



INTERNATIONAL MOUNTAIN
BICYCLING ASSOCIATION



CANADA



June 23, 2016

2016-2019 Agreement in Principle
between
International Mountain Bicycling Association (IMBA) Canada
and
Professional Mountain Bike Instructor (PMBI) Association

Both IMBA Canada and the Professional Mountain Bike Instructor (PMBI) Association are committed to providing and enhancing access to world class mountain biking experiences in communities across Canada, as well as growing the participation of Canadians in the sport. In a continued effort to strengthen the Canadian mountain biking community and to provide a high standard of mountain bike instruction, IMBA Canada and PMBI Association have decided to partner in the delivery and promotion of the PMBI Ride Guide program.

The PMBI Ride Guide is a one-day training course designed for club volunteers or local riders who wish to take other people on organized, group rides. The course provides the necessary training to learn how to organize a ride, assess riders skills, perform bike checks and warm-ups safely, and execute a safe, fun ride.

IMBA Canada recognizes, that by providing the highest quality mountain bike instruction, the PMBI Association is advancing the professionalism of the Canadian mountain bike industry, and raising the profile of the activity overall. The spirit of this agreement is to reflect our mutual goals and at the same time, provide a framework within which we can each work to advance these efforts.

Both parties have committed to a multi-year agreement in order to allow the partnership to build and grow.

As per previous discussions and email dated June 6, 2016, first steps are outlined below:

- IMBA Canada agrees to recognize PMBI as the delivery agent for instructor certification in Canada.
- PMBI agrees to recognize IMBA Canada as a partner, on its website and program materials.
- The initial focus of the partnership will be on the "Ride Guide" course, as this is an easily accessible 1-day program that IMBA Canada can promote to clubs and partners and serves as an excellent introduction to additional PMBI programming.
- For the time being, the PMBI will teach all courses directly; however, there is interest in eventually training key IMBA Canada staff to deliver the "Ride Guide" course as well. For 2016, PMBI agrees to put 2 IMBA Canada staff through the "Ride Guide" course, so that they can speak first hand to affiliated clubs about the program.
- A joint partnership announcement will be made before the end of June, 2016.

IMBA Canada and PMBI Association agree to meet, at minimum, once annually to set goals and commitments for the upcoming calendar year.

About IMBA Canada

The International Mountain Bicycling Association (Canada) is a non-profit association whose mission is to ensure Canada is home to a strong and vibrant mountain bike community, riding a world-class network of mountain bike trails. Affiliated with like-minded IMBA organizations around the world, IMBA Canada strives to bring out the best in mountain biking by encouraging low-impact riding, volunteer trail work participation, cooperation among different trail user groups, grassroots advocacy and innovative trail management solutions. Our core values: Speak, Build, Respect, and Ride represent the call to action for IMBA Canada affiliated clubs nationwide.

About PMBI Association

[PMBI Association blurb here]

This partnership agreement is valid starting from date of signature, and can be revoked by a written communication by either party with a minimum of three (3) months notice.

IMBA Canada Authority

Date: Signature and Position:

PMBIA Authority

Date: Signature and Position:



