



Partnership, Sponsorship & Business-to-Business (B2B) Opportunities

Department: Business Development / Marketing

Applies To: UAC HQ, Franchise Owners, and Club Managers

Purpose: To establish a structured, brand-aligned process for identifying, evaluating, and implementing Partnership, Sponsorship, and B2B collaborations across Universal Athlete Centre (UAC) clubs.

This SOP ensures that all partnerships, from nutrition brands and apparel suppliers to schools, sports clubs, and corporate sponsors, are consistent with UAC's brand values and business objectives.

Objectives

- Build strategic partnerships that enhance the UAC Member & Athlete Experience.
- Generate mutual value through marketing exposure, product integration, or shared activations.
- Maintain consistent brand compliance and professionalism across all franchises.
- Empower franchisees to manage local business collaborations while maintaining HQ alignment.

Scope

This SOP covers all partnership types within the UAC ecosystem:

Partnership Type	Description	Examples
Corporate Sponsorship	Paid partnership or in-kind support in exchange for brand visibility.	Apparel brand, fitness equipment supplier
Product / Service Partnership	Integration of products or services that complement UAC offerings.	Nutrition, recovery, physiotherapy
Education / Community Collaboration	Joint programs or seminars to educate members or athletes.	Allied health providers, schools
B2B / Group Booking	Direct business arrangement for teams or schools.	Corporate wellness, academy programs

Roles & Responsibilities

- Franchise Owner / Centre Manager: Identify, assess, and propose potential partners. Maintain relationships and ensure compliance.
- Franchise Support Officer (FSO): Approve local partnerships, review compliance, and assist with documentation.
- UAC HQ Marketing & Partnerships Team: Develop national partnerships, provide templates, and manage brand approvals.
- Partner / Sponsor: Provide deliverables, services, or funding as per agreement.

Partnership Development Process

Step 1 – Identify Opportunity

- Assess potential local partners that align with UAC's brand, audience, and culture.
- Evaluate potential value:
 - For UAC: Revenue, exposure, member benefit
 - For Partner: Visibility, customer reach, credibility

Example Opportunities:

- Local physiotherapy clinics
- Supplement or nutrition brands
- Apparel / equipment suppliers
- Schools or sports clubs

Step 2 – Submit Proposal

Franchisee or manager completes a UAC Partnership Proposal Template (provided by HQ), including:

- Partner name & category
- Description of service/product
- Proposed value exchange (financial or in-kind)
- Activation ideas (events, signage, social media, sampling)
- Duration of agreement (3, 6, or 12 months)

Submit proposal to FSO for review and HQ approval.

Review & Approval

Once approved, HQ provides digital templates for agreement and marketing use.

Criteria	Description
Brand Alignment	Must match UAC's values and member focus (performance, community, integrity).
Conflict Check	Cannot conflict with existing national partnerships (e.g., competing nutrition brand).
Compliance	Follows local advertising, insurance, and health regulations.
Member Value	Offers measurable benefit to UAC members (discount, experience, service).

Step 4 – Execute Agreement

Franchisee and Partner sign the UAC Partnership Agreement (non-exclusive license).

Includes:

- Term and renewal conditions
- Deliverables and benefits
- Brand use guidelines
- Termination clause
- Confidentiality and indemnity

Agreement stored in shared drive (Google Workspace / Franchise Folder).

Step 5 – Activation & Promotion

- Promote partnership across approved channels only:
 - Social media (co-branded posts)
 - In-club signage or displays
 - UAC app and member newsletter
 - Workshop events or testing weeks

⚠ *All promotional materials must use official UAC Brand Guidelines and be approved by HQ Marketing before release.*

Step 6 – Review & Reporting

At the end of each partnership term:

- Evaluate results using UAC Partnership Review Template:
 - Deliverables met
 - Member engagement metrics
 - ROI or conversion data
- Renew, amend, or terminate based on outcomes.

Partnership Tiers

Tier	Example Type	Deliverables	Value Range
National Partnership	Endorsed by HQ	Naming rights, social features, co-branded campaigns	\$5,000+ / year
Local Club Partnership	Managed by franchisee	Event participation, product display, sampling	\$500–\$5,000 / year
B2B / Corporate Collaboration	Team programs	Group training or testing packages	\$1,000–\$10,000 / contract
In-Kind Sponsorship	Equipment / product	Product exchange or service trade	Variable

B2B & Group Program Opportunities

Franchisees can engage schools, sports clubs, and businesses for paid group sessions. These follow the Group Booking Framework:

Program Type	Description	Pricing (Guide)
Corporate Wellness	45–60 min session for corporate teams	\$30–50 pp
School Athletic Testing	2–3 hour session	\$25–40 pp
Team Recovery Package	Use of tubs, sauna, compression	\$35–45 pp
Custom Event (Team Days)	UAC + partner-branded event	By quote

Franchisee must:

- Complete B2B Booking Form
- Provide risk waiver and insurance proof
- Ensure appropriate coach coverage and first aid on site

Co-Branding & Marketing Guidelines

All co-branded content must:

- Use UAC-approved templates (provided via Canva or Drive).
- Include both logos, equal prominence.
- Maintain brand tone: professional, performance-driven, community-focused.

Examples of approved formats:

- Flyers & Posters: “Powered by UAC x [Partner]”
- Social Media Posts: Use approved hashtags and partner tags.
- Website Mentions: Approved copy + partner link.

Partner Activation Examples

Activation	Description	Frequency
Testing Week Collaboration	Partner provides prizes, sampling, or sponsor signage.	Quarterly
Educational Workshop	Partner hosts talk on nutrition, injury prevention, recovery.	Bi-annual
Member Discount Program	Partner offers exclusive discount code to UAC members.	Ongoing
Event Sponsorship	Sponsor for community event, competition, or open day.	Annual
Merchandise Integration	Partner logo on uniforms or merchandise.	As approved

Templates & Documents (Provided by HQ)

Template Name	Purpose
UAC Partnership Proposal Form	To propose and document partnership opportunity
UAC Sponsorship Agreement Template	Legal agreement for collaboration
B2B Booking Form	Group or corporate session booking
Partnership ROI & Review Sheet	Evaluation and renewal form
Co-Branding Canva Template	For posters, flyers, and social posts
Partner Onboarding Checklist	Ensures compliance before launch

Quality Assurance

- FSO to review local partnerships quarterly for compliance and ROI.
- HQ to maintain central registry of all approved partners per club.
- Franchisees to submit annual partner performance review with renewal requests.