

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

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 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 The Canyon. June 25

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, in time for the June 25 launch. **Ryan Gallagher · CEO, IntelliMass Technologies · ryan.g@intellimass.ai**