



Sample Shop Agreement

In an effort to provide support between interscholastic mountain biking teams and bicycle retailers, NICA offers the following *Sample Shop Agreement* as a guideline for establishing a mutually beneficial relationship between both parties.

All discounts to riders and/or coaches are up to the shop's discretion and to be for the purpose of attaining mutually beneficial goals.

SAFETY REGARDED AS TOP PRIORITY

It is recommended that safety equipment be provided at the highest discount. Helmets, safety lights, and other safety devices will be available at XX% discount (Subject to availability).

It is recommended that one tune-up/safety check be provided by (BIKE SHOP) prior to the beginning of the interscholastic racing season. This does not need to include free parts.

The (TEAM) will always practice safe riding practices, including courtesy on the trails, at races, and on training rides. 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 merchandise (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], bikes will be built by (BIKE SHOP). A fee of \$XX will be charged for bike builds (All bike orders are based upon availability).

SERVICE DISCOUNT

It is recommended that (TEAM) members are eligible for discounted service rates (Weekend and rush rates may differ).

TEAM APPAREL

It is recommended that (TEAM) apparel be designed to include (BIKE SHOP) logos in pre-negotiated locations. (BIKE SHOP) has option to order additional apparel at the same time as the team order for store inventory. (TEAM) members may purchase (TEAM) apparel from the shop at XX% discount.

(TEAM) members will wear clothing at NICA sanctioned (interscholastic) races that they attend while representing the (TEAM). This includes during races, and at awards ceremonies.



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EDUCATION

It is recommended that (BIKE SHOP) host mechanical clinics for (TEAM) members at the shop location, or at (TEAM) meetings or events. (BIKE SHOP) can also participate in bike fitting clinic with (TEAM) riders and coaches at a date and location TBD.

SHOP AMBASSADORS

The (TEAM) will strive to make (BIKE SHOP)'s generosity and quality of service 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, i.e. sales and bike swaps. (TEAM) members may also provide "bike valet" services at events, represent (BIKE SHOP) in local parades, etc.

REPORTS

It is recommended that (TEAM) provide at least two reports to (BIKE SHOP) each year. Pre-season, mid-season, and/or post-season reports are encouraged. (TEAM) will make reasonable efforts to include photos with these reports.

SHOP PROMOTION

It is recommended that (TEAM) members work to drive traffic to (BIKE SHOP) through word-of-mouth, email, and social media; particularly in the case of special events or sales.

(BIKE SHOP) logos can also be included on (TEAM) promotional materials, including: race reports, banners, tents, t-shirts, e-mail newsletters and other promotional materials. The (TEAM) will also invite (BIKE SHOP) owners and employees to participate in publicity events.

CLEAN BIKES, PATIENCE AND COMMUNICATION

The (TEAM) will always bring in clean bikes out of respect for the mechanics and shop. Customers take priority over team members. Team members should be sensitive to the number of customers in the shop and how busy the store is, 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 (TEAM) team director.

RECOGNITION OF SPONSOR

As a thank you to sponsor, it is recommended that (TEAM) shall loan trophies, photos, medals and other team items to (BIKE SHOP) for display purposes at the end of each season.