

IMBA Europe Corporate Membership

Joining the IMBA Europe as a Corporate Member is one of the best things you can do to strengthen your business and contribute to the future of mountain biking in Europe. Inspired by the achievement of IMBA in the United States and elsewhere, several national mountainbiking advocacy organizations have united their efforts work towards creating a truly European initiative.

Membership taps you into the power of IMBA Europe. For bicycle related companies the link between trail access and equipment sales is clear — if trails are open, your sales will grow. When bicycle access is lost your bottom line will suffer, as mountain bikers will ride less often or adopt other recreational activities.

Non-bicycle companies are drawn to IMBA Europe because of the healthy and active lifestyle we advocate. Our core values of sustainability, accessibility, responsibility and leadership create a powerful opportunity for cause-related marketing and brand building.

Supporting IMBA Europe is easy

The cost of becoming an IMBA Europe corporate member is just a tiny fraction of your company's annual sales. Your support will help to pay the important IMBA Europe efforts to safeguard and enhance the future of mountain biking and shared-use trails around Europe.

In return for your commitment, we will recognize your company at IMBA Europe's website (www.imba-europe.org). Whenever appropriate, we'll publicize your organization's commitment to IMBA Europe's work in our varied media outlets, including references in our annual report.

IMBA Europe Corporate Members will pay annual cash dues. We can build on this relationship by creating additional strategic programs and in-kind contributions to benefit both organizations. Information on billing cycles and other financial parameters can be found in the Membership section of our website.

Support the launch of IMBA Europe in 2010!

www.imba-europe.org | info@imba-europe.org



SPEAK



BUILD



RESPECT



RIDE



IMBA Europe Corporate Membership Benefits

Your company will be listed with a link to your site as an IMBA Europe supporter on the IMBA Europe website.

Whenever appropriate, we will publicize your company's commitment to IMBA Europe's work, including references in our annual report.

Corporate Members are encouraged to promote their relationship with IMBA Europe by using IMBA Europe graphics and text in marketing materials.

Potential for custom marketing program development, cooperative public relations and strategic outreach ("Above and Beyond" sponsorship).

Corporate Membership Dues Scale (in euros):

Sales less than 350,000	210
350,000 to 700,000	350
700,000 to 3,5 million	700
3,5 to 7 million	1,400
7 to 17,5 million	2,100
17,5 to 35 million	2,800
35 to 52,5 million	3,500
52,5 to 70 million	4,900
70 to 105 million	6,300
105 to 140 million	8,400
140 to 210 million	10,500
210 to 280 million	12,600
280 million +	17,500

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