



VERMONT MOUNTAIN BIKE ASSOC.
SINCE 1997

VMBA's Membership "Add-on" Model

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When a rider joins VMBA they chose a base chapter. Membership is \$49, which is split 50/50 at the time of purchase. 50% is sent to the chapter and the other 50% is managed by VMBA, and pays for the administrative suite on chapters' behalf. At the time of purchase a rider may choose to "add-on" any number of additional chapters as an individual and/or family in one transaction. Add-ons are \$24.50 – 100% of this goes to the added chapter. Hypothetically, if a rider joined an added one chapter the total charge would be \$73.50.

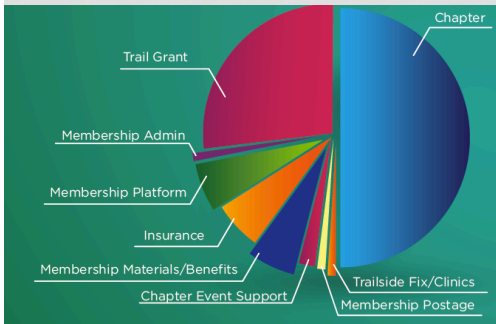
BASE MEMBERSHIP

\$49

All riders go to vmba.org for their membership

VMBA

CHAPTERS



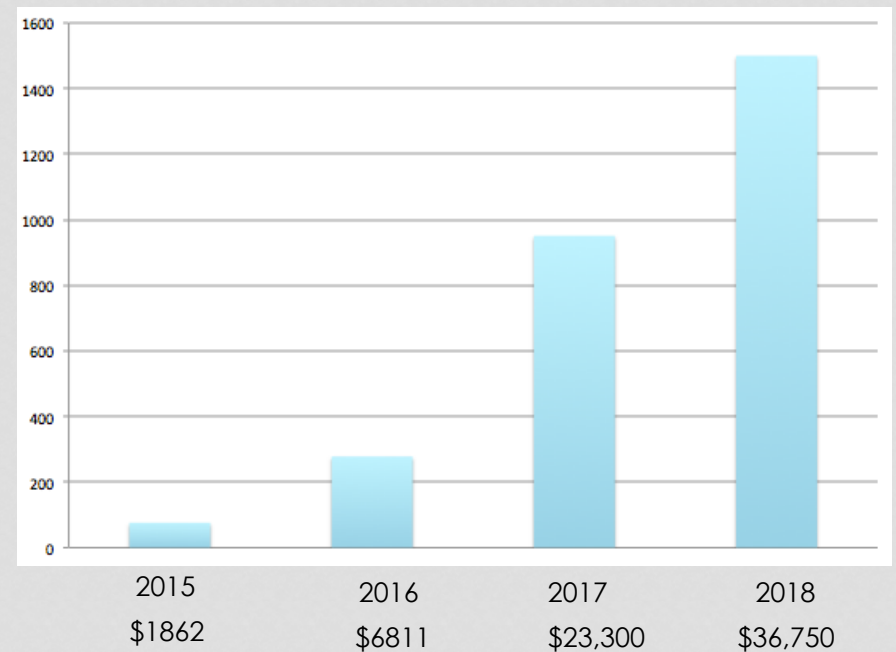
- Trail building
- Professional design work
- Tools
- Events
- Landowner appreciation parties
- Volunteer parties
- Staff

After VMBA routes chapters their base membership and add-on revenue, in addition to the administrative suite of benefits, the balance goes towards the chapter trail grant.

VMBA had 4,500+ members in '17 and hosted a \$50,000 trail grant for chapters.

of Add-ons

1500 is estimated for '18



These totals represent the revenue to chapters in addition to base memberships and the trail grant.



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