

Interior

RALLY SPORT ASSOCIATION

Since 2016



**RallyCross and SnowCross
Corporate Sponsorship Packages
2024 season**

2023 Season in review

We would like to take this opportunity to say “Thank You!” to everyone who supported the club in 2023.

Thanks to you we were able to start on the hill loop track expansion. We were able to purchase shipping container to store equipment at the track. We also created a new campsite area that allows participants and guests to stay overnight and build community bonds. And, of course, this money helped to improve the track surface and spectator area, thus letting more people to safely enjoy the sport.

Last year we ran eight RallyCross events with a total of 165 entries. The participants were so excited that we got 28 member registrations for 2024 before the year started. More people are joining the club and promoting the sport.



The season ahead

IRSA is a non-for-profit, volunteer run organization. Countless hours are put in by amazing volunteers to create a safe and fun environment for everyone involved. IRSA runs many different events that are not only fun to participate in, but equally as exciting to spectate.

Here is an overview of the events IRSA is planning for 2024:

Work Party, April - June

IRSA is always working on improving and expanding the track at Thunder Mountain. This year the plan is to further upgrade the spectator area and expand parking to allow for more spectators.

We are also hoping to bring more gravel in to improve the track surface and some heavy equipment to pack some looser parts of the track.

Another ambitious plan is building a timing deck on top of the container.

We are still in the process of building the hill loop track extension. Last year we were able to rough it in, and let it sit through the year for ground to settle. This year we will remove large rocks and start working on the surface.





IRSA Test Day / Driving School (tentative), July 6

This event is organized mostly for new members who want to learn a skill or two before the start of IRSA season. There will be more experienced members advising on proper car control techniques, safety, and strategy. The event will take place at IRSA Thunder Mountain Facility. This event also provides an opportunity for competitors who updated their cars in the off season to test the new setup or refresh their skills after a long break.

BC Rally X Championship series.

The 2023 BCRXC was a great success. In 2024 the format of the championship is back to the original RallyX only events. The season will open in Spring with SBRCC (The Squamish Brackendale RallyCross Club) at the Pemberton Speedway running first five events. Later on SBRCC is going to host a “surprise” fall event, the format of which remains a well guarded secret. IRSA as always is hosting the final six Fall/Winter events:

IRSA Double RX August 31 / September 1

IRSA Double RX September 28 / 29

IRSA RX November 9

IRSA RX December 14

IRSA non BCRXC events (tentative)

In the 2023 season IRSA ran 3 non championship events with a more relaxed format and a lot of seat time for participants. The club received a unanimously positive feedback for this format, and the plan is to run a couple more of these events if track and weather conditions permit.

Sponsorship Opportunities



The events of recent years and changes that they brought drove an increase in the population of BC. Kelowna is leading the trend with more than 12% growth over the last 5 years. This means more people are looking to join various clubs to fill their weekends with fun activities, and motorsports are no different.



Last year, 2023, IRSA introduced new way to dip your toes into RallyX. The new program is called Arrive-and-Drive and allows a person to try out RallyX using a friend's car and equipment without major commitment. Another 2023 change is open gates to the facility during events. People driving by come to watch and get hooked on the sport. More members means more cars, more spectators, and, of course, more trailers, tools and parts. Our members and spectators come from all over the Interior BC, Lower Mainland and Vancouver Island, so the exposure any sponsor would get is long reaching.

This year you can once again show off your support for grassroots motorsports. You can get a spot on the start gate and in every podium picture! We have 4 tiers that you can choose from, which can be paid in donations or by assisting in acquiring equipment rentals and / or materials to help further expand the track. To learn more, please review our packages below and contact an IRSA representative for more details.

Corporate Sponsorship Packages

Title sponsor

The one and only company to put its name on the six Championship events IRSA is running this season. This involves a significant contribution to IRSA track maintenance efforts. In return:

- Your name is going to be placed right at the top “IRSA RallyX Series brought to you by ”.
- Your logo will go into the center of the main board.
- In addition, your logo will go on both time boxes custom made to fit your design (maximum size of 1’x2’), so that it is sure to make it into every start line photo.
- Any event in the IRSA part of the series will have “brought to you by” added to it.
- IRSA T-shirts will have your name and logo on the back at the top of the sponsors list.
- Your name and your contribution will be mentioned at every IRSA drivers meeting.
- You will be at the top of IRSA sponsors page with name, detailed business and contribution description, and a link to your business.
- And, of course, a free entry into IRSA events for the season for you or someone you would like to sponsor. (Value of \$660)

Gold

For a \$750 you receive:

- One of IRSA middle tier spots. Poster size is 15" by 48".
- Your name and your company name will be mentioned at every IRSA drivers meeting.
- Special social media post with a description of your business and your contribution to IRSA will be posted at the start of the season.
- Your logo will appear on this year's IRSA T-shirts in proportion with the start gate sign position.
- A paragraph in the gold sponsors section of the IRSA sponsors page with name, business and contribution description, and a link to your business.
- On top of that, two free entries into IRSA events for you or someone you would like to sponsor. (\$220 value)

Silver

For \$500 you receive:

- One of the lower tier spots. Poster size is 12" by 32".
- Your company name will be mentioned at all of IRSA driver meetings.
- A social media post with a mention of all silver sponsors and their contribution to IRSA will be posted at the start of the season.
- Your logo will appear on this year's IRSA t-shirts in proportion with the start gate sign position.
- A paragraph in the silver sponsors section of the IRSA sponsors page with name, business and contribution description, and a link to your business .
- On top of that one free entry into IRSA events for you or someone you would like to sponsor. (\$110 value)

Bronze

For \$250 you receive:

- One of the post signs spots. Poster size is 10" by 12".
- Your company name will be mentioned at the start of IRSA season.
- A social media post with a mention of all bronze sponsors and their contribution to IRSA will be posted at the start of the season.
- Your logo will appear on this year's IRSA t-shirts in proportion with the start gate sign position.
- A paragraph in the bronze sponsors section of the IRSA sponsors page with name, business and contribution description, and a link to your business .
- On top of that one entry into IRSA events at 50% of the cost for you or someone you would like to sponsor. (\$55 value)

Start line gate will be present in a large amount of photos from every event on Facebook and Instagram. IRSA will be tagging sponsors on social media from time to time to increase exposure. IRSA T-shirt designs will be made promoting your name everywhere IRSA members are located around BC.

For any further question about what we do contact us at:

Directly: _____

General Inquiries:

info@rallyinterior.ca

 Facebook:

[Interior Rally Sport Association](#)

[IRSA Thunder Mountain RallyCross](#)

 Instagram:

[RallyInterior](#)

Website:

[Interior Rally Sport Association](#)

*Thank you from all of us at
Interior Rally Sport Association
for your time and contribution to further
motorsports in your community.*



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PHOTOGRAPHY