



## Sample Shop Agreement

In support of high school mountain biking and also brick and mortar bike shops, NICA offers the following Sample Shop Agreement as a guideline for establishing a mutually beneficial relationship between high school mountain bike teams and their local bike shops.

All discounts to riders and/or coaches should be within the financial means of the shop and be for the purpose of attaining mutually beneficial goals. All discounts shall be determined by the bike shops.

### **SAFETY REGARDED AS TOP PRIORITY**

Safety equipment will be provided at the highest discount. Helmets, safety lights, and other safety devices will be available at “Bike Shop” cost plus XX% (Subject to availability).

One tune-up/safety check will be provided by “Bike Shop” prior to the beginning of the high school racing season. This will not include free parts.

The “Team” will always practice safe riding practices, including courtesy on the trails, at the races, and on training rides. The “Team” members, including all coaches and volunteers, will wear helmets whenever on a bike and use appropriate lights at dusk or night.

### **CODE OF CONDUCT**

All “Team” riders must adhere to the NICA Code of Conduct.

### **MERCHANDISE DISCOUNT**

“Bike Shop” will give “Team” members in good standing a XX% discount on in-stock bike parts and equipment. Subject to availability.

### **BICYCLE DISCOUNT**

“Bike Shop” will uphold the [BIKE SUPPLIER] sponsorship by assisting with bike and equipment orders. As required by [BIKE SUPPLIER], bike will be built by the “Bike Shop”. A fee of \$XX will be charged for bike builds. All bike orders are based upon availability.

### **SERVICE DISCOUNT**

“Team” members are eligible for bike service at discounted rates. Weekend and rush rates may differ.

### **“TEAM” APPAREL**

The “Team” apparel will be designed by the team and will include “Bike Shop” logos in pre-negotiated locations. “Bike Shop” has option to order additional apparel at the same time as team for in-store stock for merchandise sales. “Team” members may purchase “Team” apparel from the shop at XX% discount.

“Team” members will wear clothing at NICA sanctioned (high school) races they attend while representing the “Team”. This includes during the races and at the awards ceremonies.

## **EDUCATION**

The “Bike Shop” may hold mechanical clinics for “Team” members at the shop location or at “Team” meetings or events. “Bike Shop” will also participate in bike fitting clinic with “Team” riders and coaches at a date and location TBA.

## **SHOP AMBASSADORS**

The “Team” will strive to make “Bike Shop’s” generosity and quality as a bike shop known to the general public. In addition, all “Team” members will understand that they are representatives of “Bike Shop” and as such, their actions reflect on the shop. “Team” members will be available to assist with special events like sales and bike swaps. Team members may also provide “bike valet” services at events, represent “Bike Shop” in local parades, etc.

## **REPORTS**

“Team” shall provide two reports to “Bike Shop” each year. One report mid-season and an additional report within one month after the final race of the high school racing season. Team will make reasonable efforts to include photos with reports.

## **SHOP PROMOTION**

“Team” members will work to drive traffic to “Bike Shop” through word-of-mouth recommendations, as well as via email and Facebook, especially in the case of special events or sales.

“Bike Shop” logos will also be included on “Team” promotional materials, including: all “Team” race reports, banners, t-shirts, e-mail newsletters and other promotional materials. The “Team” will also invite “Bike Shop” owners and employees to participate in its publicity events.

## **CLEAN BIKES, PATIENCE AND COMMUNICATION**

The “Team” will always bring in clean bikes out of respect for the mechanics and the shop. Customers are the priority and team members are always “last in line”. Team members should be sensitive to the number of customers in the shop and how busy shop employees are, always entering the shop prepared to come back at a less busy time. Rudeness and impatience by “Team” members will not be tolerated. Any problems should be immediately reported to the team director.

## **RECOGNITION OF SPONSOR**

As a thank you to sponsor, “Team” shall loan trophies, photos, medals and other team items to “Bike Shop” for display purposes at the end of each season.