

Safer Roads *Ahead.* — Branding Opportunities

BACKROADINTEL × KAL TIRE
BRANDING ADDENDUM · JUNE 23, 2026

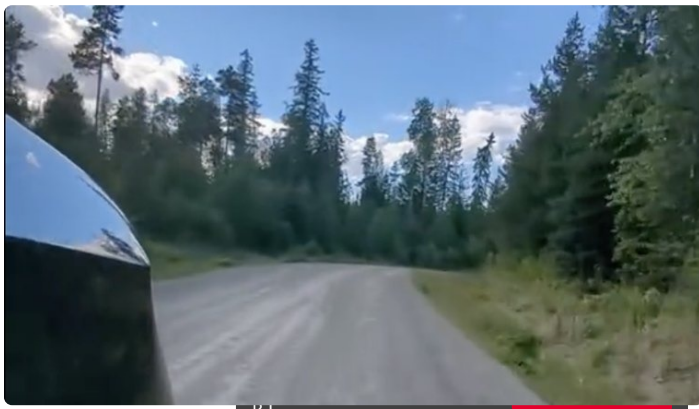
YOUR LOGO ON THE ROADS THEMSELVES

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.**