



WOMEN IN THE BICYCLING INDUSTRY

 **WOMEN**
IN THE BICYCLE INDUSTRY WIBI

NBDA
national bicycle dealers association

EMPOWERING WOMEN. BUILDING COMMUNITY. LEADING CHANGE.

The NBDA Women in the Bicycle Industry (WIBI) initiative aims to support, elevate, and connect women across all roles within the cycling industry. Through structured programming, meaningful connections, and career-building resources, WIBI fosters a space where women can thrive.

The NBDA invites forward-thinking brands to join us in elevating and empowering women across the bicycle industry.

Become a Founding Partner:

- \$1,000 annual commitment
- Your logo featured on all WIBI event marketing, digital campaigns, and the WIBI landing page on NBDA.com
- Recognition during WIBI Job Fairs, Quarterly Meetups, and the Annual Gatherings
- Opportunity to engage directly with a growing network of women in the cycling industry

To get involved, contact
Megan@nbda.com
Thank you!

