

MICA MEMBERSHIP ANNUAL REGISTRATION FORM

Name: _____ Postal Code: _____
Address: _____ Phone: _____
Town: _____ E-mail: _____

Please list all names included with this registration or donation:

Please acknowledge that MICA IS NOT INSURING YOU ON THE ROADS IN ANY WAY. MICA is not responsible for road signs or any other situations encountered on the roads. MICA is an advocacy group only, not a Cycling Club.

Date: _____

Signature: _____

MICA Annual Membership Fees:

- Single:** \$10.00+hst = \$11.30
- Family:** \$20.00+hst = \$22.60
- Business:** \$75.00+hst = \$84.75 (2 sign ads)
- Municipal:** \$50+hst = \$56.50

MICA Business Member Add-ons:

- Map Ad:** \$50.00+hst = \$56.50 (spaces limited, please contact us for availability)
- Website Ad:** \$50.00+hst = \$56.50
- MODEM Business Listing:** \$50+hst = \$56.50

Check out our website www.manitoulincycling.com. If you would like to advertise on our Maps please call 705-968-1755.

Membership payments can conveniently be made on our website, or you can e-transfer or pay by cheque.

Please include your business name if paying by e-transfer or cheque.

Please send cheques to:

Manitoulin Island Cycling Advocates (MICA)
Maja Mielonen
6152 Hwy 542
Mindemoya, ON
P0P 1S0

E-transfers can be sent to:

manitoulincycling@yahoo.ca

Renewals are due annually in January of each year.

Thank you for supporting the cycling efforts on Manitoulin Island!

MORE INFORMATION ABOUT MICA MEMBERSHIPS

Renew or become a new member online: <https://www.manitoulincycling.com/contact/membership>

IMPORTANT: Ads and logos must be high-resolution and 4" x 7" horizontal format (vector file or 300dpi JPEG). Please forward your images to manitoulincycling@yahoo.ca.

MICA Business Membership Benefits:

1. A MICA Business Membership gives you the opportunity to be seen on our website's pages, with a live link to your business on the promotional pages of your choice - Eat, Sleep, See.
2. We advertise our region as a cycling-friendly destination at shows and summits and in industry magazines. You can find MICA on the Northeastern Ontario tourism website, Cycling in Ontario magazine and This is Manitoulin lure brochure. In addition, MICA rack cards are found in many Tourist Information Centres across Ontario.
3. A MICA Business Membership includes **your ad displayed on 2 trailhead signs**. (Due to printing deadlines, we will not be able to include your ad on Trailhead signage if your membership fee is not received by January 25th.)
4. **Website ads** are available to MICA Business Members at a low cost of \$50 annually.
5. **MICA map advertisement** is available to MICA Business Members at a low cost of \$50 annually, **when space becomes available**.
6. **MODEM (Manitoulin Outdoor Digital Experience Museum) Ads** include your logo image and live website link, a map location marker on the interactive Driftscape map and your business description (max 140 words).
7. **MICA is invested as one of Manitoulin's Brokers for Tourism Excellence North (TEN)**. TEN is a tourism development program for Destination Northern Ontario, inspired in part by the success and impact of a similar program led by the Atlantic Canada Opportunities Agency (ACOA). We encourage you to take advantage of the FREE training and self-assessment tools found at www.tourismexcellencenorth.ca.
8. **MICA Passage Ride Accommodation Partners** will be featured on our website, at no extra cost, from January until June.
9. **Other MICA Business Members** may have the chance to be a support location for the Manitoulin Passage Ride if the cycling route goes past them.
10. **MICA Eatery Business Members** are often chosen to provide food for the Tour & Ride participants.
11. **MICA Business Members** are encouraged to have a booth at our events to promote themselves at no cost.

Let the adventure begin,

Maja Mielonen
MICA President