



Memo

To: Coaches, Ski Area Representatives, and Local Tri-State Race Scene Stakeholders

From: Berkshire Bike and Board

Subject: Invitation to Berkshire Bike and Board Ski Race Night

Berkshire Bike and Board is thrilled to announce a special Ski Race Night designed to introduce ourselves and our comprehensive services to the dedicated individuals who are the backbone of our local tri-state race scene. We extend a warm invitation to all coaches, ski area decision-makers, and key personnel involved in ski racing to join us for this exclusive two-hour event.

Event Details:

- **Date:** October 24, 2025
- **Time:** 5 00 PM - 7 00 PM
- **Location:** 29 State Rd Great Barrington Ma 01230

Our goal for this event is to establish strong relationships with the decision-makers in our community and to demonstrate our commitment to supporting your racing needs. We understand the unique demands of ski racing and are here to be a valuable resource for this often underserved market.

At Berkshire Bike and Board, we offer:

- **Professional High-End Race Tuning:** Performed with precision by our state-of-the-art Montana Crystal robot, ensuring optimal performance for every racer.
- **Comprehensive Race Gear:** Access to a wide selection of race skis, boots, and all essential race gear to equip your athletes for success.
- **Expert Bootfitting Services:** Our two professional bootfitters are on staff, ready to address all the demands and specific needs ski racers may have, ensuring maximum comfort and performance.

Exclusive Offer for Attendees:

As a token of our appreciation for your attendance, all individuals who participate in our Ski Race Night will receive a voucher for **free foot analysis with a custom molded insole**, valued at \$250. This personalized service is designed to enhance comfort and performance, a crucial aspect of ski racing.

We are eager to interface directly with you, the key decision-makers, to listen and learn about what you need to run an even more successful race program. Your insights are invaluable as we strive to become the go-to resource for the local ski racing community.

We look forward to a productive evening and the opportunity to collaborate in elevating the racing experience for all.

Light refreshments will be provided.

Sincerely,

The Team at Berkshire Bike and Board