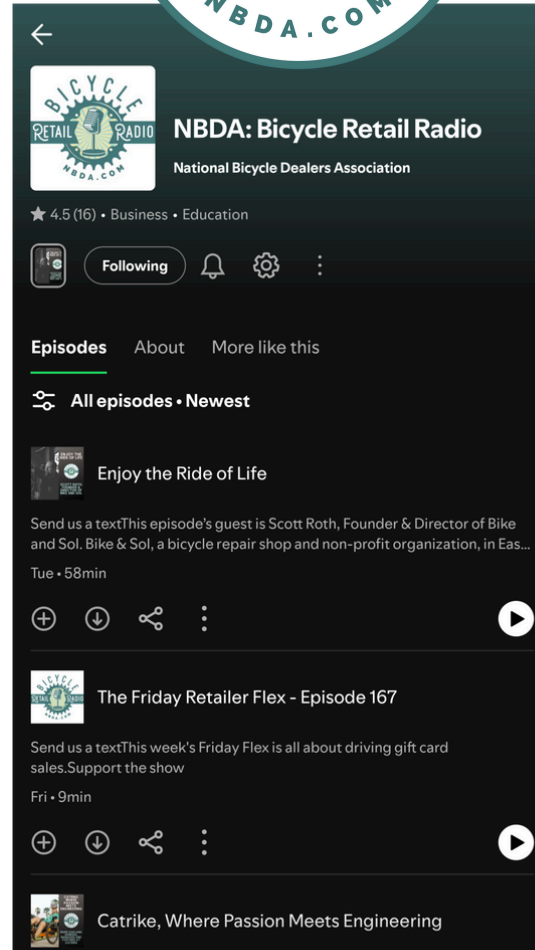




PARTNERSHIP OPPORTUNITIES

NBDA Weekly Newsletter and Bicycle Retail Radio



News and Events

WATCH WEBINAR: Unlocking Success with the NBDA P2 Program

Quality Bicycle Products (QBP) is [proud to partner with the National Bicycle Dealers Association \(NBDA\)](#) in supporting the P2 Program. This initiative is designed to help specialty bicycle retailers thrive in an increasingly competitive market.

Supports the NBDA P2 Program: Investing in Retailer

Longstanding supporter of the NBDA and the P2 Program, is committed to the long-term success of independent bicycle retailers. Facing the many challenges faced by shop owners—from inventory management to service department optimization and staff retention—QBP is supporting the NBDA to ensure retailers have the resources they need to succeed.

REGISTRATION OPEN: Retailer Excellence Award

NBDA RETAILER EXCELLENCE AWARD *A Masterclass for Your Business*

The 2025 Retailer Excellence Award (REA) Program—is an intensive 3-month masterclass dedicated to helping bicycle

Native Editorial Feature \$200

- Image 600 x 300 pixels
- Copy under 200 words
- CTA button link



Need help with campaign execution, building audiences or automations, or designing your SMS or email campaigns?

Ascent360 is thrilled to announce it's latest feature, available now to all clients—Ascent360 Managed Services. This service was designed to help our clients even more by giving them the option to add-on additional support where they need it most.

Don't let staffing shortages or busy workloads prevent you from sending meaningful and effective marketing campaigns to your customers—let us help!

Want to learn more? Reach out to marketing@ascent360.com for more information on how we can help your bike shop thrive.

[Learn More](#)

NBDA WEEKLY

Database Size: 12,000+

Unique Open Rate Average: 29%+

Unique CTR / Unique Opens: 3%+

Native Editorial \$150

- Image 300 x 300 pixels
- Copy under 200 words
- CTA button link

For a limited time, you're invited to join USA Cycling as an introductory RACE member for just \$49!



You'll gain access to over 2,000 events each year and benefit from our comprehensive results and rankings system, allowing you to earn points and compare your ranking with athletes locally, regionally, and nationally.

Sign up now to start earning upgrade points and take your cycling journey to the next level. Use code **OLYMPIC\$24** to receive your \$110 RACE Membership for just \$49!

[Join Now](#)

Native Display \$100

- Image 600 x 300 pixels
- No body copy outside image
- Clickable image link only



NBDA Weekly includes industry news, program information, and events in member newsletter format. We hold limited space for advertising.

Newsletter goes out weekly on Fridays to an engaged audience largely comprised of specialty bicycle retailers, dealers, suppliers, association groups, and industry advocates.

Feature Show Partner \$100

- 45-60 minute episodes air weekly on Tuesdays
- **Package Features**
 - Branded show open by host
 - Branded show close by host
 - 30 second ad spot
 - Submitted file or recorded by NBDA staff

Recommended for: those who have existing ad creative or like a more traditional podcast advertising approach

BICYCLE RETAIL RADIO

Do you or your brand have a message that needs to reach specialty bicycle retailers and dealers?

NBDA is proud to present the **ONLY** podcast created specifically for this audience.

Flex Show Partner \$100

- 5-10 minute quick-hit episodes air weekly on Fridays
- **Package Features**
 - Submit your own blog-style content to be featured as a Flex episode
 - Content will be edited by NBDA staff for clarity and tone of voice.

Recommended for: those who want a thought leadership piece or editorial style sponsorship



Current listener stats and more about Bicycle Retail Radio at [NBDA.com](https://www.nbda.com)