

## **Regroup Women's Cycling - 2027 Membership Guide**

*One Team. Two Ways to Show Up.*

Regroup Women's Cycling is one team with two programs: **Race + Ambassador**.

Both share the same Regroup identity, community, rides, events, partners, and team culture. The difference is how members choose to participate and the level of commitment that comes with each program.

**Different commitment. Same team.** Membership is about participation, not simply having a team kit.

### **What Every Regroup Member Gets**

All Regroup members have access to:

- Exclusive Regroup shop pricing
- Sponsor + partner benefits
- Team rides, socials + events
- Clinics, workshops + educational opportunities
- Contribution rewards + referral incentives

Additional perks and opportunities may pop up throughout the year.

### **What We Expect From Every Member**

Being part of RegroupWmn means representing **Regroup Coffee + Bicycles**, not simply the women's team.

All members are expected to:

- Purchase the current Regroup kit — **jersey + bib required**
- Participate in the **RegroupWmn Team Contribution Program**
- Actively engage with and support Regroup Coffee + Bicycles
- Show up for + contribute to the Regroup community
- Support your teammates + fellow riders
- Represent Regroup, the shop + our partners positively throughout the season

When it makes sense, **Regroup should be your first stop for your cycling needs.**

## Ambassador Program

The Ambassador Program is an **active, intentional role** for members who want to represent Regroup through shop engagement, rides, events, community involvement + other contributions throughout the season. Racing is optional, with no minimum requirement.

### Commitment

Ambassadors follow our team-wide expectations, including active engagement with the shop + participation in the **RegroupWmn Team Contribution Program**.

Ambassadors are welcome to participate in other cycling communities, but formal ambassador, team, shop, or overlapping brand/community affiliations that could conflict with Regroup must be disclosed and approved by Regroup leadership.

### Benefits

Ambassadors receive all Regroup member benefits and can unlock additional perks through the Contribution Program.

Members who want to make racing a bigger part of their season can express interest in the Race Program for future seasons.

## Race Program | Regroup Racing

For members who want racing to be a meaningful part of their season and are ready to make a greater commitment to representing Regroup. **Regroup Racing** is our competitive identity across road, gravel + MTB.

### Additional Commitment

In addition to our team-wide expectations, Race Program members:

- Complete at least **4 Regroup target races per season** — any discipline
- List **Regroup Racing** as their team when registering for races
- Communicate race plans so we can coordinate team support
- Represent Regroup Racing as their primary cycling team and do not race for or formally represent another cycling team, shop, or overlapping brand/community without prior approval

### Additional Benefits

Everything included with Regroup membership, **plus:**

- **Race-entry + team support at designated target races**
- Race-specific sponsor + partner benefits
- Potential additional gear/product support as available

Race support will vary based on the annual team budget, sponsorship, participation, and race calendar. Instead of individual race allowances, we'll focus our resources on target races where we want a strong **Regroup Racing** presence.

## Regroup-Funded Race Entries

These expectations apply to **all members** whenever Regroup covers a race entry:

- Race in the current Regroup kit
- List **Regroup Racing** as your team during registration
- Wear a **white helmet for road events**
- Reimburse Regroup if you're unable to race, unless your entry is officially deferred and carries forward

Race-entry support is based on available team resources and may vary throughout the season.

## RegroupWmn Team Contribution Program

All members are expected to meet an annual point minimum through team rides + events, racing/race support, volunteering, content, shop + partner engagement, referrals, and other contributions. Going beyond the minimum unlocks additional perks + rewards.

## Moving Between Programs

**Your goals can change from season to season, and your place within Regroup can too.**

### Ambassador → Race

Interested in making racing a bigger part of your season? Let us know before the next season's roster is finalized.

We're looking for members who:

- Genuinely want to race + can commit to at least **4 target races**
- Actively engage with the shop + contribute to Regroup
- Are reliable + supportive teammates
- Represent the team, shop + partners well
- Add positively to the culture + dynamic of the team

Race Program membership is selective and considers overall participation, reliability, culture fit, available resources + roster space. Meeting the four-race minimum does not automatically guarantee a roster spot.

You don't need to be in the Race Program to race. Ambassadors are always welcome to line up!

## **Race → Ambassador**

Don't want to commit to four target races next season? No problem. Race members can move into the Ambassador Program and continue to represent Regroup through shop + community engagement.

## **Regroup Shop Benefit**

All Regroup members receive **exclusive shop pricing** for personal purchases. Team pricing is for the member's personal bikes and gear only, excludes service labor, and may be subject to limited exclusions.

Specific pricing terms are confidential and shared directly with team members.

## **Team Kit**

All members are required to purchase a current **Regroup jersey + bib**.

## **2027 Pricing**

- Bib — **\$153 or \$242** (depending on style)
- Jersey — **\$83 or \$153** (depending on style)
- Tri suit — **\$158** (optional)

Additional kit pieces and accessories are optional.

## **What It Means to Be Part of Regroup**

**Show up + contribute.** Everyone brings something different.

**Support each other.** Celebrate the wins + welcome people in.

**Support the shop.** Be an active part of the community behind the team.

**Represent Regroup well.** Be proud of the team, shop + partners we represent.

**Protect the culture.** Character, attitude + how we treat one another matter.