



Dear Retailers Alliance Partner,

First off, thank you for joining us for our 26th year as an organization. Vermont mountain biking has come very far in that time. We now steward over 900 miles of single track, with 40+ miles added this last season alone. We're thrilled to count 29 Chapters, who recruited and organized a total of 20,000+ volunteer hours in 2022. We also amassed over 9,500 members last season, a 16% average annual increase over the last 5 years. . With your partnership we hope to bring that number up to 10,000 + members in our 2023/2024 season. This will maintain our status as the largest state-level mountain bike organization in the country.

We're excited to have launched the VMBA App earlier this month. You should have received a pdf version of the redemption process and hopefully have had time to check out the App for yourself. We're hoping that this new system will make the process between our members and your staff smoother with all the necessary info on the member's device. With the exception of a handful of those who opted out of using the App, members will now have their benefits at their fingertips and be that much more aware of our partnership and connected with your business. If you have any updates or questions please let me know. We will be able to edit and update the App all throughout the season.

In this packet, you will find a new 2023 partnership sticker for your front door, a register card to remind your guests & staff of your participation in the program, and an overview of our 23/24 benefit redemption process for the App and, for those who opted out, membership card. If any of these items get damaged or lost, please don't hesitate to reach out to me for a replacement.

This season we will be promoting the Retailers Alliance program through our newsletters and social channels in the new marketing campaign. It will also be very interconnected with promotion for the App, highlighting the program more than ever. If you have specific events or promotions that you'd like us to repost, please make sure to tag VMBA (@vmba802). We do our best to repost everything we're tagged in by our Retailers Alliance partners. We will also be doing many events throughout Vermont in the coming months and hope that we can collaborate with our partners as often as possible.

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'.

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