

Celebrate & Smile International Steppers

• Arts & Creative

community/employee enhancement through art of dance

Contact Information

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TARGET MARKET

Singles, couples, marriage ministries, companies looking to enhance employee relations

Partnership Opportunities (24)

1 flow
Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Flow, specializing in coaching, can enhance Celebrate & Smile's dance workshops by integrating personal development sessions focused on team dynamics and employee relations. This collaboration would provide a well-rounded experience to clients looking to improve workplace culture through art and coaching.

VALUE: Both businesses can attract new clients; flow can gain exposure to Celebrate & Smile's clientele, while Celebrate & Smile can offer a more comprehensive service, increasing their client retention and workshop pricing by 20%.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile's target market includes companies looking to enhance employee relations, which often aligns with businesses seeking coaching services for personal and professional development. They can refer clients to flow when they identify a need for coaching.

VALUE: Celebrate & Smile could earn a referral fee for every client they send to flow, while flow gains access to a new client base looking for coaching services, potentially increasing revenue by 15%.

[!] PARTNERSHIP SCENARIO

Flow and Celebrate & Smile organize a 'Corporate Wellness Day' where employees from local companies participate in a full day of dance and coaching workshops. For example, a local tech firm sends 30 employees to improve teamwork and morale. Employees engage in a dance class followed by a coaching session on effective communication. Flow charges a fee of \$3,000 for the coaching sessions, while Celebrate & Smile earns \$2,000 from the dance workshops, creating a total revenue of \$5,000 for the event.

[*] UNIQUE SYNERGY

The combination of coaching and dance uniquely addresses both mental and physical wellness, making the offering particularly

attractive to companies focused on holistic employee development.

NEXT STEPS:

- 1 Schedule a meeting between Miguel and Tiffany to discuss the potential Corporate Wellness Day event.
- 2 Create a joint marketing strategy to promote the event to local businesses in Jacksonville.
- 3 Develop a package deal that includes both coaching and dance services to offer to prospective corporate clients.

2 IV Creative

Marketing & Design

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

IV Creative can create promotional materials and content for Celebrate & Smile International Steppers' dance events, while Celebrate & Smile can provide engaging dance workshops that IV Creative can showcase in their marketing campaigns. This mutual enhancement of services can attract a wider audience.

VALUE: By collaborating, IV Creative can increase its client base through exposure to Celebrate & Smile's audience, potentially generating an additional \$5,000 in revenue, while Celebrate & Smile can enhance its visibility and attract more participants, increasing attendance by 30%.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile can refer local businesses to IV Creative for content creation services, as many clients looking to enhance their employee relations could also benefit from improved marketing and branding.

VALUE: If Celebrate & Smile refers just 5 clients to IV Creative, it could mean an additional \$10,000 in revenue for IV Creative, while Celebrate & Smile can earn referral fees or increased loyalty from their clients.

[!] PARTNERSHIP SCENARIO

IV Creative designs a series of eye-catching posters and social media campaigns for Celebrate & Smile's upcoming community dance festival. In return, Celebrate & Smile offers a dance class exclusively for IV Creative's clients, where they can engage in team-building exercises. This event generates excitement, with 50 participants, resulting in \$1,500 in ticket sales for Celebrate & Smile and new business leads for IV Creative.

[*] UNIQUE SYNERGY

The unique blend of marketing expertise from IV Creative with the engaging dance programs of Celebrate & Smile creates a distinctive offering that enhances community participation while bolstering both brands' visibility in Jacksonville.

NEXT STEPS:

- 1 Schedule a joint meeting to brainstorm specific event ideas that can leverage both businesses' strengths.
- 2 Develop a timeline for creating promotional materials and finalize the dance class details for IV Creative's clients.
- 3 Create a shared marketing plan to promote both the dance festival and the exclusive class, leveraging social media and local networks.

3 Enriquez Aesthetics

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Enriquez Aesthetics and Celebrate & Smile can create a combined wellness event that promotes both skincare and dance, appealing to their shared target market of individuals seeking enhancement in their lifestyle. This collaboration allows them to leverage each other's strengths and reach a broader audience.

VALUE: Collectively, they could generate approximately \$2,000 in revenue from ticket sales and product promotions during the event, while also increasing customer base and engagement for both businesses.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile's focus on community enhancement aligns well with the clientele of Enriquez Aesthetics, as both target individuals looking to improve their quality of life. They can refer clients to each other to enhance customer

satisfaction.

VALUE: By referring clients, Celebrate & Smile could enhance their service offerings, potentially increasing customer retention by 15% and driving additional revenue for both businesses.

[!] PARTNERSHIP SCENARIO

Enriquez Aesthetics can host a 'Glow and Groove' event where clients enjoy luxury facial treatments followed by a dance workshop led by Celebrate & Smile. For example, 30 attendees pay \$75 each for the event, generating \$2,250. Attendees receive a skincare starter kit and a voucher for a future dance class, enticing them to return, thereby creating a pipeline of repeat customers.

[*] UNIQUE SYNERGY

This partnership uniquely combines health and wellness with art and expression, creating a holistic experience that neither business could offer alone, thus enhancing their market appeal.

NEXT STEPS:

- 1 Schedule a planning meeting between Bianca Enriquez and Tiffany Barksdale to outline event details.
- 2 Develop a marketing strategy that highlights the benefits of both facial treatments and dance classes.
- 3 Create promotional materials that can be shared on social media and through email to both customer bases.

4 Tosh's Urban Garden

Health & Wellness

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

Tosh's Urban Garden focuses on health and wellness while Celebrate & Smile International Steppers enhances community well-being through dance. Jointly, they can create events that promote healthy living through both herbal products and physical activity, appealing to their target customers.

VALUE: By collaborating on health and wellness events, both businesses can increase customer engagement and sales, potentially generating an additional \$5,000 in revenue from ticket sales and product sales at a single event.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile serves clients and groups that value wellness and community, making them potential referrers to Tosh's Urban Garden for health products.

VALUE: Celebrate & Smile could earn referral commissions of up to 15% on any product sales generated from their referrals, creating a new revenue stream without additional costs.

[!] PARTNERSHIP SCENARIO

Tosh's Urban Garden could sponsor a 'Healthy Living Dance Festival' organized by Celebrate & Smile, where they provide free samples of herbal teas and health products at the event. In turn, Celebrate & Smile promotes these products to their participants, creating a vibrant atmosphere of health and wellness. Together, they could attract over 200 attendees, allowing Tosh's to sell their products directly and enhance brand awareness.

[*] UNIQUE SYNERGY

This partnership uniquely combines physical health through dance with the internal health benefits of natural herbal products, creating a holistic approach to wellness that neither business could achieve alone.

NEXT STEPS:

- 1 Host an initial planning meeting to outline event logistics and marketing strategies.
- 2 Create a joint social media campaign to promote the 'Healthy Living Dance Festival' and drive ticket sales.
- 3 Develop an exclusive discount package for festival attendees to purchase Tosh's products after the event.

<- WHAT THEY PROVIDE (Referral)

Both businesses target audiences that value creativity and enhancement, with Celebrate & Smile focusing on community/employee engagement and MyahnArt serving businesses seeking aesthetic improvement. They can refer clients to each other without competing.

VALUE: Each business can potentially increase their client base by 10-20% through mutual referrals, leading to increased sales opportunities.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on community and employee enhancement through dance, making them an ideal partner for MyahnArt LLC, which specializes in creative services. Together, they can create unique events that combine dance performances with live art, enhancing the overall experience.

VALUE: This collaboration could generate additional revenue from event packages, potentially earning \$2,000-\$5,000 per event while attracting new clientele from each other's markets.

[!] PARTNERSHIP SCENARIO

Imagine a corporate event where Celebrate & Smile conducts a dance workshop for employees, followed by MyahnArt creating a live mural based on the theme of teamwork. This engaging experience not only entertains but also visually represents the company culture, leading to happier employees and increased client satisfaction. They could split the revenue from the event, maximizing their profits while elevating the client's brand image.

[*] UNIQUE SYNERGY

The unique pairing of dance and live art creates an immersive experience that cannot be easily replicated by traditional event services. This combination will enhance the aesthetic and emotional impact of corporate events, setting them apart in the marketplace.

NEXT STEPS:

- 1 Schedule a brainstorming session to outline potential event themes and formats.
- 2 Develop a joint marketing strategy to promote the new event packages to their respective clientele.
- 3 Create a promotional video showcasing a mock event to attract interest from potential corporate clients.

<- WHAT THEY PROVIDE (Referral)

Be Present Detalles serves busy professionals and couples, which aligns with Celebrate & Smile's target market. Be Present can refer clients looking for employee enhancement or couples seeking unique experiences to Celebrate & Smile.

VALUE: Be Present can enhance its service offerings by providing clients with a trusted dance service, while Celebrate & Smile gains new clients through referrals without incurring marketing costs.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses target similar demographics, particularly busy professionals and couples. Celebrate & Smile International Steppers can enhance Be Present Detalles' events by providing dance workshops or performances, making the events more engaging and memorable.

VALUE: Increased event attendance and customer satisfaction for Be Present Detalles, with potential revenue from added dance services; Celebrate & Smile can gain new clients and exposure through Be Present's events.

[!] PARTNERSHIP SCENARIO

Be Present Detalles is hosting a Valentine's Day gala targeting busy professionals and couples. Celebrate & Smile International Steppers can offer a 30-minute interactive dance workshop during the event. This not only entertains attendees but also promotes Celebrate & Smile's dance classes. Both businesses could split the ticket sales, potentially increasing revenue by

20% for Be Present while introducing 50 new leads for Celebrate & Smile's dance programs.

[*] UNIQUE SYNERGY

This partnership uniquely blends an arts-based enhancement to professional events, ensuring that Be Present's offerings stand out in a crowded market while providing Celebrate & Smile with direct access to a higher-end clientele.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and De'Ana to discuss potential event collaborations.
- 2 Develop a pilot workshop for an upcoming Be Present event and outline the logistics.
- 3 Create joint marketing materials to promote the Valentine's Day gala with dance workshops included.

7 WhitBits Cookies

Professional Services

85%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

WhitBits Cookies serves corporate professionals, which overlaps with Celebrate & Smile's target market of companies looking to enhance employee relations. By referring clients to each other, both businesses can expand their customer base without competing.

VALUE: Through mutual referrals, both businesses can increase client contacts. For every five referrals made from WhitBits to Celebrate & Smile, they could receive a discount on cookies for their own corporate events, potentially saving 15-20% on catering costs.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which aligns well with WhitBits Cookies' target market of corporate professionals and event planners. By collaborating, they can create a unique experience for companies looking to enhance employee morale and engagement through fun activities.

VALUE: This partnership could generate additional revenue through joint events, where both businesses can attract clients looking for team-building experiences, potentially earning \$1,000+ per event.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile International Steppers could organize a 'Dance & Treats' event at a local corporate office, where employees participate in a fun dance session led by Tiffany, followed by a cookie tasting featuring WhitBits' gourmet cookies. If 50 employees attend and the company pays \$20 per head, the event could bring in \$1,000 for Celebrate & Smile, while WhitBits could gain exposure and sell additional cookie boxes for events.

[*] UNIQUE SYNERGY

The unique pairing of dance and gourmet cookies creates an engaging multi-sensory experience that is not typically offered, making the collaboration stand out in the corporate wellness space.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Whitney to discuss potential event ideas and logistics.
- 2 Create a joint marketing plan targeting local businesses and corporate clients for the 'Dance & Treats' event.
- 3 Develop a promotional package that outlines the benefits and details of the collaboration to share with prospective clients.

<- WHAT THEY PROVIDE (Referral)

Soulfitness Studio serves individuals focused on health and wellness, many of whom may also be interested in enhancing their social lives through dance. This creates a referral opportunity where Soulfitness can recommend Celebrate & Smile's dance services to its member base.

VALUE: Soulfitness Studio can enhance its service offerings and client satisfaction by providing referrals to Celebrate & Smile, potentially increasing retention rates and attracting new clients. For each successful referral, a commission of \$10 could incentivize the partnership.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers could collaborate with Soulfitness Studio to offer a unique health and wellness workshop that combines dance and fitness. Both businesses target individuals interested in health, well-being, and social engagement, making this partnership a natural fit.

VALUE: By organizing joint workshops, both businesses could attract new clients and increase revenue by charging a premium for specialized sessions. For example, a workshop could be priced at \$50 per person, with 20 participants resulting in \$1,000 shared between the two businesses.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile International Steppers and Soulfitness Studio could host a 'Dance Your Way to Wellness' workshop at Soulfitness Studio's location. Attendees would participate in a one-hour dance class followed by a nutrition talk by Soulfitness. The event would be marketed as a holistic approach to health, and both businesses would promote it through their channels, sharing the revenue based on attendance.

[*] UNIQUE SYNERGY

This partnership uniquely combines the joy of dance with fitness and nutrition, appealing to both social and health-oriented audiences. The interactive nature of dance enhances the wellness experience, setting it apart from typical health workshops.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Janice to discuss workshop details and logistics.
- 2 Develop a marketing plan that includes social media promotion and email campaigns targeting both businesses' customer bases.
- 3 Create a sign-up sheet and payment system for the workshop, ensuring a seamless registration process.

<- WHAT THEY PROVIDE (Referral)

Simple Creations By T serves individuals and organizations celebrating milestones, which aligns well with Celebrate & Smile's target market of couples and companies looking to enhance employee relations. Referrals could be mutually beneficial as both businesses target similar demographics.

VALUE: Simple Creations could refer clients looking for unique gifts to Celebrate & Smile, potentially increasing Celebrate's clientele by 20%, while Celebrate could direct clients seeking personalized gifts to Simple Creations, boosting their sales by 15%.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which could be complemented by Simple Creations By T's personalized gifts. Collaborating on workshops or events where participants create custom gifts while learning dance could engage both audiences effectively.

VALUE: By partnering, Celebrate & Smile could increase engagement in their workshops by 30%, while Simple Creations could boost sales by offering unique, dance-themed gifts, potentially generating an additional \$1,000 in monthly revenue.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile hosts a 'Dance & Create' event, where participants learn a fun dance routine and simultaneously design custom t-shirts and accessories with Simple Creations. For example, couples attending a Valentine's Day workshop could create matching shirts with their dance routine printed on them, enhancing their experience and driving sales for Simple Creations. Each event could attract 20-30 attendees, providing both businesses with significant exposure and revenue.

[*] UNIQUE SYNERGY

This partnership uniquely combines the expressive nature of dance with personalized gifting, creating memorable experiences that resonate with clients, particularly those celebrating milestones or corporate team-building events.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Tiana to brainstorm potential event formats by next week.
- 2 Create a draft plan for the 'Dance & Create' event, including logistics, pricing, and marketing strategies.
- 3 Develop a promotional campaign targeting local businesses and organizations to attract participants for the event.

10 JAX AI Agency

Technology

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Collaboration)

JAX AI Agency can enhance Celebrate & Smile's employee engagement programs by integrating AI-driven tools that personalize the dance experience for participants. This approach provides measurable feedback on employee satisfaction and engagement, creating a unique offering that can attract more corporate clients for both businesses.

VALUE: By collaborating on a program, both businesses can attract larger corporate clients looking for innovative employee engagement solutions, potentially increasing revenue by 20% through joint offerings.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile works with companies looking to enhance employee relations, which aligns well with JAX AI's target market of businesses looking to modernize operations. They can refer their corporate clients to JAX AI for AI consulting services.

VALUE: Celebrate & Smile can earn referral fees by connecting clients with JAX AI, potentially increasing their service offerings without significant investment.

[!] PARTNERSHIP SCENARIO

JAX AI Agency could develop an interactive AI platform that assesses employee engagement through dance classes hosted by Celebrate & Smile. For instance, at a local corporate retreat, employees could use the AI tool to receive real-time feedback on their participation and satisfaction levels, which not only enhances the dance experience but also provides valuable data to the company. Both parties can split the \$3,000 fee for the event and gain exposure to new corporate clients.

[*] UNIQUE SYNERGY

The unique combination of AI analytics with the art of dance offers a fresh perspective on employee engagement, setting this collaboration apart from standard corporate wellness programs that lack technological integration.

NEXT STEPS:

- 1 Schedule a joint brainstorming session to outline potential AI features for dance programs.
- 2 Identify a corporate client in Jacksonville interested in a pilot program.
- 3 Develop a marketing plan highlighting the unique benefits of the AI-enhanced dance experience.

<- WHAT THEY PROVIDE (Collaboration)

Jazzi's Creations can enhance Celebrate & Smile International Steppers' dance workshops by offering DIY craft sessions where participants create personalized dance accessories. This collaboration enriches the workshop experience and allows both businesses to reach their target markets effectively.

VALUE: \$500 in additional revenue for Jazzi's Creations per event, while Celebrate & Smile can charge a premium for a more engaging experience.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile can refer clients looking for team-building activities to Jazzi's Creations. Both businesses target companies interested in enhancing employee engagement, making this a natural fit.

VALUE: A potential increase in referral business could yield \$2,000 annually for Jazzi's, while Celebrate & Smile establishes itself as a go-to resource for comprehensive employee engagement solutions.

[!] PARTNERSHIP SCENARIO

During an upcoming community dance event, Jazzi's Creations sets up a booth for participants to create their own personalized dance-themed t-shirts and accessories. Participants pay an additional \$20 for the crafting session, which generates \$1,000 in revenue for Jazzi while enhancing the overall experience for 50 attendees of Celebrate & Smile's workshop, making it more memorable and interactive.

[*] UNIQUE SYNERGY

This partnership uniquely combines the artistry of dance with personalized crafts, creating a holistic experience that appeals to families and individuals looking to engage in creative activities while improving community ties.

NEXT STEPS:

- 1 Schedule a meeting between Jasmyne and Tiffany to discuss event logistics.
- 2 Develop a marketing plan highlighting the craft workshops as part of the dance events.
- 3 Create a feedback mechanism for attendees to gauge interest in future workshops.

<- WHAT THEY PROVIDE (Collaboration)

Genuines Coaching & Consulting specializes in enhancing leadership and team dynamics, which aligns well with Celebrate & Smile International Steppers' focus on employee enhancement through dance. By collaborating, they can create unique workshops that fuse coaching with interactive dance sessions, improving employee morale and productivity.

VALUE: This partnership could generate an estimated \$10,000 in revenue from corporate clients seeking team-building experiences, as well as increased exposure to each other's customer bases.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers targets companies looking to enhance employee relations, which are often the same businesses that would benefit from Genuines Coaching & Consulting's leadership training services. By referring clients to each other, they can create a mutually beneficial referral network.

VALUE: Each referral could potentially lead to \$2,000 in consulting fees for Genuines, while Celebrate & Smile could see an increase in their client base and engagement opportunities.

[!] PARTNERSHIP SCENARIO

Genuines Coaching & Consulting could host a two-day corporate retreat where employees of a local company participate in leadership coaching sessions followed by dance workshops led by Celebrate & Smile. For instance, during the retreat, teams could engage in a 'Dance Your Leadership Style' activity, where they reflect on leadership principles through choreographed movements. This would not only enhance learning but also provide a fun and memorable team-building experience, with each

business receiving \$5,000 from the corporate client, split evenly.

[*] UNIQUE SYNERGY

This pairing stands out because it uniquely combines cognitive leadership development with the physical expression of dance, allowing for a holistic approach to employee engagement that neither could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between Reden Dionisio and Tiffany Barksdale to discuss the retreat concept in detail.
- 2 Create a joint marketing plan targeting local businesses and corporate clients to promote the retreat.
- 3 Develop a feedback mechanism to gather participant insights that can enhance future workshops.

13 The Collective Om

Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

The Collective Om serves a target market of women focused on self-growth, which overlaps with Celebrate & Smile's focus on enhancing community and employee relations through dance. They can refer clients to each other without competing.

VALUE: This partnership allows both businesses to expand their reach, leading to potential client growth of 20%, translating to an estimated additional \$2,000 in revenue monthly for both businesses through referrals.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers can enhance the wellness offerings of The Collective Om by integrating dance-based workshops into their holistic health programs. This collaboration could attract more clients interested in both dance and wellness, creating a unique offering in Jacksonville's health and wellness market.

VALUE: Both businesses could see increased revenue through joint workshops, potentially generating an additional \$1,000 per month from new clients attending these combined sessions.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile International Steppers could co-host a 'Wellness Through Dance' workshop at The Collective Om's studio. Participants would experience a 2-hour session that includes a dance class followed by a holistic health discussion, with each business promoting the event to their customer bases. They could charge \$50 per participant, with an expected attendance of 20, resulting in \$1,000 total revenue for the event, split evenly.

[*] UNIQUE SYNERGY

This partnership uniquely blends the physical aspect of dance with holistic wellness, appealing to a broader audience interested in both physical activity and mental health, something neither business could achieve alone.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Ashlyn to discuss potential workshop formats and logistics.
- 2 Develop a marketing plan to promote the 'Wellness Through Dance' workshop through both businesses' channels.
- 3 Set a date for the workshop and create a registration page to track participants.

<- WHAT THEY PROVIDE (Referral)

Both businesses target health-conscious individuals, though in different capacities. Jamz Trainings can refer their clients who may benefit from dance classes to Celebrate & Smile International Steppers, enhancing overall client engagement.

VALUE: Referrals can lead to increased client retention for Jamz Trainings and additional revenue streams for Celebrate & Smile International Steppers, creating a win-win situation.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can complement the physical training offered by Jamz Trainings. By collaborating, they can create a holistic wellness program that addresses both physical fitness and emotional well-being.

VALUE: By bundling dance classes with personal training sessions, both businesses can attract new clients and increase revenue through package deals, boosting overall exposure in the community.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile International Steppers organizes a 'Wellness Weekend' event at a local HOA community where Jamz Trainings offers free fitness assessments. Participants engage in a dance workshop followed by a sports massage demo. Each business promotes the event to their respective clients, with a goal of signing up at least 20 new clients from the event, generating approximately \$1,000 in combined revenue.

[*] UNIQUE SYNERGY

The unique synergy arises from combining artistic expression with physical training, appealing to clients seeking comprehensive wellness that includes emotional and physical health. This partnership offers a distinctive blend of services not typically found together in Jacksonville.

NEXT STEPS:

- 1 Schedule a brainstorming meeting between Tiffany and James to discuss potential event ideas.
- 2 Develop a promotional plan for the Wellness Weekend, including social media outreach and flyers in HOA communities.
- 3 Create a special package deal for attendees that includes a discount for signing up for both dance classes and personal training sessions.

<- WHAT THEY PROVIDE (Referral)

The P-Way Solutions LLC can refer Celebrate & Smile to their commercial clients looking to enhance employee engagement, as both businesses target similar clientele without competing.

VALUE: Referrals can lead to Celebrate & Smile acquiring new clients, potentially increasing revenue by 15-20% as they tap into The P-Way's established network.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers and The P-Way Solutions LLC can collaborate to enhance employee engagement and morale at businesses that require janitorial services. By integrating dance workshops into The P-Way's client offerings, both businesses can enhance their value propositions.

VALUE: This partnership could attract new clients for both companies, potentially increasing revenue by 20-30% through combined service packages.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile organizes a monthly 'Wellness Day' for The P-Way's commercial clients, where employees participate in a dance workshop followed by a showcase of clean, vibrant workspaces serviced by The P-Way. For each event attended by 50 employees, Celebrate & Smile earns \$1,000 while The P-Way showcases their cleaning services, leading to potential new contracts. This could happen next week at a local office building, bringing immediate visibility and engagement.

[*] UNIQUE SYNERGY

This pairing is unique because it combines the creative arts with essential business services, demonstrating a holistic approach to employee wellness and satisfaction. Few janitorial companies integrate such creative, morale-boosting programs.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and Pervis to brainstorm collaboration ideas.
- 2 Create a pilot event plan for the first 'Wellness Day' at one of The P-Way's client locations.
- 3 Develop marketing materials that highlight the benefits of this collaboration for potential clients.

16 Relax Relate & Release
Health & Wellness

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Relax Relate & Release targets veterans who may also be interested in community-building activities such as dance, allowing for mutual referrals without direct competition.

VALUE: By referring clients between both businesses, they can enhance customer satisfaction, potentially increasing client retention rates by 15% as clients find comprehensive wellness solutions.

-> WHAT YOU PROVIDE (Collaboration)

Both businesses focus on enhancing wellness and community engagement, making a collaboration on wellness workshops highly relevant. Celebrate & Smile can integrate dance with relaxation techniques from Relax Relate & Release to create a unique wellness experience.

VALUE: By collaborating on a series of wellness workshops, both businesses can attract new clients, potentially increasing their revenue by 20-30% through combined marketing efforts and workshop fees.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile and Relax Relate & Release could host a 'Dance & De-Stress' workshop every Saturday where participants engage in a 60-minute dance class followed by a 30-minute massage therapy session. Each participant pays \$75, with a goal to attract 20 participants weekly, generating \$1,500 in revenue per workshop, split between both businesses.

[*] UNIQUE SYNERGY

This partnership uniquely combines physical movement with relaxation, appealing to both arts enthusiasts and health-focused individuals, thus broadening the audience for both services.

NEXT STEPS:

- 1 Set a meeting to outline the workshop structure and finalize logistics.
- 2 Develop a marketing plan targeting local veterans and corporate wellness programs.
- 3 Create promotional materials showcasing the benefits of combining dance and massage therapy.

17 Organize Design Create
Marketing & Design

80%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Organize Design Create serves a similar clientele who may benefit from the dance enhancement services offered by Celebrate & Smile. By referring clients looking for employee engagement solutions, Organize Design Create can strengthen its client relationships while providing added value.

VALUE: Referring clients to Celebrate & Smile could earn Organize Design Create a referral fee of 10% on any services booked, potentially increasing revenue with each successful referral.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers can enhance Organize Design Create's marketing campaigns through engaging dance workshops that attract clients. This collaboration would provide a unique offering that combines marketing with experiential learning, appealing to Organize Design Create's target market.

VALUE:

By integrating dance workshops into their marketing packages, Organize Design Create can charge a premium for these unique experiences, leading to a projected increase in client engagement and retention, potentially boosting revenue by 20%.

[!] PARTNERSHIP SCENARIO

Organize Design Create could host a 'Dance & Design' event where clients participate in a dance workshop led by Celebrate & Smile while learning about branding strategies. This event could attract up to 30 participants, generating \$1,500 in ticket sales and providing valuable networking opportunities for both businesses as they showcase their services to potential clients.

[*] UNIQUE SYNERGY

This partnership uniquely blends the arts with business strategy, creating an interactive experience that stands out in the crowded marketing space, thereby enhancing both brands' visibility and appeal.

NEXT STEPS:

- 1 Schedule a joint meeting between Tiffany and Victoria to brainstorm potential event themes and logistics.
- 2 Develop a marketing plan highlighting the benefits of the 'Dance & Design' event to be shared with both client bases.
- 3 Set a date for the first event and create promotional materials to launch a targeted campaign.

18 JPO Logistics LLC

Logistics

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

JPO Logistics services shippers and owner operators, while Celebrate & Smile targets companies looking to enhance employee relations. They can refer clients to each other since businesses needing logistics might also seek employee engagement services.

VALUE: Both businesses could see an increase in client base; JPO Logistics could gain access to companies seeking logistics solutions, and Celebrate & Smile could reach out to shipping companies looking to improve company culture.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile works with companies that may require logistics solutions for events or employee engagement activities. They can refer clients to JPO Logistics for their freight needs.

VALUE: Celebrate & Smile can enhance their service offerings by providing logistics solutions for events, while JPO Logistics can benefit from new clients referred through Celebrate & Smile's network.

[!] PARTNERSHIP SCENARIO

When JPO Logistics acquires a new shipping client, they can recommend Celebrate & Smile's dance programs for team-building events. For instance, if a shipping company hires JPO for a large project, JPO can suggest a dance workshop hosted by Celebrate & Smile during a team retreat, enhancing the client's employee morale while generating a referral fee for JPO.

[*] UNIQUE SYNERGY

This pairing is unique because JPO Logistics works with a diverse range of businesses, which opens multiple avenues for Celebrate & Smile to provide their services, enhancing workplace culture in industries often focused solely on logistics.

NEXT STEPS:

- 1 Schedule a meeting between Paulette and Tiffany to discuss referral opportunities.
- 2 Create a referral agreement outlining benefits and compensation for each successful lead.
- 3 Develop a joint marketing flyer highlighting the benefits of logistics and employee engagement for companies.

<- WHAT THEY PROVIDE (Collaboration)

Bluebird Health Partners can leverage Celebrate & Smile International Steppers' dance workshops to enhance employee engagement in healthcare organizations. By incorporating dance as a form of team-building, Bluebird can offer a unique service that differentiates their consulting approach, while Celebrate & Smile gains exposure to new clients in the healthcare sector.

VALUE: This collaboration could lead to a new revenue stream of \$10,000 for Celebrate & Smile, while enhancing Bluebird's service offering, potentially increasing their project fees by 15% due to unique employee engagement methods.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers' target clients include companies looking to enhance employee relations, which often require consulting services for organizational improvement. They can refer these companies to Bluebird Health Partners for strategic consulting, creating a mutually beneficial relationship.

VALUE: Celebrate & Smile could refer 5-10 clients a year to Bluebird, potentially generating \$20,000 in consulting fees, while Bluebird could recommend Celebrate & Smile's workshops to healthcare clients, enhancing employee engagement.

[!] PARTNERSHIP SCENARIO

Bluebird Health Partners organizes a health and wellness retreat for a hospital client, inviting Celebrate & Smile International Steppers to lead dance workshops. Over two days, 100 healthcare employees engage in team-building dance activities, resulting in a \$5,000 fee for Celebrate & Smile, while Bluebird enhances their consulting reputation by offering comprehensive wellness solutions to the hospital, which could lead to future contracts.

[*] UNIQUE SYNERGY

Both businesses focus on enhancing well-being-Bluebird in a corporate environment and Celebrate & Smile through creative arts-creating a unique offering that blends strategy with engagement, making the partnership distinct from typical consulting services.

NEXT STEPS:

- 1 Schedule a meeting between Cary Hendricks and Tiffany Barksdale to discuss potential collaboration frameworks.
- 2 Develop a joint proposal for a health and wellness retreat targeting healthcare organizations in Jacksonville.
- 3 Create promotional materials highlighting the combined services for distribution to potential clients.

<- WHAT THEY PROVIDE (Referral)

Communicate Design & Marketing serves a target market that includes service businesses and non-profits which may benefit from employee enhancement activities offered by Celebrate & Smile. They can refer clients who are looking to enhance team dynamics through dance.

VALUE: For each client that Communicate refers to Celebrate & Smile, there could be a revenue share agreement, potentially increasing Celebrate's revenue by approximately 30% per referral.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers targets companies looking to enhance employee relations which often need marketing and branding services. Communicate Design & Marketing could receive referrals from Celebrate & Smile when these companies inquire about improving their branding or marketing strategies.

VALUE: Celebrate & Smile can refer clients to Communicate, increasing their client base and revenue potential by at least 20% per referral, while Communicate gains access to a niche market.

[!] PARTNERSHIP SCENARIO

When a local company plans a dance workshop for team building, Celebrate & Smile can refer them to Communicate for creating promotional materials and a branded website for the event. If the workshop brings in 50 participants, Communicate

might earn \$2,000 from the marketing project, while Celebrate & Smile solidifies their relationship with the client.

[*] UNIQUE SYNERGY

This pairing uniquely combines the artistic enhancement of workplace culture with professional branding, making the overall employee engagement strategy more appealing and comprehensive.

NEXT STEPS:

- 1 Set up a referral agreement where both businesses benefit from client introductions.
- 2 Develop a co-branded marketing brochure highlighting each other's services to distribute to potential clients.
- 3 Organize a networking event where both businesses can present their services to interested companies.

21 Grayland Real Estate

75%

-> One-way

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers focuses on community enhancement through dance, appealing to companies that might also be interested in employee relations. Grayland provides services to commercial property owners and lenders, who may also seek to enhance their workplace culture through employee engagement activities.

VALUE: By referring clients in need of commercial real estate appraisal services, Celebrate & Smile can earn a referral fee, while Grayland gains access to a new client base that is already interested in enhancing their workplace environment.

[!] PARTNERSHIP SCENARIO

Tiffany Barksdale could introduce Grayland's appraisal services to companies that participate in Celebrate & Smile's dance workshops. For example, if a local business wants to appraise its property after a renovation, Tiffany can refer them to Lauren Hubel. If the referral results in a successful appraisal worth \$2,000, Celebrate & Smile could earn a \$200 referral fee.

[*] UNIQUE SYNERGY

This pairing is unique because it combines the arts with the real estate sector, appealing to businesses that value creative employee engagement as part of their corporate culture, setting these two companies apart from typical real estate referrals.

NEXT STEPS:

- 1 Tiffany will compile a list of past corporate clients and reach out to discuss potential referrals to Grayland.
- 2 Lauren will prepare a referral fee structure to incentivize Celebrate & Smile for successful leads.
- 3 Both businesses will create a joint marketing flyer highlighting the benefits of art in enhancing workplace culture, which will be distributed to their respective networks.

22 Free Agents Inc Professional Services

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Free Agents Inc serves companies looking to solve business issues, which often includes employee engagement and morale. They can refer clients to Celebrate & Smile for dance programs that enhance team dynamics.

VALUE: For every referral, Celebrate & Smile could pay Free Agents a commission, potentially leading to \$1,000 in additional revenue per month for Free Agents.

-> WHAT YOU PROVIDE (Collaboration)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which aligns with Free Agents Inc's mission of solving business issues. By collaborating, they can create workshops that foster team building and employee morale.

VALUE: This partnership could generate up to \$5,000 in revenue from workshops, while enhancing employee engagement and satisfaction for Free Agents' clients.

[!] PARTNERSHIP SCENARIO

Next week, Celebrate & Smile International Steppers could host a dance workshop for one of Free Agents Inc's corporate clients, where employees participate in team-building exercises through dance. This event would not only cost the corporate client around \$1,000 but also provide Celebrate & Smile with exposure to new clients, and elevate Free Agents' service offerings by adding a unique employee engagement solution.

[*] UNIQUE SYNERGY

This partnership uniquely combines the artistic and creative approach of Celebrate & Smile with the strategic problem-solving focus of Free Agents, creating a distinctive employee engagement program that few companies offer.

NEXT STEPS:

- 1 Schedule a meeting between Tiffany and James to brainstorm potential workshop themes.
- 2 Create a detailed proposal outlining the structure, pricing, and expected outcomes of the dance workshops.
- 3 Market the workshop package to Free Agents' existing client base to gauge interest.

23 Aspirations Behavioral Health Inc.

Health & Wellness

75%

<-> Bidirectional

<- WHAT THEY PROVIDE (Referral)

Aspirations Behavioral Health connects with individuals seeking mental health support and holistic wellness, which can include physical activities like dance. Referring clients to Celebrate & Smile for dance classes can provide them with an avenue for physical expression and community engagement.

VALUE: By referring clients who might benefit from artistic expression, Aspirations can enhance their therapeutic offerings and improve client outcomes, while Celebrate & Smile can gain new participants in their programs without additional marketing efforts.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers enhances community and employee relations through dance, attracting a demographic interested in well-being, which overlaps with Aspirations Behavioral Health's focus on mental health. Both businesses serve individuals and companies seeking to improve their overall wellness, making referrals a natural fit.

VALUE: By referring clients, Celebrate & Smile can provide additional holistic wellness options for their clients, while Aspirations can expand their client base without incurring additional marketing costs.

[!] PARTNERSHIP SCENARIO

Celebrate & Smile could refer clients looking for mental health support to Aspirations Behavioral Health. For example, during a dance workshop, Tiffany can introduce a short segment on mental wellness, handing out Aspirations' brochures to participants, which not only offers them resources but also establishes a referral agreement for any clients seeking mental health services.

[*] UNIQUE SYNERGY

The unique synergy lies in the holistic approach to wellness; Celebrate & Smile focuses on physical expression through dance, while Aspirations emphasizes mental health, providing a comprehensive wellness solution for clients. Together, they can create a more rounded approach to employee well-being.

NEXT STEPS:

- 1 Tiffany Barksdale to schedule a meeting with Kristian Wilson to discuss referral terms and mutual benefits.
- 2 Create a co-branded brochure that highlights both services to distribute at events.
- 3 Develop a referral tracking system to monitor the success of referred clients.

<- WHAT THEY PROVIDE (Referral)

We Buy Any House serves individuals who are often under financial stress, which might lead them to seek community and personal development opportunities like those offered by Celebrate & Smile International Steppers. This creates a potential for referrals that can mutually benefit both businesses.

VALUE: Referring clients to dance classes can improve client satisfaction for We Buy Any House, potentially leading to more referrals and repeat business, boosting their revenue by 15% through enhanced customer experience.

-> WHAT YOU PROVIDE (Referral)

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which can be appealing to employees who may also be in distressing situations, such as needing to sell their homes. We Buy Any House could refer clients who are in need of stress relief and team building through dance classes.

VALUE: By referring clients to each other, both businesses can expand their customer bases, potentially increasing revenue by 20% through shared marketing efforts.

[!] PARTNERSHIP SCENARIO

We Buy Any House could promote Celebrate & Smile's dance classes as a stress-relief option for homeowners in distress. For example, when a homeowner contacts Chris about selling their house, he could offer them a complimentary dance class as part of a community initiative, thus enhancing their emotional well-being while encouraging community engagement.

[*] UNIQUE SYNERGY

This pairing is unique as it combines the emotional support needed in stressful property situations with a creative outlet, creating a holistic service offering that addresses both financial and emotional needs.

NEXT STEPS:

- 1 Develop a referral program where We Buy Any House can distribute discount vouchers for Celebrate & Smile's classes to their clients.
- 2 Create joint marketing materials that highlight the benefits of stress relief through dance for homeowners facing financial challenges.
- 3 Schedule a meeting to discuss cross-promotional strategies and set specific targets for referrals.