



Dear Retailers Alliance Partner,

First off thank you for joining us for our 25th year as an organization. Vermont mountain biking has come very far in that time. We now steward over 850 miles of single track, with 55+ miles added this last season alone. We're thrilled to count 28 Chapters, who collectively recruited and organized a total of 15,000 volunteer hours in 2021. We also counted over 9,400 members last season, a 22% increase from 2020. With your partnership we hope to bring that number up to 10,000 + members in our 2022/2023 season. This will make us the largest state-level mountain bike organization in the country.

In this packet you will find a new 2022 partnership sticker for your front door, a register tag filled out with your benefit to remind your guests & staff, an overview of our 22/23 membership card, and a Retailers Alliance poster to display where you see fit. If any of these things get damaged or lost, please don't hesitate to reach out to me for a replacement.

This season I want to actively work with you to build and develop our Retailers Alliance program. This program has had many changes and iterations over the years and we are always looking for feedback on how to make it the best possible fit for participating shops, VMBA, and our members. As a former shop employee myself, I'd like this program to benefit partners like you as much as possible while achieving our goal of having more informed riders out on the trail. Keep an eye out for further communications from me throughout the year.

We are excited for the season ahead and grateful for your role in it. Thanks again and don't hesitate to contact me with questions.

A handwritten signature in black ink that reads 'Joe Gaynor'.

Joe Gaynor
Programs & Events Coordinator

Email: Joe@vmba.org

Phone: 203-414-0025