



## **PIRELLI SPONSORSHIP PROGRAM FACT SHEET**

This Fact Sheet provides additional details and highlights key benefits and responsibilities to the effected parties in the CRC under CARS Announcement 2025-07 released May 27, 2025.

### **Summary of Benefits for the CRC Series, Events and Competitors**

#### **Benefits to the CRC series**

- Maintains series integrity by improving the financial viability of CRC events.
- Helps maintain attractiveness of the CRC as a platform for other sponsors.

#### **Benefits to Events in the CRC**

- A cash payment will be made directly to each of the eight Events in the CRC. Each payment is to be received by the event a minimum of two weeks before the Events' competition starting dates.
- This financial support will help with the Event Organizers' costs, from materials to enhanced support in managing and caring for volunteers.
- The presence of a major series sponsor elevates the prestige of the CRC Events in the eyes of spectators, local public, media and other local sponsors.

#### **Benefits to CRC National Competitors**

- Year-end cash awards if the annual volume of Pirelli tires sold exceeds 200: Pirelli will pay \$40 per tire sold above a minimum of 200 into a prize fund. Distribution and value of the prize fund depends on the number of tires sold, which will be tracked by Pirelli's authorized dealers.
- Improved finances of events in the CRC helps to offset inflation and elevate the competition experience while maintaining series integrity.
- Presence of a major sponsor elevates the prestige of the series in the eyes of other sponsors.

## **PIRELLI SPONSORSHIP PROGRAM KEY CONTACTS**

Pirelli Program Coordinator – Louis Montpellier, CADO

CRC Series Manager – varies, see CARS Regional Director for the CRC Event's region



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### Summary of CRC Series Communications Responsibilities

- Pirelli is to be designated as “an official sponsor of the Canadian Rally Championship”
- Pirelli’s support is to be prominently displayed on all media assets of the Canadian Rally Championship, including websites and social media.
- CRC shall use its reasonable best efforts to prevent any competitors of Pirelli from engaging in promotions, advertising, or other practices not already in effect at some CRC events\* that claim an affiliation or endorsement from the CRC.

**\*Exemption:** Nokian Tyres is a pre-existing sponsor of the Rallye Perce Neige.

### Summary of CRC Organizers Responsibilities at Events

- a. Communicate the Event’s contact name for benefits to the Pirelli program coordinator.
- b. Work with the Pirelli program coordinator to receive podium caps, banners and arch.
- c. Apply the Pirelli logo to event website, virtual documents and printed materials.
- d. Verify during Scrutineering (Technical Inspection):
  - the presence of Pirelli decals on Nationally entered vehicles, and
  - that Pirelli tires are correctly used per (c.) below (Open 4WD SF 85+/FIA homologation), otherwise assess a \$250 fee (beginning at Baie de Chaleurs)
- e. Install and move Pirelli banners and arches on stages and at start/finish podium.
- f. Ensure Pirelli badges are temporarily applied to the driving suits and Pirelli caps are awarded and worn by crews on the Overall and Open 2WD podiums.

### Summary of Obligations for CRC National Competitors

- a. National competitors are required to display four Pirelli decals, one on each corner of their vehicles.
- b. Competing national crews are required to temporarily apply Pirelli badges to their driving suits during podium ceremonies.
- c. Pirelli will be the exclusive\* tire used on competing vehicles in these CRC classes:
  - Vehicles that comply with their original FIA homologation requirements
  - Open 4WD vehicles driven by a competitor with a Speed Factor rating of 85+Starting with the Rallye Baie des Chaleurs, a fee of \$250 CAD will be assessed for vehicles running other tire makes in the exclusive classes. This fee will be collected by the CRC and is payable to Pirelli.

**\*Except for the CRC winter rallies:** Rallye Perce Neige and Big White Winter Rally

- Pirelli rally tires will be sold to competitors exclusively by these authorized dealers:  
Four Star Motorsports, 345 Guelph St, Georgetown, ON L7G 4B6  
Touchette Motorsport, 8910 Boul. Saint-Laurent, Montreal, QC H2N 1M7