FVMBA
FRASER VALLEY
MOUNTAIN BIKERS ASSOCIATION

# 2026 PARTNERSHIP PROGRAM

Building Trails. Building Communities.

Photo Credit: Maddy Greenwood

# Our Vision

Thriving trails and communities.

# Our Mission

Building a culture of inclusive mountain bike communities and sustainable trail networks.

Photo Credit: Maddy Greenwood

The Fraser Valley Mountain Bikers Association expresses our immense gratitude and respect for the honour to live, operate, and recreate within the traditional and ancestral territory of the Stó:lō (Stah-lo) Coast Salish peoples. FVMBA is committed to learning more and fostering respectful and reciprocal relationships with the traditional and authentic keepers of these lands.

Photo Credit: Maddy Greenwood

2025 BY THE NUMBERS

**19**
**Adopted Trails**

**11**
**Social Rides**

**17**
**Trail Days**

**200+**
**Volunteers**

# Who we are.

As a volunteer-driven and member-based organization, the FVMBA actively advocates and stewards development, maintenance and protection of local trails through interaction, engagement and fostering of partnerships with local community, First Nations, land managers, businesses, and other trail user groups.

The FVMBA aims to create a positive user experience for a full range of abilities and styles of both mountain bike riders and other trail users. We organize group rides and social events geared towards increasing ridership on the trails, as well as organize and host community trail days to engage trail users and communities in taking an active and collaborative role in maintaining the trail networks.

# Strategic focus areas.

**Trails**
Act as stewards to advocate, expand, protect, and maintain trails respectfully and responsibly.

**Events & Education**
Create opportunities to bring communities together to learn and connect on trails.

**Capacity & Continuity**
Nurture and develop human and other resources, systems, and partnerships today to ensure FVMBA's sustainability into the future.

# Our Community

**1,000+**
**Active Members**

**+74%**
**member growth**
SINCE 2020

**29% Female & 71% Male**

**5,500+** followers

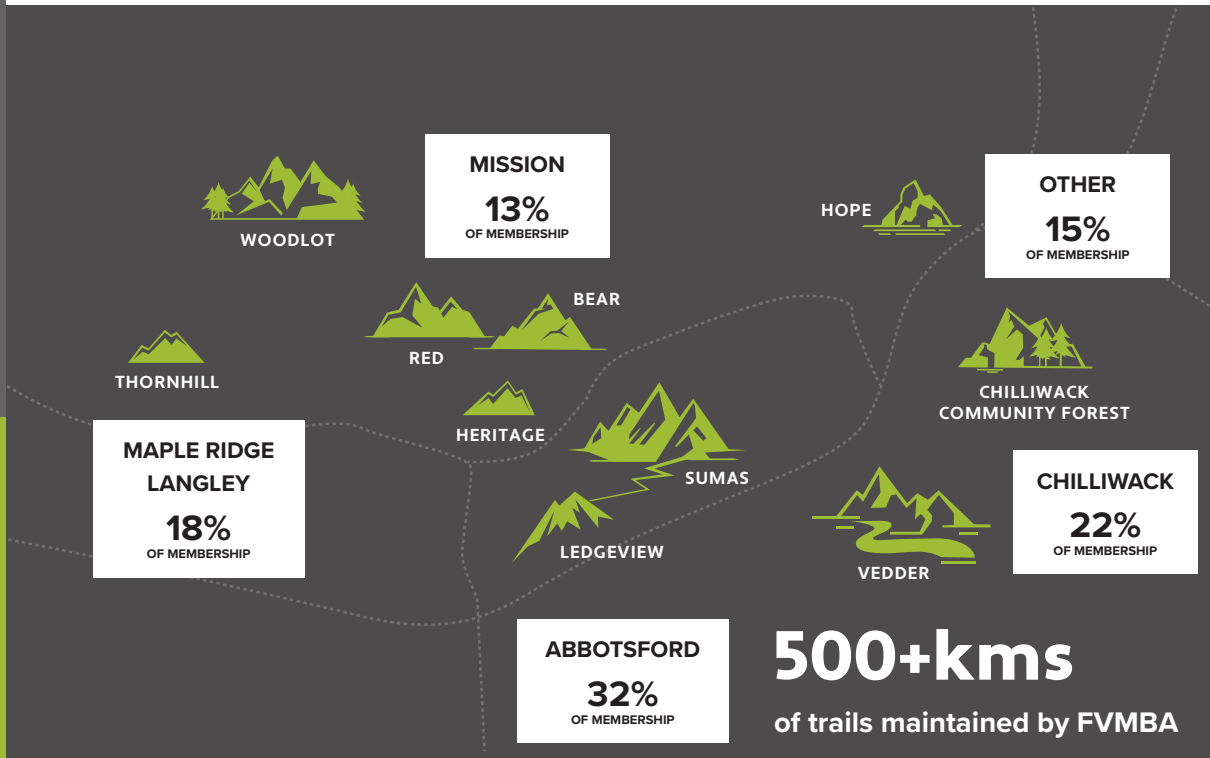
**5,700+** followers

**5,000+** subscribers

# Our Trails

- **Increase in diversity** of trail users including trail runners, hikers, and dog walkers
- **27,000+** unique average annual trail visits
  Based on Trailforks Data*
- **157,000** average annual rides
  Based on Trailforks Data*
- **75% increase** in trail visits from 2019-2021
- A **20% yearly increase** in ridership on average
  Based on Trailforks Data*
- **3,900+** trail crew hours
- **5,000+** volunteer hours

*Estimations as Trailforks only captures about 10% of rides/trail users.




**500+kms**
**of trails maintained by FVMBA**

# Partnership Options

## Summit

**COMMITMENT**

**$6,000+**

**BENEFITS**

- On trail signage x 2
- 6 FVMBA Memberships
- Logo placement on Trailforks
- Promote through FVMBA social media, newsletter and website.
- Option to provide member benefits to FVMBA members and display FVMBA logo on digital and print media.

## Alpine

**COMMITMENT**

**$2,500**

**BENEFITS**

- 4 FVMBA Memberships
- Logo placement on Traiforks
- Promote through FVMBA social media, newsletter and website.
- Option to provide member benefits to FVMBA members and display FVMBA logo on digital and print media.

## Ridge

**COMMITMENT**

**$1,500**

**BENEFITS**

- 3 FVMBA Memberships
- Promote through FVMBA social media, newsletter and website.
- Option to provide member benefits to FVMBA members and display FVMBA logo on digital and print media.

Photo Credit: Maddy Greenwood

# Custom-build Opportunities

## Adopt a Trail Partner

Support ongoing maintenance and improvements on your own adopted trail.

### COMMITMENT

**$3,000**

### BENEFITS

- 4 FVMBA Memberships
- On trail signage x 2
- Logo placement on Trailforks
- Promote through FVMBA social media, newsletter and website.
- Option to provide member benefits to FVMBA members and display FVMBA logo on digital and print media.

## Social Ride Après Hosting

FVMBA social rides are typically held between April and September. A ride consists of several volunteer-led rider groups of varying ability and are followed by a post-ride social. Options to co-lead the ride are also available.

### COMMITMENT

**$250 + cost of food and beverage**

### BENEFITS

- Promote through FVMBA social media, newsletter and website.
- Recognition as a member benefit partner and display FVMBA logo on digital and print media.
- Event Insurance provided by FVMBA.

## Corporate Membership

A fun way to engage your business or organization in the community.

### COMMITMENT

**$500**

### BENEFITS

- 4 FVMBA Memberships
- Link on FVMBA website
- Option to provide member benefits to FVMBA members and display FVMBA logo on digital and print media.

Photo Credit: Maddy Greenwood

## Customized Partnership

Do you have unique ideas on building partnerships? We want to hear what a mutual collaboration might look like to you. Let's discuss how we can best work together for the greatest impact to our shared communities.

Photo Credit: Maddy Greenwood

Photo Credit: Phil Jones

Photo Credit: Maddy Greenwood

Thank you for your interest in partnering with the FVMBA. If you're eager to join us in our journey, please reach out!

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**www.fvmba.com**