

## VERMONT MOUNTAIN BIKE RETAILER'S ALLIANCE PROGRAM

VMBA's Retailer's Alliance builds your customer base through increasing meaningful connections between shops, its customers, and local chapters. To reach this outcome, shops in the program cover the cost of an individual VMBA membership, two add-on memberships, or make a trail grant donation equal to the cost of an individual membership for the first 25 customers who purchase mountain bikes priced at \$1000 or more. Shops which sell less than 25 mountain bikes priced over \$1000 are not required to meet the 25 bike cap. Shops will be invoiced quarterly.

### **The mechanics are simple:**

1. At the time of purchase, shop staff completes the VMBA provided envelope form or Retailer's Alliance google form with customer's information and choice of chapter. If the customer is already a member, or refuses membership, the shop has three options to fulfill program requirements for every qualifying bike sale. All options are equal to the cost of an individual membership:
  - a. Provide current member with two chapter add-on memberships via form.
  - b. Provide membership to a non-current VMBA member. Who would the shop/customer like to thank or bring into the memberships fold?
  - c. Make VMBA Trail Grant donation equal to individual membership cost

For all options, shops make no payments to VMBA at the time of bike sale. Instead, mail the envelope form or submit the electronic form. Upon receipt of form, VMBA will mail membership packet.

2. Shop mails the pre-stamped envelope form or submits the google form to VMBA at the time of sale. Form includes shop name, signature of authorizing salesperson, date and receipt number. Submission is the responsibility of the shop, never send envelopes home with customers or give out the electronic form link.
3. Customer will receive their VMBA membership card and packet within 10 business days
4. VMBA invoices each shop quarterly for the number of envelopes and forms received

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**Retailer's Alliance partners receive a robust suite of benefits and access, including:**

- Shop listing on VMBA.org's Plan Your Ride platform
- Access to the VMBA Member Benefits platform, including a 5250+ membership mailing, live links at VMBA.org/benefits
- Shop specific social media posts in addition to multiple organic tie-ins
- Access to the events calendar at VMBA.org and VMBA's Facebook events listings page
- Three free memberships for first three sales staff from each shop who complete quiz
- Unlimited free VMBA memberships to all newly hired, full time, out-of-state origin employees as part of your business's talent recruitment package
- One feature in the VMBA Newsletter, emailed to 7000+ engaged riders (open rate often exceeds 50%)
- One article on vmba.org (staff profiles, Q&A, informative, reflection, event features, etc.)
- Signage and Sponsor ID window decals, shop logo featured on VMBA.org homepage

For customers not purchasing bikes, VMBA encourages shops to continue driving membership through education, signing up and renewing rider's memberships via their in-house computer terminals using the customers credit card.

**MEMORANDUM OF UNDERSTANDING:**

Vermont Mountain Bike Association & Vermont Mountain Bike Retailer's Alliance Partner

**WHEREAS VMBA AGREES TO:**

- Employ the Retailers Alliance program in full, as outlined
- Support the list of shop benefits as outlined
- Provide promotional signage and materials as outlined
- Provide partners with VMBA quick reference educational materials
- Facilitate an ongoing discussion among MTB retailers to establish advocacy agendas, opening one seat on the VOICe council for a "VT MTB Retailer Alliance" representative
- Play a role in shop events when requested and appropriate
- Disclose shop sales related to membership numbers in aggregate only, no individual shop's sales numbers can be disclosed.

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**WHEREAS RETAILER’S ALLIANCE MEMBER AGREES TO:**

- Employ the Retailers Alliance program in full or pay \$1250 for associated benefits.
- Educate staff to enthusiastically share your shop’s support of VMBA and riding in Vermont with customers visiting your shop
- Display the Alliance partner ID window decals, and signage in a prominent position in your shop.
- Pay all invoices within 30 day of receipt. Invoices will be sent on a monthly basis.
- Communicate any issues/solutions related to the program to VMBA with the understanding that solutions may not be implemented until the following year.

**NON-PARTICIPATION CLAUSE**

Participation in full, using the outlined mechanics, is required of all Retailer’s Alliance shops. Non-participation, defined as not fulfilling the agreed upon obligation to submit a form and pay related invoices for every mountain bike sold over \$1000, will result in a payment due to VMBA of \$1250. Shops which submit a form and pay related invoices for every mountain bike sold over \$1000, but do not reach the 25 bike cap, will not be billed beyond the amount due for submitted forms. We will asses participation in August, the halfway point in the program period. Non-participating shops which have signed this document will be charged \$1250, due August 31st, at which point their Retailer’s Alliance partner benefits will shift to Plan Your Ride sponsor benefits through March 31st, 2020.

**NON-PARTICIPATION NOTE**

\$1250 is the base cost of the benefits provided to shops in the Retailer’s Alliance program, many of which your shop will have benefitted from for a minimum of 6 months by the halfway point. The Retailer’s Alliance program is designed to be non-regressive through attaching the cost of partner benefits to bike sales, providing smaller shops with a lower partnership entry point. Please note that \$1250 is above the cost of Retailer’s Alliance participation for many smaller shops who would not reach the 25 bike cap.

I hereby agree to the above terms, as outlined, for the period of April 1st, 2019 through March 31st, 2020.

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Vermont Mountain Bike Association

\_\_\_\_\_  
Date

\_\_\_\_\_  
Shop Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Shop Representative

\_\_\_\_\_  
Date