



NICA Program

CODE OF CONDUCT

All Singletrack Serpent riders must adhere to the [NICA Code of Conduct](#) to receive shop discounts.

MERCHANDISE DISCOUNT

Marietta Adventure Company will give Singletrack Serpent members in good standing, and NICA level 2 and 3 coaches, a 15% discount on in-stock bike parts and equipment during the season of April 1st to November 1st.

These discounts are extended to the rider and level 2 and 3 coaches for parts, equipment, apparel, and accessories used for participation in team events. Some exclusions may apply. Riders will need to request the discount at checkout by presenting their current NICA team membership card.

BICYCLE DISCOUNT

Marietta Adventure Company will extend manufacturer discounts to NICA riders on bicycles to be used for the season, when that opportunity exists. Specialized bicycles purchased through their NICA team program are eligible for a 25% discount. All products offered under the NICA Team Partnership program are subject to availability. Product ordered must follow the open stock policy of having 10 or more items in open stock at time of order. Re-Sale Policy: Retailers, teams and athletes participating in the NICA Team Partnership program certify and agree that the bikes and equipment being bought and used are for personal racing use only, and will not be sold for one (1) year's time from date of purchase. Teams and athletes also agree that at any time, no sales of new products purchased under this program may occur by mail order, catalog, or over the internet, which includes any means of online trading.

Please discuss any scholarship needs with your coaches, and MAC will do what we can to help where needed.

SERVICE

Marietta Adventure Company will extend 15% off on service parts for NICA athletes and level 2 & 3 coaches. Lead time on service can vary. Please bring bikes well in advance of race days to ensure adequate time for service. Please bring your bikes in clean, and be sensitive to the number of customers in the shop. We are excited to have our local team out riding, and we will do our best to get you back up and running.

EDUCATION

Marietta Adventure Company will hold service clinics specific to the Singletrack Serpents in the winter months by request. Let us know in the fall what you are interested in!

TEAM AS SHOP AMBASSADORS & SHOP PROMOTION

Singletrack Serpent members will understand that they may be considered representatives of Marietta Adventure Company and as such, their actions could reflect on the shop. Singletrack Serpent members may also be invited to assist with community events. Singletrack Serpent members are encouraged to drive traffic to Marietta Adventure Company through word-of-mouth recommendations, as well as via social media, especially in the case of special events or sales. Supporting other bike shops in our region is a good thing, but please do not promote online purchases, as this does not support your local bike shops.

As team sponsor, Marietta Adventure Company logos will also be included on team promotional materials.