



Dear Bike Shop Manager, OLDSMAR ORLANDO

USA BMX & BMX Canada, the world's largest promoter of Bicycle Motocross, is proud to offer you the opportunity to get more involved with your current and potential BMX oriented customers through the BMX Saver Stamp Program. This program was de-EACH signed to give the BMX racer an alternative to the usual trophy as an award for their accomplishments. This exciting alternative award is called the saver stamp, which has a cash value and can be redeemed at participating redemption centers: IE: Your bike shop. The success of this program has been phenomenal for all parties involved, which more than \$400,000 worth of merchandise being purchased with Saver Stamps annually by BMX racers.

SAN DIEGO KUNA

By becoming involved as a redemption center, your shop would help create the inevitable snowball effect that would take place. This would occur with riders opting for the saver stamps over trophies, as there would now be a place to spend them – your shop. In return, your shop would experience increased foot traffic resulting in increased sales. With the potential of this program realized, your shop may become an avid supporter of the BMX

track; perhaps by sponsoring a few riders or a team and maybe even a race or two, thus creating more rider awareness of your shop as the place to spend the stamps and other money. Do you see the trend? If you support the BMX tracks and the riders, their support will be yours.

LANSING ROTTERDAM

- As a participating redemption center, will your shop would receive the following: A window sticker identifying your shop as a redemption center.
- Listing on all saver stamp advertis-
- A listing on the USA BMX and BMX

 MIN Canada website: USABMX.com or BMX

 BRACANADA.org

 BISMARK

DETROIT LAKES GRAND FOR

As you can see, virtually every facet of getting the word out is covered.

FERGUS FALLS

CLENCOF

Now, here is an explanation of exactly how the program works. A rider accepts saver stamps in lieu of a trophy at the track. The stamps are then placed on a saver card (see sample card enclosed). Each stamp has a cash value of .75 with a full card of 20 stamps equaling \$15.00. When the rider comes to your shop, he/she would pay for the chosen merchandise with the saver stamps only or a combination of stamps

and cash. (We do NOT require that full card be sent in.) Periodically, you would calculate the amount of redeemed stamps and send them to the Bicycle Merchandise X-change address on top of the card. Upon arrival, a check would be issued to your shop for these stamps, less 10% for a service charge.

BOX ELDER BRITISH COLUMBIA

The 10% service charge is much the same as a Mastercard or Visa fee except that instead of only guaranteeing the money, we are also promoting your shop through advertising and providing the dollars by which these riders may purchase items at your store.

TEXAS QUALICUM

This program is benefiting many shops nationwide, and we are always excited to welcome more participants. All you need to do to get involved is sign the enclosed form and return it to Bicycle Merchandise X-change at PO Box 718, Chandler, AZ 85244. Please enclose a business card from your shop that may be used in our advertising.

AN ANTONIO BAVAMON

Act now and let us help turn dusty trophies on the shelf into dollars in your cash register.

SOUTH JORDAN
SOUTH JORDAN