The key to the success of Specialized’s advocacy initiatives lies with our dealers. As much time and money as we give to organizations and events that promote cycling, we know our dealers give as much and, in many cases, more. We are thrilled with your interest in becoming a partner with Specialized in this important mission.

Specialized is proud to already be partnered with some of the most influential organizations in the USA, such as IMBA, the National Interscholastic Cycling Association, and Bikes Belong. We still feel there is more we can do, however.

To continue broadening the scope of our advocacy initiatives, we are expanding the Specialized Dealer Grant Program – intended 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 in many cases 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 Fiscal Start: July 1

1st Quarter
Application Deadline: July 31
Application Review: July 31 - Aug 15
Award Notification By: August 15

2nd Quarter
Application Deadline: October 15
Application Review: October 15 - 31
ELIGIBILITY

All applicants must be authorized Specialized dealers paired with a partnering organization (501c). Because we are driven by our dealers’ direct dedication to our brand, Specialized wants to help them achieve their advocacy goals. In order to qualify for support, all events, benefits, organizations and projects must fall into one or more of the three following categories of advocacy:

- Youth on Bikes – First Gear Initiative
- Access for Bikes
- Wellness on Bikes

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 with whom to partner.

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.

As we get many requests throughout the year for race events and riders setting out on a quest to ride across America, we do not feel these fit within our grant efforts.
Race Events- If you are seeking support for a race event that does not support one of our advocacy missions please see the FAQ section under support on www.specialized.com.

Example of Rides we Support through the Grant Program:

ADA Tour, MS150 Events, Komen Ride for the Cure Events, City Ciclovia’s.

Rides across America- Although we know many of these riders have exceptional causes they support, we do not feel that these rides offer adequate support to a dealer and local community. Riders interested are still encouraged to visit a Specialized dealer to discuss sponsorship opportunities, but this is not something the Dealer Grant Program will cover.

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)

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 firstgear.specialized.com 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 and equipment may be included in grant funding. You may not use funds from the Specialized Grant program to buy any competitor products.

• Specialized collateral (catalogs, brochures, stickers, banners, posters) will be provided where applicable and when requested. (while supplies last).

• Web support, promotion and communications through electronic newsletter, social media, online properties and firstgear.specialized.com and specialized.com where applicable.

FUNDING INFORMATION
Applicants that are accepted and approved in the Specialized Dealer Grant Program will be awarded funding for their community’s 2012/13 event, benefit and cause. This is a one time commitment for the 2013 calendar year. Continued sponsorship will require re-application each successive year, and is not guaranteed. To receive funds the following year, all grant requirements must have been fulfilled the previous term, including all follow-up reporting.

The value of a grant may vary depending on the location of the event and sponsorship package. All Specialized grants will not exceed 50% (an average of $5000.00) 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 need to be present before a Specialized grant is awarded. Funds for the project or event must be 100% confirmed at the time of application.

All awarded events and projects will be required to submit a complete budget breakdown for the total budget, including the funding requested from Specialized. Grant funds can not cover personal/staff salaries, nor can funds be matched by volunteer hours/volunteer pay. Grant funds may not be used to purchase competitor product.

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. The application may be found under the Advocacy section on the b2b menu. Please note this is an application that lives within B2B. Only a Specialized Dealer will be allowed to submit, edit and view the application status.

Once the form has been received, the applicant will be sent an email confirming 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 falls into our Advocacy grant categories listed above.
5. Responses fully 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