



K9 Fit Club Master Training & Licensee Program

K9 Fit Club is an internationally recognized name in human and canine, health, fitness and wellness. K9 Fit Club gives everyone an opportunity for health with our 21 science-based programs for both people and dogs.

K9 Fit Club is the only organization in the world well-positioned with an effective, replicable model to address the health and wellness of people and their dogs and assist in the fight against obesity.

Bring K9 Fit Club to your facility and your community by becoming an licensee:

BENEFITS OF AFFILIATION

As an licensee of K9 Fit Club you will have the benefit of:

- Identification as part of K9 Fit Club
- Member of the PeerFit Network (Aetna, Cigna)
- Member of Healthways/Silversneakers (Medicare)
- Official NASM Partner
- Use of K9 Fit Club trademarked brand name and taglines as an authorized licensee
- K9 Fit Club Licensee logo (.jpg/.pdf format) with Licensee's location identifier
- Access to K9 Fit Club's marketing, advertising and promotional material, including
 - Brochures, business cards, Fact Sheets, Open House invitations, etc.

SUPPORT

Our four-day Master Training Program provides the basics for starting your K9 Fit Club classes. From there, we're here every day to provide ongoing education and support. Whether it's setting up your K9 Fit Club, weekly workout ideas or any other questions you may have, we're here to help you be successful.

- Monthly phone consultations with personal Licensee Specialist from K9 Fit Club
- Opportunity to purchase equipment and gear with the K9 Fit Club wholesale discount and “K9 Fit Kit” starter equipment lists
- Access to additional training programs and videos
- Access to K9 Fit Club workouts
- Access to other licensees for communications and discussion through a private online Facebook group exclusively for Licensees with monthly curriculum suggestions, workouts and Q&A

WEBSITE PRESENCE

A critical piece of the success of your program is maintaining a robust online presence. Don't be overwhelmed with the details, our knowledgeable staff will provide your very K9 Fit Club link and cross promotion on social media.

- Licensee specific website domain – ex: <http://StLouis.K9fitclub.com>
- Web domain includes location, links to social media pages and more
- Licensee branded Gmail address – ex: stlouisk9fitclub@gmail.com which can be linked to licensee's personal email
- Web-referrals from K9 Fit Club, cross-promotions on social media platforms such as Facebook, Instagram and Twitter
- Licensee linked on K9 Fit Club website directory

START UP MATERIALS

K9 Fit Club Licensees will have 4 full days of master training and hands-on instruction, giving you the tools you need to start your classes.

- Programs for starting your classes
- Assessment paperwork
- Membership application forms
- Sample press releases
- Stock photography
- Additional expansion



Your program may grow quickly and it won't be long until you'll need additional Master Trainers to add more classes or even more locations!

Additional trainer discount for licensees with growth and expansion of their K9 Fit Club! (program limited to existing licensees; new Master Trainers require certification at Master Training & Licensing Session)

Master Training & Licensee Program Fee: \$3000 per location, \$1,250 Renewal Fee- Two Year License Minimum

Upon Master Training Instruction and successful completion, a one-year Licensee Agreement commencing at the date of the signing must be renewed annually.

K9 Fit Club does not:

- K9 Fit Club does not guarantee licensee program success
- K9 Fit Club does not offer any “non-compete” or territorial protections
- K9 Fit Club does not offer specific legal counsel regarding small business start-ups
- K9 Fit Club does not manage or participate in employment issues between licensee owners and their trainers