Moto Canada
Rider Community Fund
Application Guide 2027

The Moto Canada Rider Community Fund supports Canadian on-road and off-road not-for-profit organizations that help Canadians ride. This guide explains eligibility, assessment criteria and the application process.

About the Fund

The fund is an annual grant supported by Moto Canada member companies. It aims to remove barriers and provide essential support for riding activities across Canada. Projects should demonstrate a clear need and meaningful benefits for the riding community.

Our values

- Promoting a positive and inclusive riding culture
- Advocating for rider rights and safety
- Proactively identifying and mitigating risks
- Supporting trail maintenance, access and infrastructure development
- Reducing barriers to access for all riders
- Expanding volunteer engagement and community involvement
- Prioritizing environmental sustainability through responsible riding practices

Program inquiries

info@motocanada.com | 416-491-4449

motocanada.com/rider-community-fund/

About the funders:

The funders of the Moto Canada Rider Community Fund are the member companies supporting Moto Canada. The funders are the following member companies: Triumph, Honda, Polaris, CF Moto, Suzuki, Arctic Cat, Royal Enfield, BMW Motorrad, BRP, Ducati, Harley-Davidson, Kawasaki, Yamaha, Piaggio, Indian Motorcycle and KTM.

Deadline to apply:

Application closes: December 31, 2026.

Program overview

Project Focus Areas

The fund supports projects focused on the on-road riding community, the off-road riding community, or both. Applicants must identify their focus area in the application.

2027 Funding

Support is not guaranteed and is subject to annual availability. Funding decisions are made by the Moto Canada Board annually. Selected projects must demonstrate significant need and a strong case for a meaningful return on investment.

Application Timeline

Milestone	2027 Funding Cycle*
Applications open	Dec 1, 2026
Application deadline	Dec 31, 2026, 11:59PM EST
Application review	January 2027
Decisions communicated	February 2027
Initial funds released	End of Q1 (Mar 2027)
Second Funds released	End of Q2 (June 2027)

**These dates are subject to change without notice.*
Check the program website and application portal for up-to-date application information.

Program eligibility

Eligible Organizations

To be eligible, organizations must meet all the following requirements:

- Be involved in the on-road or off-road motorcycle, scooter, ATV or UTV industry in Canada
- Actively remove barriers to riding or support a positive, safe riding lifestyle
- Be a Canadian not-for-profit organization
- Promote the shared values of Moto Canada
- Be a provincial or national organization

Ineligible Organizations and Applicants

- Clubs
- Racing teams
- Events
- For-profit organizations

Ineligible Activities and Expenses

- Expenses that benefit only an individual within the recipient organization rather than the grant purpose and wider riding community. Examples include safety training exclusively for staff without a wider community benefit.
- Developing or maintaining trails on private land that are not accessible to the public or riding community.
- Branding materials that do not comply with Moto Canada guidelines or that misrepresent the brand.

All expenses must relate to the proposed project.
Full requirements are set out in the terms and conditions available through the application portal.

Application Evaluation

Applicants should explain how their project meets the relevant assessment criteria. Proposals may present this information in their own format, while respecting the eligibility requirements and ineligible activities.

Examples of applications could look like:

On Road Criteria and Weighting

Assessment Criterion	Weight
Promote a safe, diverse and positive riding culture	40%
Disseminate positive information and advocate on behalf of riders and the industry	20%
Overt and effective promotion of the Moto Canada brand and partnership	15%
Effective administration, governance and risk management processes	10%
Grow volunteer pools	15%

Off Road Criteria and Weighting

Assessment Criterion	Weight
Promote a safe, diverse and positive riding culture	30%
Contribute to sustainable trail infrastructure	30%
Overt and effective promotion of the Moto Canada brand and partnership	20%
Effective administration, governance and risk management processes	10%
Grow volunteer pools	10%

How to Apply

Access the Application Portal

Visit **motocanada.com/rider-community-fund/** and select Apply Now to access Good Grants. Create an account using the email address you will use throughout the application process.

Select the Category

Choose on-road, off-road, or both on-road and off-road. Enter an application name, such as your organization's name.

Complete the Eligibility Check

Answer the pre-application eligibility questions and select Check eligibility. If the portal confirms eligibility, proceed to the organization information section.

Complete every required field

Provide the required organization information and upload the documents requested in the portal. Complete each required question as you work through the tabs.

Prepare the Project Documents

- Access the Microsoft Form here.
- Grant workplan: Complete the workplan section provided within the online application form.
- Risks and mitigation plan: Identify potential project risks and explain how each will be managed.
- Organization of a strategic plan or equivalent document: Provide a document outlining the organization's long-term goals and priorities.
- Project needs assessment: Describe the need the project will address, including the people affected, relevant organizations, available research, why action is needed, and proposed solutions.

Review the Terms and Submit

Read the complete terms and conditions in the application. Sign the document and upload the signed copy. Complete the final checklist, review all entries and attachments, and submit your application.

Application support

For program questions: info@motocanada.com or 416-491-4449.