



CORPORATE MEMBERSHIP

Joining the International Mountain Bicycling Association (IMBA) as a corporate member is one of the best things you can do to strengthen your business and connect with an active lifestyle community of more than 80,000 mountain biking enthusiasts. Since 1988, IMBA has led the effort to develop great riding experiences and care for trails and the environment. Membership with IMBA connects you to a vibrant national and international advocacy network:

- 750 affiliated mountain bike clubs and patrol units
- More than 35,000 individual members
- Over 160 member companies and 600 retail partners
- Extensive educational and volunteer programs
- IMBA affiliate organizations in Canada, Mexico, the United Kingdom, Europe and Australia

Membership taps you into the power of IMBA. We are a professional, unified effort that is powered by individual passion and support from the bicycle and outdoor industries. 🚲 When you join IMBA, you add your weight to the collective strength of hundreds of

other businesses. You can count on us to determine the optimum strategy for investing your membership and sponsorship dollars. We have proven leadership and proven success.

TOP REASONS TO JOIN IMBA

1. We're helping to create better trails and more places to ride, while collaborating to preserve the environment for all trail users.
2. More quality trails gets more people riding and more people investing in bikes and outdoor equipment — and that's good for business.
3. We maximize the leverage of your membership through our successful programs and powerful partnerships with local, state and federal land managers.
4. Your company's support is tax-deductible. IMBA is a registered non-profit organization with 501c3 tax status.

IMBA IS GOOD FOR BUSINESS

Your membership with IMBA is an investment in the future of your business. By putting more trails and bike parks on the ground, we're generating demand for your products and services, and helping to increase sales throughout the bike, outdoor and bicycle-related tourism industries. And, our work on National Take a Kid Mountain Biking Day and other youth initiatives helps cultivate the next generation of riders.

Creating new enthusiasts through these and other means:

- New trails means more people riding and more customers for your business.
- High quality trails and parks mean better mountain biking experiences.
- IMBA lobbying and advocacy efforts produce funding for new trail systems and bike parks nationwide.
- Bicycle retailers tell us that their sales increase after new trails are built in their area.
- We promote the sport in the national media, advertising, Internet and video projects.
- Our international conferences and events provide networking and educational opportunities.

"Mountain bikes provide the greatest sense of adventure for the avid sports enthusiast. To attract converts to specialty biking, focus on mountain bikes"

— 2007 LeisureTRAK Report, Leisure Trends Group

*Source, Leisure Trends Group, LeisureTRAK® For more than 18 years, Leisure Trends Group and its LeisureTRAK® study, located in Boulder Colorado, have represented the sports, leisure and recreational opinions and behaviors of Americans aged 16 and over.





IMBA SNAPSHOT

IMBA creates, enhances and preserves great trail opportunities for mountain bikers worldwide. Since 1988, we have brought out the best in mountain biking by encouraging low-impact riding, volunteer trailwork participation, cooperation among different trail user groups and innovative trail management solutions.

FLAGSHIP PROGRAMS

TRAIL LEADERSHIP 🚵 We lead the worldwide effort to keep trails open for mountain biking. Our network of volunteer regional reps and more than 750 affiliated clubs and patrols maintain our connection to the grassroots of the sport.

TRAIL CARE CREWS 🚵 IMBA encourages volunteer trailwork and shares innovative management techniques. The Subaru/IMBA Trail Care Crews travel throughout North America, building and maintaining trails, offering educational workshops and bolstering mountain biking's image.

NATIONAL MOUNTAIN BIKE PATROL 🚵 Our National Mountain Bike Patrol units, continue to grow in number and promote respect for the land and other trail users. We establish, certify and operate mountain bike patrols to assist trail users on public lands.

YOUTH PROGRAMS 🚵 IMBA promotes and celebrates National Take a Kid Mountain Biking day each October. Thousands have participated in the event across the U.S. and in nations around the world, including Canada, Italy, Japan and Mexico.

IMBA SUMMITS 🚵 IMBA conducts national and international conferences that provide valuable networking and learning experiences. Our World Summit is conducted biennially, drawing more than 500 key influencers from around the world. Regional summits are held annually to strengthen local clubs and build capacity. Additionally, each year IMBA hosts 70+ advocates at the National Bike Summit in Washington D.C. to lobby for trail funding and further our message with federal agencies.

IMBA RIDE CENTERS 🚵 We partner with state, federal and private land owners to create signature IMBA Ride Centers: masterfully designed networks for mountain bikers of every skill level. Ride Centers are social and educational hubs, where visitors connect on shared-use trails and experience the best riding experiences possible.

POLITICAL INVOLVEMENT 🚵 IMBA works with government agencies, including the U.S. Congress and federal land management agencies, to ensure the future of off-road cycling. IMBA's Canadian office is leading the bike advocacy movement at provincial and national levels, and our influence in several other nations is on the rise.

TEAM IMBA EVENTS 🚵 Team IMBA builds community among members and raises funds for trails. The program provides on-line social networking tools that help participants support their local trails while training for races or group events. Participants benefit from coaching as they train and pro-style race day support. As participants reach fund raising targets, they are rewarded with prizes from our corporate sponsors and recognition in IMBA media.

TRAIL SOLUTIONS 🚵 Our fee-based trailbuilding branch designs and builds top-notch trails coast to coast in North America, and around the world. With current projects in Singapore, Tasmania and Idaho, among others, Trail Solutions continues to grow and deliver the IMBA mission of sustainable trails to a truly international audience of riders and land managers.

TRAILBUILDING SCHOOLS 🚵 Trailbuilding Schools teach our innovative trail construction and maintenance techniques to professional and volunteer trailworkers.

EPICS 🚵 IMBA celebrates the spirit of mountain biking with the renown Epics program, which promotes stand-out riding experiences around the globe. As mountain biking evolves, the "best in mountain biking" continues to get better. Epics® will always be about the ride and its evolution, including classic historical singletrack, new purpose-built trails and even indoor skills parks.

More than half of IMBA's members ride at least 40 times per year.



IMBA by the Numbers

35,000 individual members in all U.S. states and 30 countries
 80,000 contacts in our global network
 750 affiliated clubs and patrols
 600 retail and corporate members
IMBA is a 501(c)(3) non-profit, educational organization

Household Income

<\$40k	34%
\$40k-79k	40%
\$80k+	27%

IMBA.com Web Statistics

Annual page views: 12,100,000
 Daily average: 13,000
 Monthly visits: 225,000
 Monthly page views: 800,500

IMBA Trail News

Publication cycle: 4 times per year
 Print run: 25,000
 Pass-along circulation: 75,000
 eNews: 20,000 monthly

Crossover Activities

86% participate in paved road cycling
 58% participate in hiking
 50% participate in car camping
 49% participate in fishing
 39% participate in trail running
 28% participate in paddlesports
 13% participate in backpacking
 11% participate in Nordic skiing
 10% participate in rock climbing

IMBA Enthusiasts

70% have been mountain biking 6+ years
 65% classify themselves as an intermediate rider
 57% ride more than 40 times per year

Mountain Biking Demographic Snapshot

Mountain Biking has 50 Million Participants (2008 Outdoor Industry Association Recreation Participation Study). "Young Americans (16-34) comprise 50% of single track and dirt road participants. Enthusiast levels among this age group have increased since 2002."



Ages

16-24	36%	35-44	21%
25-34	21%	45+	22%



IMBA Corporate Membership Benefits

- Your company will be listed as an IMBA supporter in every issue of our newsletter *IMBA Trail News* has an annual circulation of 100,000.
- Your company will be listed with a link to your site as an IMBA supporter on the IMBA website (imba.com hosts more than 12,000 page views per day).
- Whenever appropriate, we'll publicize your company's commitment to IMBA's work, including references in our annual report and membership materials.
- We'll send you an IMBA corporate member packet that includes a full assortment of IMBA information including a large "IMBA Supporter" decal for your offices.
- Corporate members are encouraged to promote their relationship with IMBA by using IMBA graphics and text in marketing materials. IMBA graphics are available directly from our website.
- Potential for custom marketing program development, cooperative public relations and strategic outreach ("Above and Beyond" sponsorship).
- Destination Partners (resorts, lodges, tourism bureaus) will receive designated space on the IMBA Corporate Partner web page highlighting their riding opportunities and amenities.
- Most importantly, corporate members help IMBA to preserve and create great trails and recreational opportunities while reaching a key lifestyle demographic.

Mountain bikers donate more than a million hours of trail stewardship annually.



IMBA Partners

Above & Beyond Supporters

Arrowhead Trails
 Bicycling/Mountain Bike magazine
 BIKE magazine
 Bikes Belong Coalition
 CamelBak
 GT Bicycles
 CLIF Bar
 Crank Brothers
 Dirt Rag
 FOX Racing Shox
 Gary Fisher Bikes
 Interbike
 Kona Mountain Bikes
 Norco Products Ltd.
 Pearl Izumi
 Planet Bike
 Quality Bicycle Products
 Recreational Equipment Inc. (R.E.I.)
 Shimano American Corp.
 Smith Optics
 Specialized Bicycles
 SRAM Corp.
 Subaru Of America
 Trek Bicycle Corp.
 Voler Team Apparel

Corporate Supporters

Singletrack Jungle S.A.
 Jan-Man - Clearwater Trail Centre
 Chaguaramas Development Authority
 3point5
 5-Hour Energy
 Adventure Advocates
 Adventure Travel Trade Association
 American Endurance Ride Conference
 Anasazi Trails, Inc.
 Anthem Branding
 Arbutus Images
 Avid4 Adventure, Inc.
 Backcountry.Com
 Bell Sports
 Bentonville Convention and Visitor Bureau
 Betteride

Bicycle Sport Shop
 Bicycle Technologies International - Bti
 Big Agnes
 Big Bear Lake Camplands
 Biketees.Com
 Bob Trailers
 Boulder Business Products
 Cane Creek Cycling Components
 Cannondale Sports Group
 Cascade Huts
 Catalyst Communication, Inc.
 Chequamegon Fat Tire Festival
 Colorado Backcountry Biker
 Competitive Cyclist
 Credit-Land.Com, Inc.
 Crested Butte Mountain Resort
 DBL And Associates, Inc.-Zac Tools
 Deer Valley Resort
 Delorme
 Desert Sports
 Deuter USA
 Dicke, Billig & Czaja, PLLC
 DINO Series
 Downeast Bicycle Specialists
 DT Swiss, Inc
 Ecologic Designs/Green Guru
 Epic Rides, Inc.
 Ergon USA
 Excel Sports Boulder
 Fuji America - Advanced Sports, Inc.
 Fulcrum Wheels
 Giant Bicycles
 Gone Riding, Inc.
 GU Sports
 Gunnison - Crested Butte Tourism Association
 Hans Johnsen Company
 Haro Bikes
 Hawley USA
 Hayes Bicycle Group
 Hilride
 Ibert, Inc.
 Idaho Resort Rentals LLC
 Jamis Bicycles/G. Joannou Cycle
 Jenson USA
 Kenda USA
 KGB Productions/Freedom Riders
 Kinetic Koffee Company
 Kirkwood Mountain Resort
 Kryptonite
 Long Cane Trails, LLC

Marin Mountain Bikes
 Mellow Johnny's Bike Shop
 Michelin North America
 Midwest Cycling
 Moots Cycles
 Mountain Flier Magazine
 Mt. Borah Designs
 National Bicycle Dealers Assn.
 Native Eyewear
 Nema International
 Outdoor Industry Association
 Pacific Cycles
 Pactimo
 Park Tool
 Pedal America
 Pedal Nation Events
 Performance, Inc.
 Planet Bike
 Plus 3 Network
 Polarpak Central
 Primal Wear
 Professional Trailbuilders Assoc.
 Resource Revival
 Ritchey Design Inc.
 S & S Trails Services
 Seattle Bike Supply
 Scott USA
 Shenandoah Mountain Touring
 Singletracks.Com
 Smartwool
 Sock Guy
 Spadout.Com
 Spare Tire Cycling
 Specialty Sports Venture - Bicycle Village
 Squirt Lube
 Talon Trails LLC
 Teton Mountain Bike Tours
 Texas Mountain Bike Racing Association
 The Canyons Resort
 Thule
 Turner Suspension Bicycles, Inc.
 Velonews
 Vista Verde Ranch
 Winter Park Ski Area
 World Trail Pty. Ltd. Australia
 WTB
 Yakima
 Yeti Cycles
 Zoic Clothing





Corporate Membership Invoice

Contact Name

Contact Title

Company Name

Address

Phone

Fax

Email

Website

Annual Membership Dues Scale

Membership dues are based on estimated annual sales. Circle one of the amounts below.

Sales less than \$500,000	\$300
\$500,000 to \$1 million	\$500
\$1 to \$5 million	\$1,000
\$5 to \$10 million	\$2,000
\$10 to \$25 million	\$3,000
\$25 to \$50 million	\$4,000
\$50 to \$75 million	\$5,000
\$75 to \$100 million	\$7,000
\$100 to \$150 million	\$9,000
\$150 to \$200 million	\$12,000
\$200 to \$300 million	\$15,000
\$300 to \$400 million	\$18,000
\$400 million +	\$25,000

Payment Options

Additional donation to Trailbuilding Fund \$ _____

Check enclosed for \$ _____

Charge to Visa or MC # _____

Expiration Date _____

Please send invoice to _____

IMBA is a 501(c)(3) nonprofit organization. Donations are tax deductible. Visit imba.com for a complete listing of corporate member benefits.



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We are updating our records. Please help us by completing this form and returning to IMBA

CORPORATE CONTACT INFORMATION

This person will serve as the main contact for all IMBA-related business

Company Name _____

Contact Name _____

Contact Title _____

Contact Phone _____ Contact Email _____

Company Street Address _____

City _____ State, Zip _____

Company Mailing Address (if different) _____

City _____ State, Zip _____

Company Phone _____ Company Fax _____

Company Email _____ Website URL _____

Number of Employees _____ Annual Sales _____

ADDITIONAL CONTACTS

All company contacts will receive IMBA e-news updates

CONTACT _____ EMAIL ADDRESS _____

CEO _____

President _____

CFD _____

Sales Manager _____

Marketing Contact _____

Government Affairs Contact _____

Advocacy Director _____

Media Contact _____

Accounts Payable Contact _____

Foundation Contact _____

TYPE OF COMPANY

- Manufacturer:
 - Accessories
 - Apparel
 - Bicycles
 - Components
- Destination
 - Resort
 - Lodge
 - Tourism Bureau
- Supplier
- Specialty Retailer
- Sales Rep
- Associate:
 - Media
 - Travel / Guide Service
 - PR / Marketing
 - Nonprofit
 - Other



IMBA.COM



SPEAK



BUILD



RESPECT



RIDE