ORGANIZERS

Your logo and your sponsors

Put your logo and your sponsors on the event pages, the scoresheet and the referee's screen, and give each sponsor an honest report of what was counted.

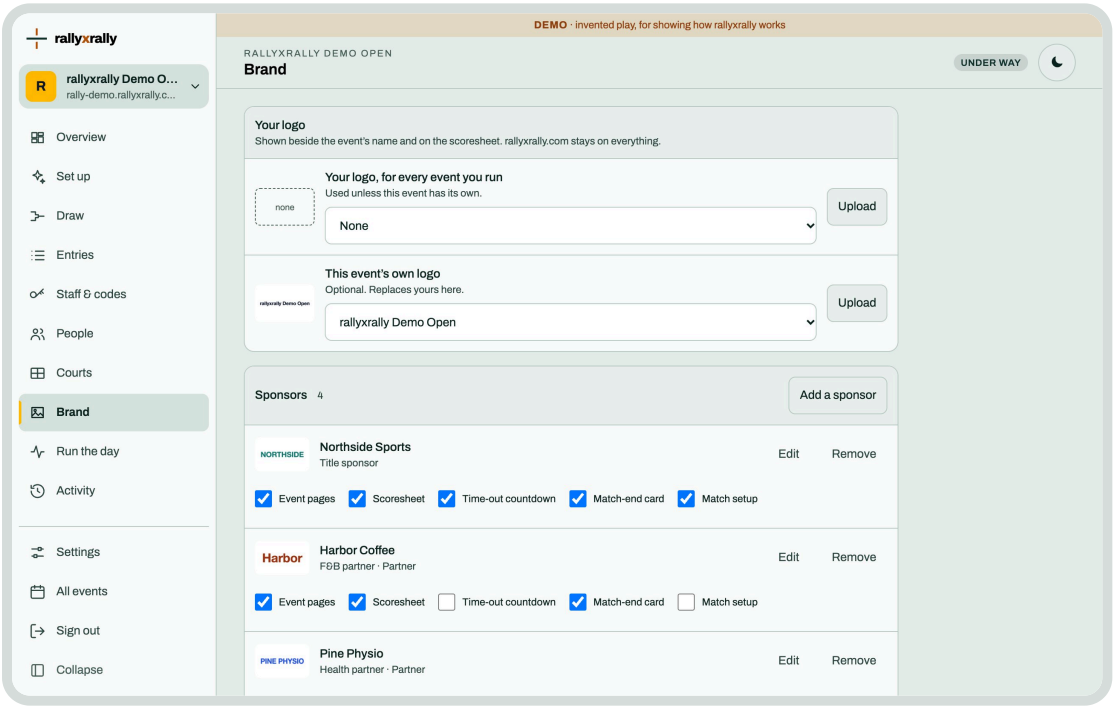
Updated 1 November 2026 4 min read

What it does

Most events have a title sponsor and a few partners, and they want to see their name where people look. Open **Brand**. You add your logo, add each sponsor with its logo and a tag such as **Title sponsor** or **F&B partner**, and choose where each one appears.

rallyxrally counts what it can count honestly, and gives you a report to send each sponsor. It does not sell your sponsorship for you, and it does not invent numbers.

Your logo



The Brand page.

Under **Your logo** there are two slots:

- **Your logo, for every event you run.** Set once, used on each of your events.
- **This event's own logo.** Optional. It replaces yours for this event only.

The logo sits beside the event's name on the public page, and on the scoresheet. **rallyxrally.com stays on everything**: the logo is added to the page, and does not replace it.

Files

Press **Upload** and choose a PNG, JPEG or WebP picture. A logo with a transparent background looks best.

- **SVG is not accepted.** A vector file can carry code, so rallyxrally asks for a picture instead. Export your logo as a PNG.
- rallyxrally reads the file itself to check it is really a picture, and keeps one copy if you upload the same file twice.
- Give each file a short description of what it shows. It is read aloud to people who cannot see it.

Every file you upload goes into your **library**, and you can use it in all your events. Tick **Only for this event** when a file, such as a sponsor's artwork you were lent for one weekend, should not be offered to your other events.

One logo, two palettes

The app has a night palette and a daylight one. A dark logo on a dark page cannot be read, so each file can have a **Version for the night palette**. Without one, the logo is shown on a small white chip, which always reads.

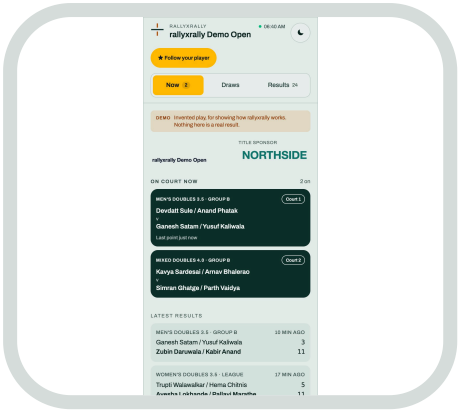
Sponsors

Press **Add a sponsor** and fill in:

- **Name**, and their **logo** from your library.
- **Tier**: Title sponsor, Partner or Supporter. The tier sets how large they are drawn and what they get by default.
- **Tag**: the words shown with the logo. Pick a suggestion or type your own, up to 40 characters.
- **Link**: where a tap should lead. It must start with `https://`.

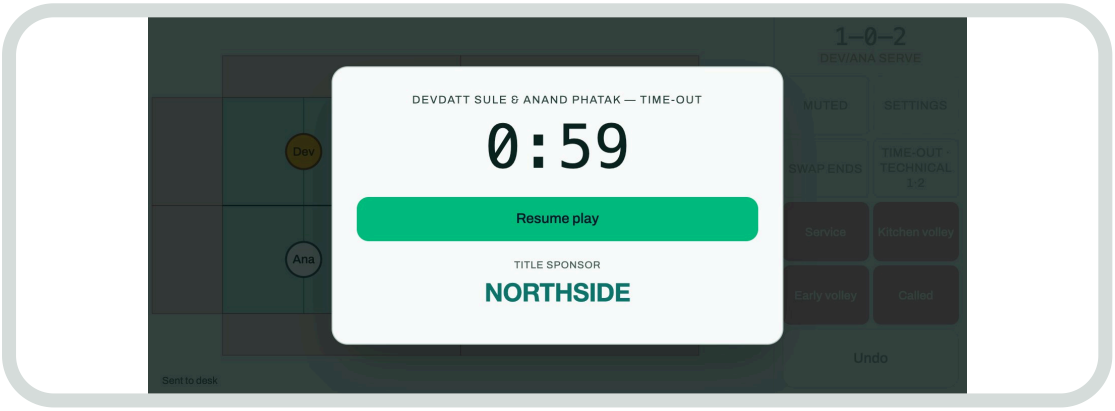
Each sponsor then gets a row of tick boxes, **Where they appear**:

PLACE	WHO SEES IT
Event pages	Everyone who opens your event: the live page, draws and results.
Scoresheet	The scoresheet a referee sends or prints. A title sponsor also gets a QR code on paper.
Time-out countdown	The referee's screen while a time-out clock runs.
Match-end card	The card the referee sees when a match finishes.
Match setup	The screen where the referee starts a match.



The event page, with your logo and the title sponsor.

A title sponsor appears everywhere by default. Partners and supporters appear on the event pages and the scoresheet. The places on a referee's screen are kept for the title sponsor, because the referee is working there. A sponsor on a referee's screen is never a link, so nobody can tap away from a match by accident.



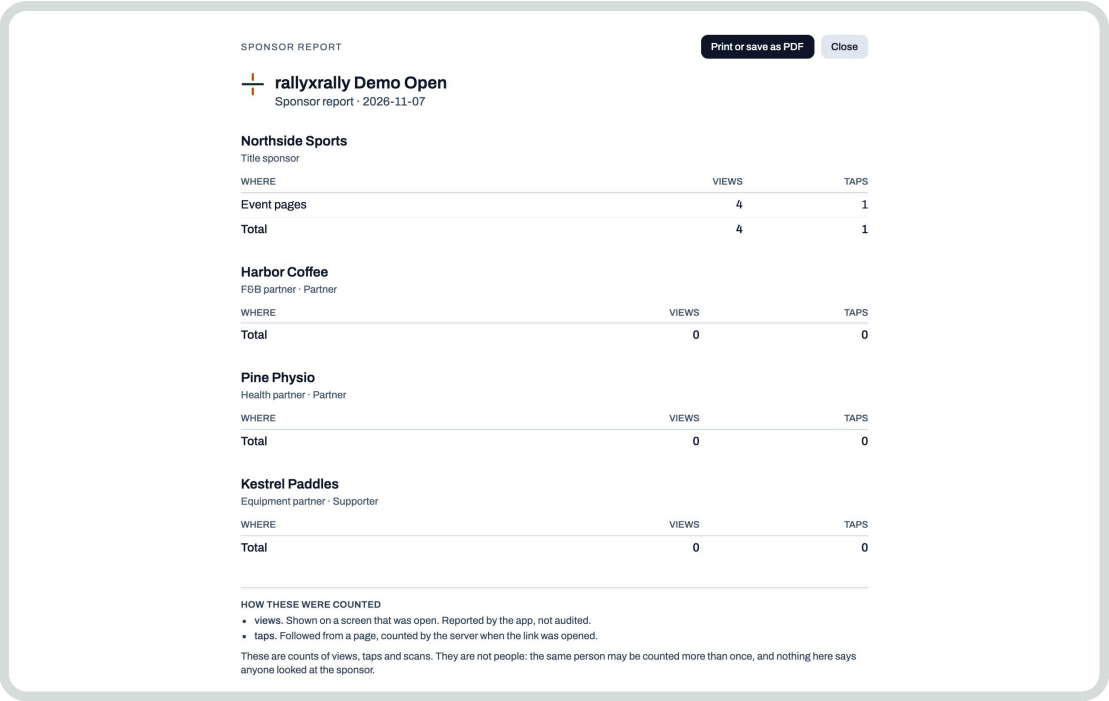
The time-out countdown is the title sponsor’s.

Press **Save where they show**. The first time, rallyxrally asks you to confirm two things, and writes down that you did:

1. You hold the right to use these logos.
2. You answer for the sponsors you show next to players' information. This matters most at a junior event.

The report

Press **Open the report** at the foot of the page.



The sponsor report.

For each sponsor it shows what was counted, in four kinds:

COUNT	WHAT IT IS
Views	Shown on a screen that was open. Reported by the app, not audited.
Taps	The link was followed from a page. Counted by rallyxrally's server.
Scans	The QR code on a printed scoresheet was scanned. Counted by rallyxrally's server.
Prints	A scoresheet carrying the sponsor was printed. Not a count of people who read it.

Read the numbers for what they are. They are counts, not people. The same person may be counted more than once, and nothing here says anyone looked at a sponsor. The report says so itself, in a line a sponsor will see. Do not promise a sponsor more than it says.

Press print, or save as PDF, to send it. The page carries the rallyxrally mark like every other file that leaves the app.

Taking something down

Removing a sponsor, or unticking a place, takes effect at once. The files stay in your library until you remove them. If a file breaks the terms of use, rallyxrally can take it down, and it then stops showing everywhere.

Who changed the brand, and when, is in the activity log.

Limits to know

- **Nothing is compiled into the app.** A sponsor is only shown once your event is published, and only on the places you ticked.
- **The numbers are a sample, not an audit.** Views come from the phone, so a phone that was offline reports later, or never.