

# NICA ATHLETE PURCHASE PROGRAM

**TREK**

**BONTRAGER**

At Trek, we're committed to changing the world by getting more people on bikes. From coast to coast, Trek and its retail partners make up the largest annual contribution to NICA through direct donations to the organization, funding local leagues, and getting seed money to new leagues.

We believe NICA makes the world a better place, so we'll continue to support it, starting with an investment in the people doing awesome work that matters: coaches, parents, athletes, and league directors.

## DISCOUNT

- 25% off MSRP
- Shipping is not included in discounted price
- Assembly is not included in discounted price, and will be negotiated between the retailer and the athlete, coach, or league director

## WHO'S ELIGIBLE?

- All registered NICA athletes (must provide student-athlete license, found in PitZone after completing registration)

## ELIGIBLE PRODUCTS

- All Trek hardtail and full suspension mountain bikes (restricted to one bike per year, e-MTBs are not eligible for discount)
- All Bontrager helmets (restricted to two helmets per year)
- All Bontrager shoes (restricted to two pair per year)

## ORDER WINDOW

January 1 - December 31, 2021

## HOW TO PLACE A NICA ORDER

- 1 Find a NICA purchase program retailer in your area
  - [www.trekbikes.com/us/en\\_US/nica/](http://www.trekbikes.com/us/en_US/nica/)
  - or contact your coach or league director for a participating Trek retailer list
- 2 Fill out the information below and bring it to your local participating Trek retailer with your current NICA license to enjoy awesome discounts on Trek and Bontrager products

## WELCOME TO THE FAMILY

By accepting this discount, you're becoming a representative of Trek and Bontrager. We're glad to have you. Here's what we need from you:

- Always represent Trek, Bontrager, and our products in a positive manner
- Like Trek on Facebook
- Follow @trekbikes and @bontrager on Instagram
- Use the hashtags #trekbikes, #ridebontrager, #bontrager, and #betterwithbikes
- When you post photos, keep them classy and fun
- Follow all the rules and guidelines of NICA

Name	
High School Team	
<input type="checkbox"/> Proof of valid NICA rider's license	

Trek reserves the right to modify, suspend, or terminate this program, or suspend or terminate any individual's eligibility, at any time for any reason and without notice.