



## Finding a Bike Shop Partner

- Identify the local area bike shops relatively close to the facility (to facilitate parents stopping at the bike shop on the way to or from bike camp)
- Prioritize the family-owned shop as opposed to a larger retail 'chain' as it is easier to appeal to smaller local businesses (our hosts have much more success garnering support from local family-owned bike shops)
- Approach the bike shop owner or manager from the perspective of stressing the numerous benefits for them as opposed to approaching them for monetary contributions (e.g. donations and/or discounts)
- E-mail the bike shop owner or manager before or after you meet with them to summarize the role of the bike shop in the bike camp (as described in the 'Bike Shop Solicitation - Sample' found on our iCan Bike Host page at <https://icanshine.org/program-hosts/ican-bike-hosts/>)
- Offer to feature their store logo on t-shirts, banners and any other media opportunities (e.g., press releases, radio, television news coverage, etc.)
- Emphasize that not only do iCan Bike families purchase bikes, helmets and biking accessories for their riders but they often purchase such items for other family members (bike riding often becomes the featured inclusion family activity)
- Request that the bike shop owner and/or manager:
  - view a few of the professionally produced 2 – 3 minute news videos of our bike camps found on our Home page at <https://icanshine.org>
  - view the 10-minute video entitled 'Selecting the Most Suitable Bike for Learning' found on our Parents page at

<https://icanshine.org/parents/ican-bike-parents/>

- read the document entitled 'Considerations when Fitting Individuals with Disabilities for Bikes' found on our Host page at <https://icanshine.org/program-hosts/ican-bike-hosts/>
- Invite the bike shop owner or manager to the Sunday orientation to listen to our Bike Technician's presentation to parents and partake in the Q&A session in collaboration with our Bike Technician
- Consider inviting the bike shop owner to your Friday award ceremonies and provide special recognition of the bike shop as a partner
- Consider presenting the bike shop with a bike helmet signed by all riders or other tokens of appreciation
- Lastly, remember that this is not a hard sell! Essentially, your sales pitch is pretty easy which is... in exchange for the bike shop watching the 10-minute video and reading the document mentioned above specifying the models of bikes to sell to our families, they will:
  - have 20 to 40 families (depending on how many participants register for your camp) be directed by you to their store intending to buy a bike, helmet and possibly accessories.
  - realize additional sales of bikes, helmets and related accessories for members of the riders' families (now that bike riding will likely become a family inclusion activity)
  - be associated with and featured as the only bike shop sponsor of your local iCan Bike camp helping the local children and young adults with disabilities be fitted with appropriate bikes for learning