



PROGRAM DETAILS – SEPTEMBER 1, 2019

BITEHARDER's Better Traction – Better Trails Program is a partnership between **BITEHARDER** and participating state/provincial snowmobile associations/federations, with the understanding of achieving two goals:

- * SAFER SNOWMOBILING (reducing the number of accidents and fatalities seen each season)
- * GREATER FUNDING FOR IMPROVED TRAILS

Born out of the necessity for repeatable traction performance that provides better handling and safety, **BITEHARDER's** full line of carbide runner and stud sharpening tools have become widely recognized for their ability to provide riders with a simple, and cost-effective method to "stay sharp" all season long. With three domestic and two international patents, **BITEHARDER** Products are the only snowmobile carbide traction sharpening tools available to consumers.

HOW THE PROGRAM WORKS:

Association/Federation/Club Responsibilities;

Promote to their members/trail pass holders the benefits of sharp traction through the use of **BITEHARDER** products via club meetings, publications, advertising, member email blasts, social media, and safety programs.

BITEHARDER's Responsibilities;

Provide all promotional materials including written content, graphics for publications, advertising, email blasts, social media, video content through **BITEHARDER's** YouTube Channel, and product samples.

Where the Donated Monies Come From;

BITEHARDER donates 10% of every sale that is placed through our website Biteharder.com, Amazon.com, Amazon.ca, and Walmart Marketplace, back to the participating state or province. These online sites are where 96% of our sales come from. Average online sale for the 2018/2019 season was \$88.85 (USD).

How we Make this Program a Win-Win for All;

Simply put, the greater the promotional effort put into this program, the greater the results with respect to more snowmobilers riding on "**Better Traction**", and the greater the amount of funding donated back for overall "**Better Trails**".

All of us at **BITEHARDER** are committed to working together to provide a win-win scenario for the betterment of the sport of snowmobiling.