**Background**:

The International Mountain Bicycling Association (IMBA) is comprised of 210 local chapters. The typical IMBA chapter has many volunteers that gain and preserve access to trails, build and maintain trails and bike parks, and they develop community engagement to encourage an active healthy lifestyle.

In a typical year IMBA volunteers contribute “sweat equity” valued at $2.8 million to the establishment and upkeep of these recreation facilities. The impact of this work is immense, and America’s 8.9 million mountain bikers, businesses that sell bicycle products, and millions of other outdoor enthusiasts rely on this trail infrastructure.

IMBA volunteers, supported by IMBA staff, also preserve funding for programs like the Recreational Trails Program, Land and Water Conservation Fund and other endemic industry grant opportunities. This is vital in providing mountain bikers and businesses “free” access to trails that exist in public lands spaces. This year IMBA invested over $250,000 in such efforts.

**Project Scope:**

IMBA seeks to reward members by celebrating exceptional volunteer efforts. The Scott Scudamore National Volunteer Leadership Award will publicly recognize outstanding volunteer efforts with the presentation of an award package.

The award package will include a high-end mountain bike and a cash donation to the winning volunteer’s local chapter. Sponsors of the package will be recognized in all media associated with the award.

**The Scott Scudamore National Volunteer Leadership Award:**

Scott “Superman Scud” Scudamore was a retired Air Force Captain who exemplified mountain bike volunteerism through his work with IMBA chapter Mid-Atlantic Off-Road Enthusiasts (MORE). Scud’s specialty was introducing new riders to mountain biking advocacy and the efforts needed from local voices to ensure the sustainability of off-road trail networks to the growing population of outdoor enthusiasts.

**Presentation:**

The presentation ceremony will take place at the 2016 IMBA World Summit on November 10 at Crystal Bridges Museum of American Art, in Bentonville, Arkansas. It will be featured in all IMBA communications and distributed to media.

**Criteria & Selection:**

The Volunteer Recognition Awards honor outstanding individuals who are making a significant contribution to the mountain bicycling community. All members in the IMBA Database will be emailed with an opportunity to nominate candidates and the winner will be decided by a vote of IMBA Regional Staff.

**Proposal for Mountain Bike Sponsorship and Cash Sponsorship**

**Purpose:**

IMBA seeks a mountain bike to be awarded to the winner of the Scott Scudamore National Volunteer Leadership Award. Additionally, we seek a cash donation (from the same sponsor or an additional sponsor) that will be made to the award winner’s local chapter. The sponsor’s involvement with the award will be promoted nationally.

**Requirements:**

**Product**

The sponsor will provide a current year model of a top-tier mountain bike.

* Presentation: A display bike must be provided by *October 31, 2016*. The display bike will be presented to the winner during the awards ceremony for promotional purposes, and returned to the sponsor following the presentation.
* Redemption: The award winner will be connected with the sponsor’s sales team in order to redeem his/her bike in the appropriate size. The bike will be redeemed by December 31, 2016.
* Promotion: The sponsor’s involvement will be co-promoted across IMBA communications channels, in the sponsor’s marketing communications, and in national mountain bike media.

**Cash**

The sponsor will provide a cash award of $5,000.

* Presentation: The cash reward will be presented to the winners chapter during the awards ceremony for promotional purposes.
* Redemption: The cash reward will be facilitated via IMBA and the awarded chapter will be granted the $5,000 by December 31, 2016.
* Promotion: The sponsor’s involvement will be co-promoted across IMBA communications channels, in the sponsor’s marketing communications, and in national mountain bike media.

**How to submit your proposal**:

Please submit the following information in your proposal. Proposals should be written in letter format and sent to [rod.judd@imba.com](mailto:rod.judd@imba.com) before midnight MDT on August 4, 2016. Please provide the following information:

* **Sponsor:** Company name and contact details.
* **Product Sponsorship:** Describe the mountain bike your brand would donate including model name and specifications.
* **Cash Sponsorship:** A $5,000 donation will be made to the winning volunteer’s local chapter. Please confirm the cash donation your company would contribute.
* **Contact:**
  + Who is the point person for organizing shipment of the display bike?
  + Who is the point person for arranging payment of the $5,000 cash reward?
* **Marketing contact:** Who is the contact within your organization that IMBA’s marketing team will contact to source promotional materials?

**Questions**: please call Rod Judd at 303.545.9011 ext 119. or email [rod.judd@imba.com](mailto:rod.judd@imba.com)