



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

More Trails Close to Home

Trails happen through community partnerships. The relationship between grassroots trail stewardship, advocacy organizations, and local retailers who benefit from the work of these groups is essential. IMBA seeks to connect retailers and local mountain biking organizations and offer guidance on how to make these relationships more mutually beneficial. The IMBA Retailer Toolkit guides retailers and local advocates on working together for access, new trail development projects and other trail stewardship activities.





Easy P.O.S. to Connect Customers with Trail Advocacy

Your customers are buying mountain bikes in record numbers. If they don't realize it already, they'll soon discover how much they love being out on the trails. These new mountain bikers will want more trails close to home and better trail experiences. 88% of consumers want to spend money with brands that help them improve their environmental or social footprint, (Forbes/Futerra, 2018). You can give them a helping-hand by developing a direct relationship with your IMBA Local Partner and transforming customers into trail advocates. There are a number of available solutions, including becoming a point of sale for IMBA Local memberships. The IMBA Local team and your IMBA Local Partner have ready-to-go procedures. Reach out to us today.

IMBA Local Bike Hang Tags

Many **IMBA Local Partner** organizations can supply your business with hang tags that will connect customers with the rewarding experience of trail stewardship. Your customers will consider it as added value because you're enriching their riding experience and connections within their local mountain bike community. This will keep them coming back!

Connect with your IMBA Local team and learn more.

GET YOUR NEW RIDE

SORBA TRI-CITIES

SORBA Tri-Cities has all the trails, rides, events and fun to break in your new bike!

www.sorba-tricities.org

SORBA TRI-CITIES
NORTH EAST TENNESSEE

IMBA
Local Partner

JOIN TODAY!

BECOME A MEMBER!

Group rides, clinics, trips and more
Support local trailbuilding
Exclusive IMBA discounts on gear and accessories
Free subscription to Dirt Rag or Bicycling Magazine

SORBA TRI-CITIES
NORTH EAST TENNESSEE

IMBA
Local Partner

www.sorba-tricities.org

WE BUILD THE TRAILS YOU RIDE!

Trails don't just happen. People that want great riding experiences work together on the pieces of the puzzle.



Host an Event to Stay Connected with Customers

As host to local mountain biking group meetings, you're keeping customers, existing and new, connected with each other and with your business. Consider hosting a local organization business meeting, a social meeting, or trail stewardship strategy session at your shop.

You offer a fun, comfortable atmosphere for discussing mountain biking and benefits to the community. Contact your IMBA Local Partner to explore opportunities such that net income expands.

Volunteer Recognition

Volunteers are the driving force of trail stewardship and **IMBA Local Partners**. They help create direct and indirect business for you. They give thousands of hours every year to improve and develop trails in your community. Help recognize them and their efforts. Support could be formal incentives, discounts, shop awards, etc. Recognition can also be as simple as taking donuts to trail workdays.

Consider incentivizing your shop employees to volunteer with your Local IMBA Partner or other trail stewardship organization. This will help better connect your shop with the work of your IMBA Local Partner.



Share Advocacy Information

IMBA Local Partners access a variety of IMBA programs to cultivate the creation of local trails. Many of these programs require public input and participation. Bike shops and other outdoor retailers are ideal places to bring attention to programs and projects that need public support.

You can:

- Share action alerts about access or funding issues
- Promote membership drives
- Promote IMBA Dig In or Trail Accelerator grant projects
- Provide shuttles to public meetings
- Provide letters of support for trail projects

Connecting with Local Decision-makers

As a local business, you have a powerful voice with local decision makers, economic development councils, chambers of commerce or other small business organizations. Use your voice. Communicate how trails and cycling infrastructure help communities and local businesses thrive. Examples for how trails and cycling improve economic stimulus can be found in the [resources section](#) of IMBA's website.





Membership Solutions

You can empower customers to be active trail stewards by being a point of sale for IMBA memberships. The more they're engaged, the more active a customer they'll become.

Consider two steps:

You can make a [donation to IMBA](#) today.

Connect customers with an IMBA Local Partner organization by promoting and selling memberships.

Membership options:

Create a SKU and take in memberships using your point of sale platform. Your IMBA Local partner can collect the membership dollars, send a check with a spreadsheet of new members weekly or monthly. The spreadsheet and a check for the memberships should be sent to membership (IMBA Membership PO Box 20280, Boulder, CO 80308) where the IMBA team enters them into the database.

Consider paying for half the cost of memberships to recruit new members through each bike sale. The purchaser will pay for the other half, again using a SKU created in your system. The remainder of the process remains unchanged; collect the data, and send a spreadsheet and check for the total amount for the memberships to IMBA's membership team at the end of the week or month. In this case between the retailer and the new member, the chapter isn't paying anything and will get that money back.

Consider Hosting a Trail Day

Trails need maintenance. Trail Days are necessary, and can be a lot of fun. If you help your IMBA Local Partner with a Trail Day, your business is visible, a good citizen, and you can bring and attract new customers. You'll make an impression working side by side with current and new customers. A few hours is a great investment.



Connect your customers with their IMBA Local Partner and help grow mountain bike advocacy in your hometown.



Want to learn more?
Connect with your IMBA Local team today!

Anthony Duncan

Anthony.Duncan@imba.com

402.672.3960

Jen Hill

Jen.Hill@imba.com

720.996.3506

more
trails close
to
home

IMBA.com