

2020 RETAILER'S ALLIANCE



The 2020 Retailer's Alliance has been designed to unite Vermont's independently-owned bike shops around three goals:

1. Increased mountain biking participation in Vermont
2. Encouraging Vermonters to shop local
3. Sharing information with the public including rider etiquette and VMBA advocacy priorities.

VMBA will provide access to:

1. The Member Benefits program
2. The Plan Your Ride platform
3. Three free shop tech memberships (after filling out the annual "quiz" online). This is intended to help techs know about VMBA in case they are asked questions by the public.

Your shop is being asked to:

1. Offer a compelling benefit that encourages someone to stop by your shop and/or try riding. For example, a free or 50% off demo or 15% off accessories, or discount on a particular kind of service. Or think about owning a product category. For example, a steep discount just on shoes, or just on tires, or free shock service with a purchase of \$X. Think about what would inspire you to make an out of the way stop at a shop like yours and consider all that you would learn if you did.
2. Place VMBA signage in your shop in a prominent location. We're asking every shop to display the VMBA sticker on the door, place VMBA membership brochures on the shop's counter, use VMBA handlebar hangers on bikes that are for sale, and display a VMBA membership poster in a prominent location.
3. Educate the public when it makes sense about being a good steward of wild places, being a responsible rider, and the value of buying local. Over 80% of VT's outdoor infrastructure is on private land. If regulations are increased on private landowners, these crucial partnerships will become exceedingly difficult, and may end altogether in many cases. Fewer trails = fewer people riding, which means fewer people buying/breaking bikes. VMBA shops are encouraged to contribute to our collective long-term success as an outdoor community by educating the general public about the values of stewardship, buying local, and protecting private landowners from undue regulation.
4. **Your shop may choose to support chapter memberships using the envelope system, but this is not required.** If you would like to sponsor memberships for people purchasing bikes, please reach out to Chris@vmba.org

My shop is all in and can't wait to participate!

Shop name: _____ Shop Representative: _____