

Fraser Valley Mountain Bikers Association's Membership Supporter Program January 1, 2018 – December 31, 2018

Trail sports are extremely popular and growing rapidly—which has created incredible opportunity to market directly to trail users. The Fraser Valley Mountain Bike Association (FV MBA) is launching a new **Membership Supporter Program** whereby local businesses can provide exclusive offers, discounts and promotions to FV MBA Members. FV MBA will promote these special offers to FV MBA members which will:

- Provide you targeted marketing opportunities to a vast demographic of trail users
- Increase your traffic, enquiries, sales and profits
- Enable you to display your “**Membership Supporter**” decal and showcase your support for outdoor recreation and community greenspaces which will help convert quasi-customers to loyal customers
- Help FV MBA grow our Membership which in turn funds projects to maintain and expand the existing trail networks

How does this program work?

You tell us what kind of promotion or discount that you would like to offer to our members; and we promote it on the FV MBA Website (www.fvmba.com), in our auto-renew emails sent out when memberships expire, and in our membership promotions (such as announcement at the AGM, and in promotions that sell memberships).

To receive your offer, FV MBA Members must show their valid FV MBA Membership Card at time of purchase.

Sample offers could include (but are not limited to):

- **Food & Restaurants** – FV MBA Members get 10% off menu items; buy one, get one free (or half off); OR \$5 Burger&Beer; etc.
- **Bike Shops** – FV MBA Members get 5% off bikes; 15% off parts and accessories; 10% off service; etc.
- **Professional Services** – FV MBA Members get free 30 minute legal consultation with professional notary, lawyer, accountant, etc.
- **Health & Fitness** – FV MBA Members get 15% off all exercise classes; 10% off 3- Month Yoga Package; \$25 off initial acupuncture consultation; 10% off first 3 Massage Therapy Sessions, etc.
- **Travel & Tourism** – FV MBA Members get 25% off best available Hotel rate; 10% discount campsites; 15% discount lift tickets; \$30 off Booked Tour, etc.

If you have any questions, or would like to discuss further, please contact us at info@fvmba.com, or 604-859-9095.

Contact us at info@fvmba.com to learn about our **Corporate Membership Program**, which will provide your organization with 4 FV MBA Memberships; online ad space on the FV MBA website; shout-out on social media and in an eNewsletter; as well as a “Proud to be a Corporate Member” poster and digital logo that you can display showcasing your **organization's unwavering support and dedication to our Fraser Valley trails.**

