

MAINE

OUTDOOR BRANDS

Maine Outdoor brands is a non-profit alliance of 150+ outdoor product, service and retail companies working together to strengthen Maine's \$3 billion outdoor recreation economy.

MISSION

Unite and provide a voice for Maine's outdoor product, service, and retail companies

VISION

A connected and thriving outdoor recreation industry in Maine that innovates and collaborates to support a sustainable economy and get more people outside

MOB PRIORITIES



**COLLABORATIVE
MARKETING**



**ADVOCACY +
AWARENESS**



**WORKFORCE
DEVELOPMENT**



**NETWORKING +
EDUCATION**

JOINING MAINE OUTDOOR BRANDS doesn't just give you access to an incredible network of industry leaders and exclusive resources to help your business grow, it's also a way of being part of something bigger than all of us. By joining forces, we do together what we can't do alone: propel Maine's outdoor recreation economy into a future that attracts and generates top-shelf talent, promotes sustainability, and supports thriving communities throughout the state.

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MEMBERSHIP BENEFITS

NETWORKING OPPORTUNITIES

- Access to MOB Scene networking events (5/year) hosted by MOB member businesses
- Access to MOB's virtual annual meeting in January
- Access to annual member celebration with discounted lift tickets

ADDITIONAL BENEFITS AND COST-SAVINGS

- Logo and company description featured on MOB's website
- Access to regular "MOB Talks" and other programming featuring speakers and topics relevant to outdoor industry businesses
- Access to members-only portal on MOB's website with professional resources and outdoor industry research and data
- Ability to post jobs on the MOB job board
- Trade show discounts

PARTICIPATION IN COMMITTEES AND ADVISORY BOARDS

- Membership committee
- Advocacy/policy committee
- Workforce Advisory Board
- Outdoor Economy Summit advisory group
- Access to Pro Deals or other business savings offered by participating members
- Regular updates and advocacy on state and federal policy matters that impact the outdoor industry
- Opportunity to be featured in collaborative marketing efforts
- Discount for employees to the UMaine Outdoor Industry MBA concentration
- Discounted pass to the annual Maine Outdoor Economy Summit

"For Arctic Lynx as a business, MOB has provided so much value in opportunities, whether it's attending Outdoor Retailer or participating in MOB events. Also, I love the mission of supporting outdoor recreation and the brands that are working in the outdoor space."

- Michelle Boyer, founder, Arctic Lynx Maternity

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MEMBERSHIP DUES BASED ON ANNUAL REVENUE

Nonprofit < \$500K	\$200/Year
Nonprofit \$500K - 2M	\$300/Year
Nonprofit > \$2M	\$500/Year
Retailer < \$1M	\$200/Year
Retailer > \$1M	\$300/Year
Product/Service < \$500K	\$300/Year
Product/Service \$500K - 1M	\$400/Year
Product/Service \$1M - 2.5M	\$600/Year
Product/Service \$2.5M - 5M	\$1,000/Year
Product/Service \$5M - 10M	\$1,200/Year
Product/Service \$10M - 20M	\$2,000/Year
Product/Service \$20M - 100M	\$4,000/Year

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