fire-season commitment is all it takes to lead right now. Every level carries founding-sponsor recognition.

\$6,000 Start with one community

One fire season, one community — 8,000 km of road-health data.

~\$50,000 Fund the Bamfield program **RECOMMENDED**

Founding sponsor of the 2026 fire-season deployment across Bamfield Corridor.

\$50–250K/yr Anchor the program province-wide

Multi-year, 30–150 communities — Kal Tire's commitment unlocks new communities as others join.

Operational Partner on the data side

Where Kal Tire has fleet or mining-road interest, road-health data becomes commercially reciprocal — a natural...

EVERY LEVEL INCLUDES Co-branding · PR & earned media · a welcomed channel to rural drivers · impact reporting

**Your brand.
Their safety.
A door at every level.**

The pages that follow detail the program and the numbers behind each path — but none of it is locked. A short-term commitment lets Kal Tire lead at the Bamfield launch now; the larger, long-term partnership we shape together from there. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**

BACKROADINTEL × KAL TIRE · 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 Kal Tire customers drive every day.

PRESENTED TO

Ryan Paulson

Director of Retail Marketing · Kal Tire

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

FROM

Ryan Gallagher

CEO · IntelliMass Technologies · Confidential

WHY KAL TIRE

Built in BC, for BC's backroads.

Kal Tire was founded in Vernon in 1953 and is still family-owned and headquartered there. The Okanagan is one of our active pilot corridors — this isn't a cause across the country, it's the road outside the door. No brand in Canada has a more authentic claim to the rugged-road driver than the one that has served them for 70 years.

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 IN WILDFIRE RISK ZONES

BC

THE PILOT PROVINCE & PROOF POINT

Why Kal Tire, and how.

DOOR A · BRAND · PR · B2C

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DOOR B · OPERATIONS & MINING

Road observability is already in your DNA.

Kal Tire's Mining Tire Group already builds vehicle-mounted, real-time road intelligence. BackRoadIntel is that same conviction pointed at community evacuation roads — opening a future conversation on shared road-condition data, fleet insight, and methodology.

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. Kal Tire retains full sponsor recognition for as long as communities are served.

THE HALO EFFECT · \$250K/YR EXAMPLE

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

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

Lead at Bamfield.

You don't need the full program mapped out to lead. A short-term, fire-season commitment makes Kal Tire the founding tire-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
Kal Tire'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 RECOMMENDED	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 Kal Tire 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 Kal Tire wants to lead and we'll shape the agreement around it. **Ryan Gallagher** · CEO, IntelliMass Technologies · ryan.g@intellimass.ai

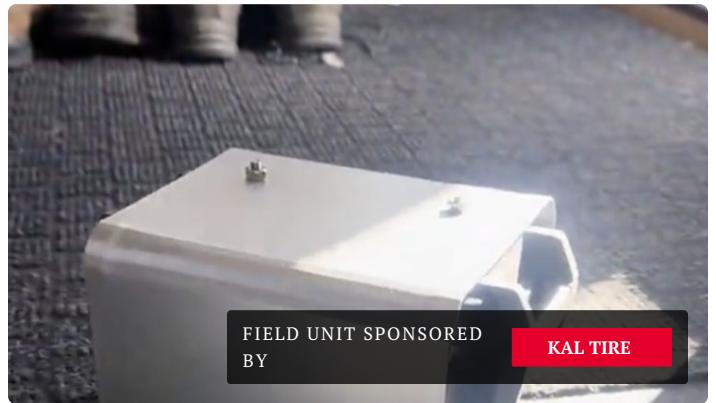
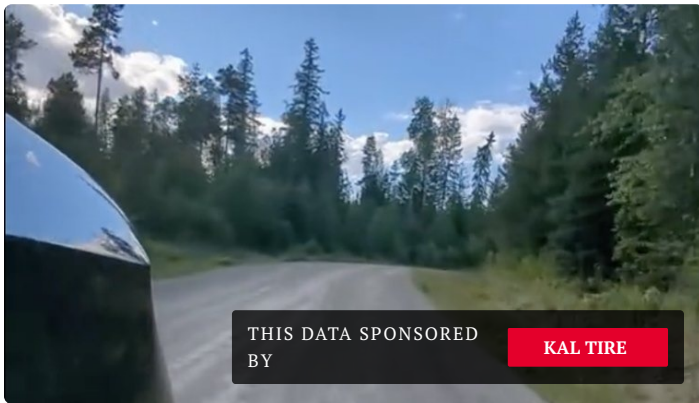
Safer Roads *Ahead.* — Branding Opportunities

BACKROADINTEL × KAL TIRE
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 Kal Tire's brand can ride along on it, burned in like a broadcast sponsor. Below are real BackRoadIntel posts, mocked up with Kal Tire 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 Kal Tire" — 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 Kal Tire lockup, bottom-right, wherever it's published — social channels, the interactive route system, and media pickups.

"This data sponsored by Kal Tire"

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 Kal Tire and lock them to your sponsorship.**

Safer Roads *Ahead.* — How It Works

BACKROADINTEL × KAL TIRE
SYSTEM OVERVIEW · JUNE 23, 2026

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 and regional notifications — rock slides, downed trees — that need to reach people fast. Together they spread collection across enormous areas — and because capture and sync just work, the data scales by crowdsourcing.



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

2,000+ km

PER HITCH UNIT / MONTH

Each hitch unit logs over 2,000 km of road-health monitoring a month — passively, on vehicles already out there.

It just works

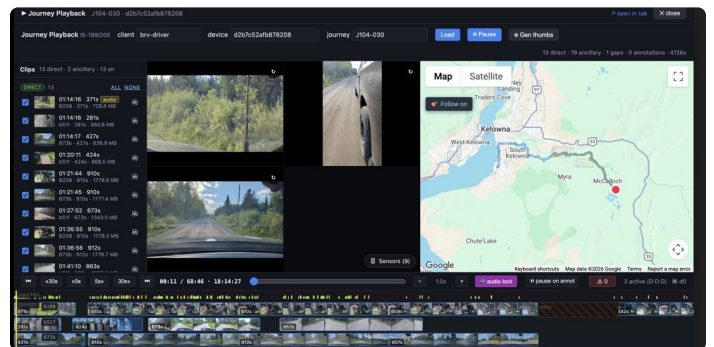
THE MOBILE APP

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

One shared map

WIDE DISTRIBUTION

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



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

Safer Roads *Ahead.* — First Nation Regional Sponsorship

BACKROADINTEL × KAL TIRE
REGIONAL MODEL · JUNE 23, 2026

SPONSOR A REGION

Underwrite a First Nation's road intelligence — directly.

A regional sponsor can fund the field unit and the data collection that give a First Nation real-time route and road intelligence for its own territory — and carry recognition tied to that region.

A field unit

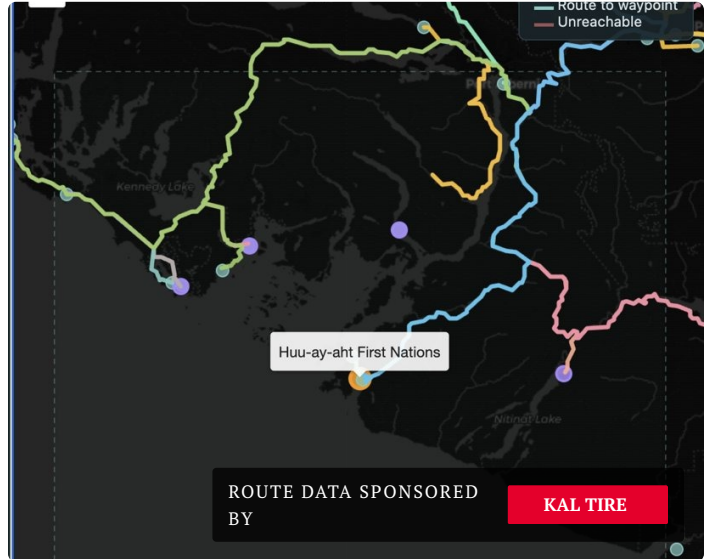
One or more hitch units deployed on vehicles already serving the region.

The data it collects

Road-health and route-reachability mapped for the community, season over season.

Regional recognition

Co-branding, PR and map placement scoped to that First Nation or corridor.



Route intelligence for the region. Every reachable route to a waypoint town — and the roads that aren't. This is the live picture a sponsored region gets.

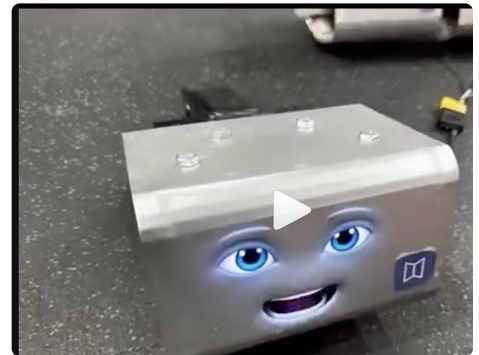
THE FLEET BEHIND IT — AND ROOM TO HAVE FUN



Tested and ready. A run of field units staged for Squamish and the Island.



In the field. A unit mounted on a working truck in the BC backcountry.



And we have fun with it. There's plenty of room to make the brand playful, too.

**Pick a region.
Own its roads.**

A regional sponsorship ties Kal Tire to one First Nation's evacuation-route intelligence — the unit that collects it, the data it produces, and the map it lives on. Tell us which region fits and we'll scope it together. **Ryan Gallagher · ryan.g@intellimass.ai**

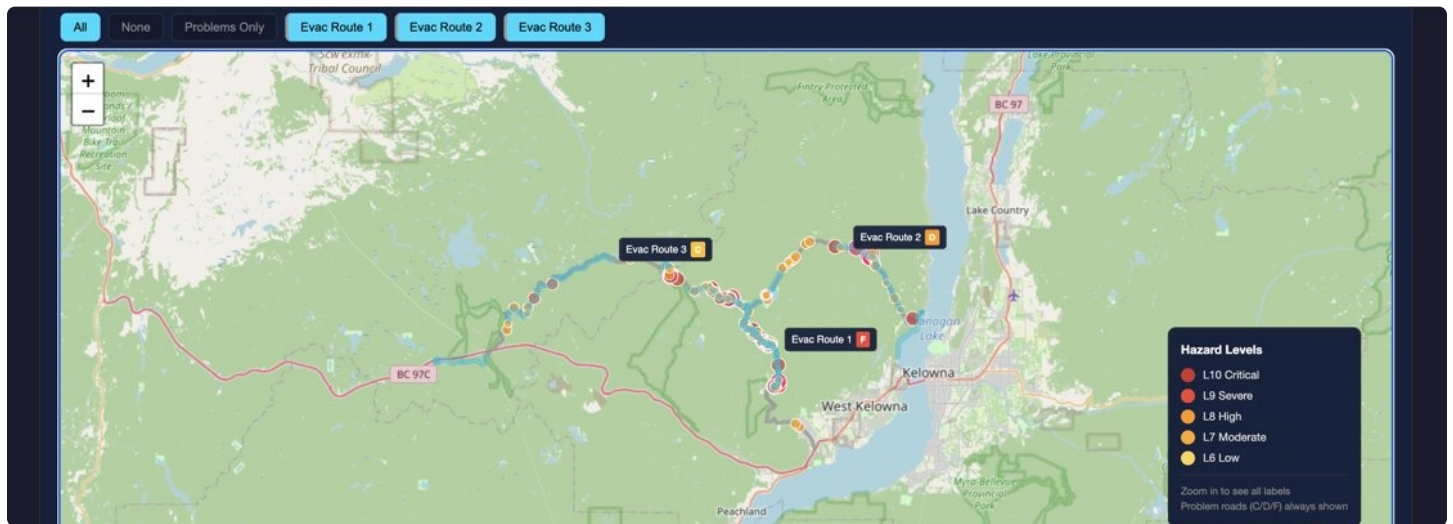
Safer Roads *Ahead.* — Regional Evac Route Health Report

BACKROADINTEL × KAL TIRE
THE DELIVERABLE · JUNE 23, 2026

WHAT A REGION 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.



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 other regional notifications are flagged in the app and pushed automatically the moment a mobile or wifi 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 and regional notifications need to reach coordinators fast — this report updates as the data comes in, so the picture people evacuate on is current, not months old. **This is what Kal Tire's sponsorship puts in a community's hands.**

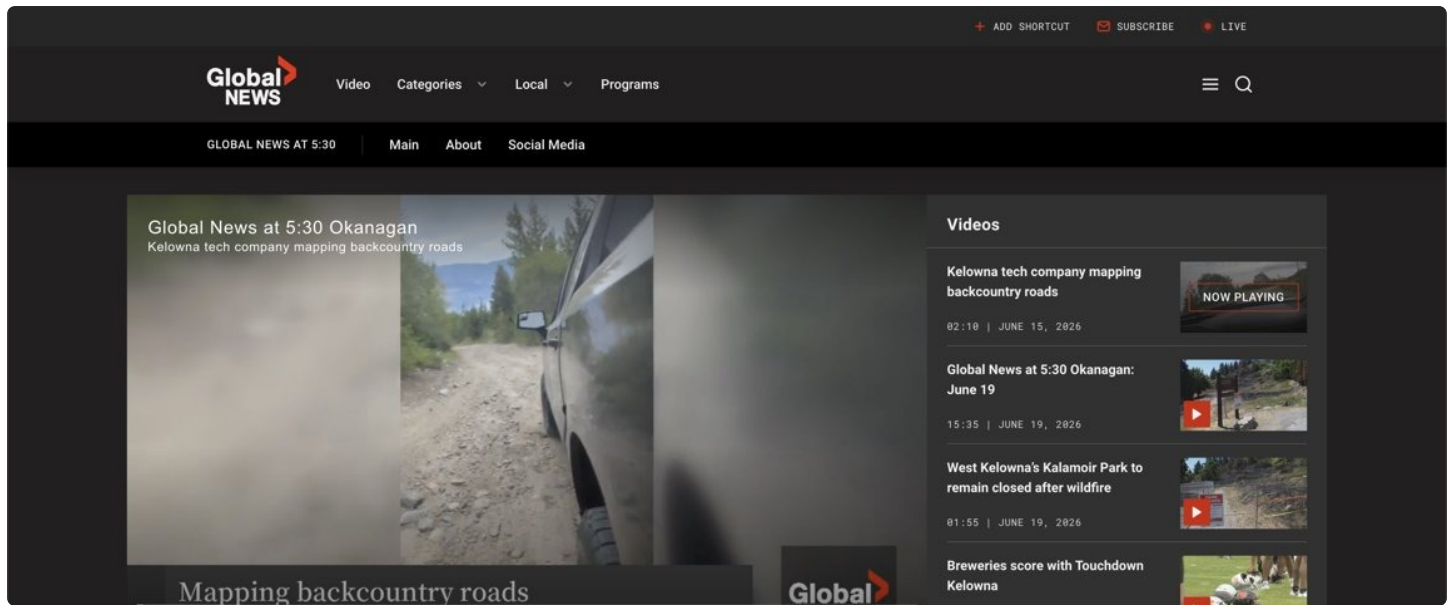
Safer Roads *Ahead.* — PR Opportunities

BACKROADINTEL × KAL TIRE
EARNED MEDIA · JUNE 23, 2026

EARNED MEDIA — AND JUST GETTING STARTED

The story's already on the news. Sponsors are in the frame.

BackRoadIntel has been featured on **CBC**, **Global News**, and regional outlets across the **North Island** and the **Okanagan** — and we're just getting started. A wildfire-safety story for rural and Indigenous communities is exactly what BC newsrooms want to cover, and every founding sponsor is named in announcements and folded into the coverage that follows.



Global News at 5:30 Okanagan — "Kelowna tech company mapping backcountry roads," June 15, 2026. Watch: globalnews.ca/video/11907057

CBC

NATIONAL BROADCAST

Radio and broadcast coverage of the road-safety mission.

Global News

OKANAGAN, JUNE 2026

A 5:30 feature on mapping and monitoring backcountry roads.

Regional

NORTH ISLAND & OKANAGAN

Local press across the corridors where the program is deploying.

*Get in early.
The coverage
compounds.*

The launch is built for press, with more outreach to follow as the program expands across BC. Founding sponsors are named in the launch press, the website and a kickoff case study — so the earlier Kal Tire commits, the more of this momentum its brand rides. **This is only the beginning of the story.**