

SPECIALIZED DEALER GRANT PROGRAM

THE GRANT
SEEKERS
GUIDE

The key to the success of Specialized's advocacy initiatives lies within our dealers. As much time and money as we give to advocacy organizations and events, we know our dealers give as much and, in many cases, more. We are thrilled with your interest in becoming a partner with Specialized and our own initiatives.

Specialized is proud to already be partnered with some of the most influential organizations in the USA, such as Susan G. Komen for the Cure, IMBA and Bikes Belong. We still feel there is more we can do, however.

In order to allow us to broaden the scope of our advocacy initiatives for 2010, we are launching the Specialized Dealer Grant Program to help our retail partners link closer to events in their community and to help support causes they believe in.

This program is designed to help our dealers support local initiatives they are passionate about - for that reason we will fund programs, events and projects up to 50% and are also requesting our partners to contribute to the success of the project, event or program.

Please remember - in order to qualify for a Grant you *must* be a current Specialized dealer. If you are an organization, you must partner with a dealer and have them submit an application on behalf of the project.

Key Dates

Dealer Advocacy Grant Program launch:

November 1st 2009

For all events occurring

January - June 2010

Application Submissions begin

November 2009

Applications must be received by

May 1st 2010

Award Notification

December - May 2010

For all events occurring	July - December 2010
Application submissions begin	Nov 2009 - Nov 2010
Applications must be received by	November 1 st 2010
Review Process	May - November 2010
Award Notification	May - November 2010

The review process is ongoing. Once the review process begins, you will be notified whether your request has been selected or declined for the 2010 year within 30 days of your application being received.

ELIGIBILITY

All applicants must be authorized Specialized dealers paired with a partnering organization. Because we are driven by our dealers' direct dedication to our brand, Specialized wants to help their initiatives and goals in supporting causes and events that are close to them. In order to qualify for support, all events, benefits, organizations and projects must fall into one or more of the four following categories of advocacy:

Wellness on Bikes

Youth on Bikes

Access for Bikes

Bikes as Sustainable Transportation

Please click here for more details: www.specialized.com/advocacy

All organizations interested in support must have a structured partnership with an Authorized Specialized Dealer. An organization wishing to receive this support should visit [Specialized Dealer Locator](#) and find a dealer near them and/or the event.

All dealer applicants must conform to the specific eligibility criteria at the time of application submission to be considered for funding under any of the Dealer Grants.

Dealer Applicants

- **Must be an Authorized Specialized Dealer in good standing.**
 - **Must be within 150 miles of participating event.**
 - **Must agree to Specialized Grant Expectations to participate (see below)**
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GRANT EXPECTATIONS

Events:

Events supported through the Specialized Dealer Grant Program will provide the following to Specialized:

- **Event space must be reserved for Specialized and partnering dealer at all sponsored events.**
- **Specialized dealer commits to attending any events receiving Specialized grant money and provide all staff requirements, product, equipment and bikes for event.**
- **Follow-up report with details of event and photographs to be forwarded to Specialized upon completion of the event.**
- **Only Specialized products can be displayed and promoted/shown at the event. Other non-competing products or items may be shown only with prior approval by Specialized.**
- **Specialized collateral must be present at any promotional area and or opportunity (catalogs, brochures, posters etc.)**
- **Shop will assign a point-person to work directly with:**
 1. **Event organizer- to manage all on site logistics and set-up.**
 2. **Specialized contact- to finalize Grant Guidelines and conduct a follow up report.**

Specialized Deliverables for Events:

- Funding as approved through grant process (up to 50% of total funding)
- Specialized product may be included as part of grant funding.
- Specialized collateral (catalogs, brochures, stickers, banners, posters) will be provided where applicable when requested.
- Web support, promotion and communications through electronic newsletter, social media, online properties and specialized.com where applicable.
- Where appropriate, Specialized will link Test the Best demo program to events that include cycling options.

Depending on the event, benefit and/or grant request, the deliverables will vary with every approved project.

Program or Project Support

Programs and projects supported through the Specialized Dealer Grant Program will provide the following to Specialized:

- Logo placement and Specialized reference in all documents and electronic media.
- Specialized links on all websites and electronic communications.
- Partner Specialized dealer to be referenced in all communications.
- Follow-up report with details of project and photographs to be forwarded to Specialized upon completion of the project or on an annual end of year basis.
- Negotiated participation by Specialized employees and dealers at select events, benefits, etc.

Specialized deliverable for grant receiving programs, events and projects:

- Funding as approved through grant process (up to 50% of total funding).
 - Specialized product may be included in grant funding.
 - Specialized collateral (catalogs, brochures, stickers, banners, posters) will be provided where applicable when requested.
 - Web support, promotion and communications through electronic newsletter, social media, online properties and specialized.com where applicable.
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FUNDING INFORMATION

Applicants that are accepted and approved in the Specialized Dealer Grant Program will be awarded participation in their community's 2010 event, benefit and cause. This is a one time commitment for the 2010 calendar year. Continued sponsorship participation will require re-application each successive year, and is not guaranteed. Because of this, Specialized may require a financial contribution from the shop or other partners to avoid being the sole contributor.

All Specialized grants will not exceed 50% of the required funding for any event or program being proposed. The partnered Specialized dealer does not need to be the only other funder, but other sources of funding also need to be present for Specialized to contribute.

The value of a grant may vary in contribution depending upon the location of the event and sponsorship package. Please note Specialized will not provide grants to any organization not partnering with an authorized Specialized dealer.

APPLICATION PROCESS

All applications will be evaluated by members of a review committee established for each grant. Only those applications submitted electronically through the Specialized B2B site will be considered. Application forms can be found at a link under the Marketing section for Grants. Once a category of grant is selected, you will be directed to a specific online application.

Once the form has been received, the applicant will be sent an email confirmation receipt. Applicants will receive a subsequent email following the review process regarding the status of their submission on or before the dates set above. Any inquiries regarding the application submission should be directed to the following address: advocacy@specialized.com

Criteria for Decision Making

The following will be taken into consideration in the review process:

1. Applicant meets all requirements.
2. Size of event or program and shops ability to support and promote participation.
3. Event meets and falls into our Advocacy grant categories listed above.
4. Current status of shops standing with Specialized
5. Responses provided in the Grant Program Application.

Thank you for your interest in applying for a Specialized Dealer Grant. Please make sure you have fully read and understand our guidelines for participating and applying for a Specialized Grant. We congratulate you and your mission to become more involved in bicycle advocacy and your community.

To apply for a Specialized Grant please follow this link.

[Specialized Dealer B2B Login](#)