

TRAIL ADVOCACY PARTNER



Join

Corporate partner support is key to advancing IMBA Europe'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 organisation whose mission is to secure and enhance sustainable access for mountain bikers and communities across Europe and to get more people on bikes. 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
- Contribute to a greener economy and create more jobs through mountain biking
- Ensure mountain biking is more widely accepted and recognized as a responsible outdoor activity
- Create a knowledge hub: gather data and good practices 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 sustainable trail development & management 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 long-lasting. We facilitate knowledge flow, provide professional training and trail development assistance, coordinate European wide campaigns or research, participate in various EU projects 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.



Develop



Ride



Engage



Learn

WHY SUPPORT ADVOCACY?

Trails are the backbone of mountain bike communities and businesses, and the active effort of advocacy groups is needed to ensure continued access to the MTB community. 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. 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 catalyse trails close(r) 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, community building, sales, regional development, individual health and nature connection. We're in this together and therefore we do not only appeal to our member network of national MTB advocacy groups and trail associations 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 corporate giving is based on the company's 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.

PARTNER LEVEL	ANNUAL FEE (EUR)	ESTIMATED EUROPEAN TURNOVER (MILLION)
Above & Beyond	25.000 and up	> 100
Singletrack Society	10.000 – 25.000	40 to 100
Supporter	1.250 – 10.000	5 to 40
Start-up / Small Business	250 – 1.250	< 5

BENEFITS FOR ALL TRAIL ADVOCACY PARTNERS

- EU representation and campaigning for (e) MTB-friendly policies
- Discounted IMBA Europe Summit tickets
- Company listing & link on IMBA Europe's website
- Permission to use IMBA EU logos & 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
- Sharing best practices between members & partners to get more people on bikes



PARTNERSHIP ACTIVATION

To be as transparent as possible, IMBA Europe will organise an annual advocacy-industry meeting to review and revise actions with its Trail Advocacy supporters. As basic principle, a minimum of 50% of corporate giving 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. We also encourage companies in the bicycle industry to join Cycling Industries Europe (if not already) and participate in the MTB Interest group. This expert group for mountain biking operates under a partnership between CIE and the IMBA Europe. The shared vision is that organisations and institutions from civil society, business and public sectors need to work together to use the potential of mountain biking to contribute to sustainable cities, regions and communities and active and healthy lifestyles for everyone.

If desired, IMBA can provide additional opportunities for brand activation. A part of your annual contribution can be used to support specific IMBA EU events, campaigns and programs to show your customers your brand cares about mountain biking but also to help IMBA EU to reach out to a larger audience. Activation opportunities start at the Supporter level and above. Companies already being a CIE member and part of the MTB Interest Group could contact IMBA Europe as well if they would like to support IMBA events or campaigns.

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

EXAMPLE ENGAGEMENT LEVEL 'SINGLETRACK SOCIETY' - The annual fee for this level starts at €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 e.g. to support a local Trail Building / Trail Care School, to fund a specific research project or sponsor an award related to our annual of Take Care of Your Trails campaign.



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 or submit our corporate supporter [application form](#) directly.

CONTACT

IMBA Europe
 Deventerweg 2a
 3843 GD Harderwijk
 The Netherlands

info@imba-europe.com
www.imba-europe.com

