



Corporate Supporter - 2019



Corporate partner support is key to advancing IMBA's mission and core initiatives. Joining or donating to IMBA's work is a simple and effective way to guarantee a bright future for mountain biking. Show your customers that you care about mountain biking by supporting its growth, progression and acceptance.



ABOUT IMBA EUROPE

The International Mountain Bicycling Association Europe is a non-profit association whose mission is to secure and enhance sustainable access for mountain bikers and communities across Europe and to unlock opportunities for trail development. We encourage low-impact riding, trail stewardship, cooperation among different trail user groups, grassroots advocacy and innovative trail management solutions. IMBA Europe is a widespread collective of MTB advocacy groups, trail associations, professional trail builders, MTB regions and bicycle industry partners.

OBJECTIVES

- » Improve trail access for mountain biking significantly in EU countries where access is under threat
- » Creating and catalyzing more trails close to home
- » Ensure mountain biking is more widely accepted and recognized as a responsible outdoor activity
- » Create a knowledge hub: gather data related to the impact and benefits of mountain biking
- » Incorporate MTB friendly conditions in relevant (EU) policies.
- » Stronger together: grow in members, volunteers and supporters to increase political clout
- » Support the development of model trail projects and disseminate good practices and trail building expertise

HOW WE WORK

As an umbrella organisation, cooperation and partnerships are key to our success and the most efficient and effective way to achieve our goals and ensure our efforts are positive and lasting. We facilitate knowledge flow, provide professional training and trail development assistance, coordinate European wide campaigns or research and build strong relationships with decision-makers. IMBA Europe acts as an intermediary and is the only organisation that represents grassroots mountain biking at the EU level. Being a non-profit association also enables us to apply for EU funding and join other project consortiums.

WHY SUPPORT ADVOCACY?

Trails are the backbone of mountain bike communities and businesses. Legitimate access to sustainable trails close to where people live are preconditions to practice and promote mountain biking and to fully develop its social, economic and health value. With exception of Scotland and some Scandinavian countries, trail access for mountain bikers is often not as obvious as it seems and in many cases, it's not a legal right but a privilege only obtained by tireless advocacy work. To create and catalyze more trails close to homes and to preserve and enhance responsible trail access, we have to keep working with governments, municipalities, land management and nature protection agencies to ensure mountain bikers are considered on a level playing field against other outdoor activities or land use practices.

So why support advocacy as a business? IMBA's philosophy is simple. Advocacy and trail development initiatives serve mountain biking in general with positive impact on the mid and long term as it comes to increased participation, sales and individual health. We're in this together and therefore we do not only appeal to our member network of national mountain bike association but also ask support of the bike industry and related service providers. Building a large, strong and engaged mountain bike community is considered as a shared responsibility.

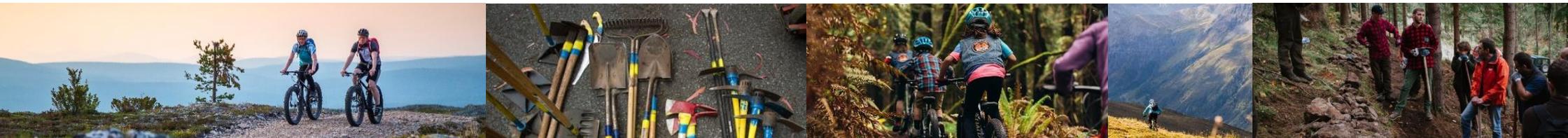
ENGAGEMENT LEVELS

Suggested annual contribution is based on the company's MTB related turnover in European markets and the relative benefit a company gains from growth in mountain biking across Europe. IMBA Europe does not audit company turnover or declare the amount paid by any business except by agreement with the company involved. Memberships will not be renewed automatically. Larger payments can be staged in parts.

Level	Annual Fee	Estimated European turnover (million)
Above & Beyond	€ 25.000 and up	100 or more
Elite	€ 20.000	80 or more
Premier	€ 15.000	60 or more
Visionary	€ 10.000	40 or more
Singletrack Society	€ 5.000	20 or more
Fat Tire	€ 1.250	5 or more
Small Business	€ 250	minimum payment

BENEFITS FOR ALL SUPPORTERS

- » EU representation and campaigning for (e) MTB-friendly policies
- » Company listing & link on IMBA Europe's website
- » Permission to use IMBA Europe logos and graphics in company marketing materials
- » Participation options to IMBA events and programs
- » Free copy of IMBA EU publications (e.g. biannual EU MTB survey)
- » Exposure opportunities through product donations featured in IMBA campaigns



PARTNERSHIP ACTIVATION

To be as transparent as possible, IMBA Europe will organise an annual advocacy-industry meeting to review and revise actions with its corporate supporters. As basic principle, a minimum of 50% of corporate supporter fees will be spend on advocacy work and / or co-funding for EU projects. This kind of work is in the interest of the entire sector and mid / long term results are a shared incentive. Based on the feedback of existing corporate supporters, IMBA will provide additional opportunities for brand activation. A part of your annual contribution can be used to support specific IMBA events, campaigns and programs to show your customers your brand cares about mountain biking. Activation opportunities start at the *Singletrack Society level* and above.

5 STEPS

1. Select your engagement level
2. If desired, determine a specific* IMBA event, project or campaign your company would like to support
3. Contact IMBA to elaborate and implement actions
4. Share your commitment with your customers
5. Activate your customers to give back to trails

**Eligible events or campaigns are Take Care of Your Trails, IMBA Europe Summit, Take a Kid Mountain Biking Day, Trail Building Schools, EU MTB Guide-Instructor Program*

EXAMPLE ENGAGEMENT LEVEL 'VISIONARY' - The annual fee for this level is €10.000. IMBA will allocate a min. of 50% of all corporate donations to advocacy work and project co-funding. Most EU grant programs require a 20-50% co-funding rate. One of the best ways for IMBA Europe to leverage industry support is to use this as match money for EU projects. The other part of the annual fee can be used to sponsor a local Trail Building School, to become event partner of the IMBA Europe Summit or Take Care of Your Trails campaign partner.



DONATING IN KIND GIFTS

"In-Kind Gifts" are products and/or services provided instead of cash donations. IMBA Europe follows a common practice among non-profit organizations that limits in-kind donations to goods and services that offset a budgeted expense. Standards for In-Kind Gifts are:

- » Satisfies a specifically budgeted expense IMBA EU would otherwise incur
- » Is agreed upon between the partner and IMBA EU to be of appropriate quantity and quality
- » Gifts are not provided for the sole purpose of marketing or selling a product
- » Gifts cannot be substituted for other required items that offset a budgeted expense

For more information, contact IMBA Europe's general manager mark.torsius@imba-europe.com

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