

NICA TEAM PARTNERSHIP PROGRAM

KEY ORDER DATES FOR NICA TEAMS

FALL: Beginning of August through Mid-September

SPRING: Mid-January through the end of February

HELP YOUR NICA TEAM PLAN ACCORDINGLY FOR THEIR TEAM NIGHT AND ORDER PLACEMENT.

TEAM REQUIREMENTS*

In exchange for the discount they receive, NICA teams will be expected to interact with Specialized and their retailer as follows:

1. Work with one retailer only.
2. Complete the team survey, found at <http://teamsurvey.Specialized.com/>
3. Like us on Facebook, and follow us on Twitter: @iamspecialized.
4. Review any product purchased on www.Specialized.com under the product and reviews section.
5. Send the retailer photos and race results after every race, as well as our advocacy department at Advocacy@Specialized.com
6. Offer to volunteer for the retailer - to lead a ride day or help with an event.
7. Sign the Peopleforbikes.org pledge.

* Logo requirements are not mandatory for NICA associated teams, however we strongly encourage them! Please encourage these teams to implement the same Ambassador Logo standards found in the Sports Marketing Section.

TERMS AND CONDITIONS

All products offered under the Ambassador program are subject to availability. Product ordered must follow the open stock policy of having 10 or more items in open stock at time of order.

Team Survey must be confirmed by your Sales Representative prior to shipment of any product.

Re-Sale Policy: Retailers, teams and athletes participating in the Ambassador program certify and agree that the bikes and equipment being bought and used are for personal racing use only, and will not be sold for one (1) year's time from date of purchase. Teams and Athletes also agree that at any time, no sales of new products purchased under this program may occur by mail order, catalog, or over the internet, which includes any means of online trading.

Specialized reserves the right to terminate a retailer, team and or athletes from this program at any time, for any reason, and for any length of time. At Specialized's discretion, retailers and teams may be given one warning from Specialized to follow directions before privileges granted under this program are revoked.

WANT MORE INFO?

If you are interested in participating and you have more questions please email Firstgear@Specialized.com. If there is a team in your region looking for a retailer partner, we can connect you!