



2021/22 RETAILER'S ALLIANCE

Thank you for your participation in the 2021/22 Retailers Alliance program! Retailers Alliance has been designed to unite Vermont's independently-owned bike shops around three goals:

- Increase mountain biking participation in Vermont
- Encourage Vermonters to shop local
- Share information with the public on rider etiquette and VMBA advocacy priorities

VMBA will provide access to:

- Listing in the Member Benefits sheet, mailed to all VMBA members (7,600+ in 2020).
- Listing of shop benefits on our Member Benefit website:
www.vmba.org/memberbenefits-2
- Prominent placement on our Plan Your Ride platform (a \$1,250 value), which is directly linked from the Vermont Department of Tourism biking page
- Shop logo featured and linked on our Retailers Alliance webpage at
<https://vmba.org/vt-mtb-retailers-alliance/>
- Feature in 2+ social media posts annually with access to 11,300+ followers
- Access to our events calendar and VMBA's Facebook event listings
- VMBA collateral for your shop (brochures, window decals, posters, and bike hang tags)
- Three memberships awarded to shop employees who complete our annual online "quiz", intended to help them communicate about VMBA with customers

Your shop is being asked to:

- **Offer compelling Member Benefit(s)** that encourages VMBA members to visit your shop and, ideally, get more folks into the sport.
- **Place VMBA collateral 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, and display a VMBA membership poster in a prominent location.
- **Educate the public** as appropriate about riding responsibly. Over 80% of VT's outdoor infrastructure is on private land. Our responsible use of trails is essential to protecting private landowners from undue regulation and preventing loss of trail access.

Your shop has the option to:

- **Sponsor VMBA Memberships** through the online submission platform found in the Chapter Resource Library - <https://vmba.org/chapter-resource-library/bike-shops/>
Shops that choose to sponsor memberships will be invoiced on a quarterly basis
- **Offer Instant Redemption** of member benefits to individuals that purchase a membership on the spot while in the shop. This is up to your discretion as we cannot track who utilizes their benefits until they receive their membership materials.

We are very excited for your shop to be a part of the Retailers Alliance. If you have any questions, please feel free to reach out to krysy@vmba.org. Please sign this document (electronic is acceptable) and send it back to Krysy. Thank you!

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

Shop Name: _____ Shop Signature: _____

Shop Mailing Address: _____