

## PRIMAL AND IMBA - CHAPTER CUSTOM PROGRAM

Primal has partnered with IMBA to create a beneficial relationship with chapters to order and produce custom cycling apparel for IMBA Chapters. This program amplifies the voice of your chapter and helps raise additional funds for both you and the national organization. Primal is a leading designer and manufacturer of custom cycling apparel and we have streamlined the entire design and ordering process to help save your staff and volunteers time and effort to focus on other projects.

In addition to preferred pricing, your custom apparel purchase will also result in a \$10 donation per jersey back to your chapter and a \$1 donation per jersey back to IMBA. Products eligible for the donation include: Sport Cut Jerseys, Urban Jerseys, DH Jerseys, MTB Jerseys, Gemini Tanks, Polos and Crew Shirts.

## PROGRAM BENEFITS

### Generates Revenue

Our track record has proven we can produce a product with broad appeal that will sell well to your chapter members.

### Increases Awareness

By creating a custom jersey, your name and brand will be out on the trails promoting the cause and the good work of your chapter.

### Creates Connections

Having a high quality jersey that your members will continue to wear again and again creates a positive connection between members that increases unity and solidarity of the chapter.

### Inspires

Visual communication is one of the most powerful ways to inspire and motivate your members and other riders on the trail. Nothing communicates better visually than an amazing jersey design.

## THE PRIMAL ADVANTAGE



### All Inclusive Pricing

Our pricing includes initial design, two design revisions, art setup, unlimited colors and domestic ground shipping. There are no upfront costs and no obligation to get started.



### Design

Primal has a world class team of in-house graphic artists who can turn your ideas into a fully customized jersey. From wacky team jerseys and classic shop apparel to elite race teams – we can do it all.



### Customer Service

The Primal team is made up of the friendliest people in the industry. We are dedicated to providing you with an excellent experience so the only thing you have to worry about is riding your bike.



### Quality

All of our apparel is made with the highest quality components – including vibrant, environmentally friendly inks, YKK zippers, Italian-made TMF chamois and Korean fabrics.



### Advocacy. Charity. Conservancy.

Cycling is our passion; we are a company of active cyclists dedicated to improving the sport we love and giving back to our community.