



Naming Grants Program 2019

Burton is excited to foster a relationship with a local VMBA chapter with a grant of \$5,000 to be put towards the maintenance of trail(s). It is understood that popular trails take wear and tear on a seasonal basis and continual upkeep is necessary to continue to provide exceptionally riding, sustainable trail. Burton sees this partnership in the form of grant dollars as well as human capital that can help foster engagement in the maintenance of our local trails.

The goal of this partnership would be to bring awareness of Burton in shoulder season activities and create visibility for both parties in respective channels. This grant is inspired by a company initiative to expand our brand reach, and targeted opportunities within the mountain bike community. The chapter awarded this grant will be asked to work closely with the Burton Retail Marketing Team to meet the following criteria.

What does success look like:

- Engagement between the accepting chapter and Burton with trail-work days and in store activations and events (Event TBD between chapter and Burton. Examples could be VMBA member discount night, season kick offs, movie nights...)
- Visibility of the Burton brand in the mountain bike community as measured by the specifics outlined in the criteria below.
- Visibility of partnership through Burton channels. For example, "our team is excited to..."

Grant Criteria:

- Signage on trail entrance or kiosk showcasing maintenance sponsorship by Burton.
- Chapter is required to photo document the entire project for Burton's use.
- Chapter would use the grant to maintain a popular trail in need of routine maintenance
- When chapter is hosting a trail day in the network that contains the trail(s) for which this grant is used, the chapter will mention Burton and tag Burton in social media.
- Chapter would work with Burton to host two Burton *employee* volunteer trail-work days. Tools and guidance would be provided by chapter. The chapter is asked to keep Burton's volunteer time as closely attached to their grant as possible – we recognize that not every project can use a lot of volunteers the same and that an alternative project may be more appropriate for large volunteer groups

- Chapter would work with Burton to host one Burton and *community* volunteer trail-work days. Tools and guidance would be provided by chapter. Trail-work days need to be appropriate for all levels of experience and ages.
- Work with Burton to create marketable content about the grant and partnership. For example collaboration with Burton's marketing team on developing a story, photo and video content that can be shared on Burton's blog and other digital channels.
- Partner with Burton to host at least one in-store activation at the beginning of the season announcing the partnership. This would include collaborating with Burton on the event concept, date, workshops and activations, promotion and execution.

Eligible Expenses

- Trail design/consultation
- Trail maintenance items (bridging, surfacing material, etc.)
- Tools, kiosks and signage
- Chapter trail staffing expenses
- Permits

Ineligible Expenses

- Administrative functions (computers, web hosting, paper, postage, etc.)
- Fees
- Mileage for commercial or chapter builders
- Promotion or subscriptions

All awarded funds must be spent in full by Dec. 31, 2020 and illustrated in physical receipts. Any unaccounted for balance will be due back to Burton by Jan. 2, 2021.

Chapters are strongly encouraged to utilize the Rewards Volunteers Platform provided by Cabot. Chapters and volunteers are eligible for cash and prizes. The RV program is also a fantastic way to track volunteer time.

Proposals must include:

A plan to drive membership

- Chapter must submit contact information of membership coordinator and part of developing a membership campaign for the following year before grant funds are allocated
- Three trailhead sits – OR – membership based event – shop sit, advertised sign up renewal BBQ, membership table at partner's event, etc. Please include your three scheduled events in the proposal
- Chapters agreeing to encourage membership at scheduled riding events and trail days:
 1. Gather participants and share a focused announcement about the importance of membership

2. A point person, that is prepared, to handle memberships before and after the ride onsite

Project Description

- Briefly describe how this grant will help you make much needed improvements to one of your most popular trails
- Describe the type of work that needs to be done and how this grant will help make future efforts to maintain this trail a bit easier
- Will the work done with this grant help make the trail more accessible for diverse users?

Trail Management

- Is the trail shovel ready – are all required permits and landowner written permissions in place?
- Are there any outstanding administrative/permitting issues attached to the project? Funds will be contingent upon resolution of all encumbrances prior to the allocation of funds
- If on public land, with which officials have has the chapter been in communication? Have approvals been granted? Please include any correspondents illustrating their support
- Will (or does) this popular trail need additional infrastructure support in the future in light of growing demand?

Ecological Sensitivities

- Describe how this trail project has been constructed and maintained to minimize impacts on water resources, shore lands, riparian zones, water quality and flood resiliency
- How does this work account for forestry planning, local/sensitive resources, unique ecological features, wetlands and any endangered species? Please be specific about any correspondents the chapter has had with the Dept. of Environmental Conservation about needed permits

Budget

- Please include an itemized budget for the project
- Chapters will be required to submit receipts for all project expenses before Dec. 31, 2020
- List any in kind donations also being used for this project
- Please track all volunteer hours – particularly those spent on this trail
- List any additional fundraising planned for this project

Timeline

- Please list the timeline attached to any needed permitting or public land managers, or private landowner approvals needed for this work
- Please estimate the best times for volunteer work to be used on this project

- Please estimate the project completion date

The team at Burton is excited to review your grant proposals, which are due by **Nov. 1st**. All documentation should be sent to Tom – he will assemble materials and forward everything on to us. Good luck!

The Burton Team