



## Marketing and Promotion

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Gold's Gym Facilities offer an exceptional workout program and membership experience for members. At the franchisor level, we will be working hard to strengthen the brand on a system-wide basis. As a Gold's Gym franchisee, your role will be not only to support our system-wide efforts, but also to reach the local community and build awareness of Gold's Gym Facilities.

This section of the Manual contains guidelines for developing and implementing a marketing program that will help you effectively promote your Gold's Gym Facility in your area. This, coupled with our years of experience and support, will help you achieve maximum name recognition and acceptance in your area while at the same time strengthening the entire Gold's Gym network.



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## Developing Marketing Plan

As a Gold's Gym franchisee, having a well-defined marketing plan is essential to your gym's success. The fitness industry is highly competitive, with numerous options available to potential members. To stand out and attract a loyal customer base, a strategic approach to marketing is crucial.

First and foremost, a marketing plan ensures consistency. It provides a roadmap for all your promotional activities, helping to maintain a cohesive brand image that resonates with the values and standards of the Gold's Gym brand. Consistent messaging builds trust and recognition, making it easier for potential members to choose your Facility over competitors.

Moreover, a comprehensive marketing plan allows you to identify and target your ideal customer segments effectively. By understanding who your potential members are—whether they are fitness enthusiasts, beginners, or seniors—you can tailor your marketing efforts to meet their specific needs and preferences. This targeted approach not only increases the likelihood of attracting new members, but also enhances member retention by ensuring that your services and communications are relevant and valuable.

Another critical aspect is the efficient allocation of resources. A detailed marketing plan helps you allocate your budget wisely, ensuring that you invest in the most effective channels and strategies. Whether it's social media advertising, local events, partnerships, or promotions, a planned approach allows you to maximize your return on investment and avoid unnecessary expenditures.

Lastly, a marketing plan provides measurable goals and benchmarks for success. By setting clear objectives and tracking your progress, you can continuously refine your strategies and tactics. This ongoing evaluation helps in identifying what works best for your gym, allowing for adjustments that drive better results over time.

In summary, having a marketing plan in place is not just beneficial but essential for your Gold's Gym franchise. It ensures consistency, effective targeting, efficient resource allocation, and measurable success, ultimately driving your gym towards sustained growth and profitability.



## Marketing Support

The Support Center may provide an array of marketing support tools and resources to assist franchisees in promoting their Gold's Gym Facilities effectively. This may include:

- PPC and Branded Key Terms: National Pay-Per-Click (PPC) advertising and branded key terms including 'Gold's Gym' to optimize online visibility and attract local leads.
- Local Marketing: Assistance with Integrated Local Marketing (ILM) strategies.
- Non-Branded Key Term Support: Guidance on local support in selecting non-branded key terms to boost online search visibility and attract potential members.
- Gold's Gym Member App: Access to the Gold's Gym Member App to facilitate member engagement, retention, and communication.
- Media Hotline 24-Hour Support: Round-the-clock support for media inquiries and crisis management to address any urgent issues or concerns.
- Brand Center: Centralized repository for marketing materials and resources, providing easy access to branded assets and promotional materials.
- Monthly Franchise Marketing Guide: Monthly guide offering marketing and social updates, reminder, tips, and highlights.
- Educational Webinars: Regular webinars providing franchisees with educational content and updates on marketing strategies and initiatives.
- Quarterly STRONGER Newsletter: Quarterly newsletter featuring industry trends, success stories, and marketing tips to inspire and inform franchisees.
- Quarterly Regional Calls: Regional calls offering franchisees the opportunity to connect, share insights, and receive updates on marketing initiatives and regional strategies.
- National Offers & Campaigns with Marketing Support: Participation in national offers and campaigns with dedicated marketing support to drive engagement, attract new members, and promote brand awareness at the local level.



## Guidelines for Using Gold's Gym Marks

The Gold's Gym trade names and trademarks ("marks") distinguish Gold's Gym Facilities and their offerings from those of other businesses. The marks are, therefore, very valuable because they help the public recognize each Gold's Gym Facility as the place to go for quality fitness and wellness experiences.

To preserve and enhance the value of the Gold's Gym marks, you must adhere to the following guidelines:

- Identify yourself as an independent business owner in the manner prescribed by us and use the marks as the sole identifying mark of the franchised business.
- Use only the approved "Gold's Gym" trademarks to identify, operate, and advertise your Facility unless otherwise authorized or required by us.
- Prominently display the marks in connection with signs, posters, displays, advertising, and other printed materials in the manner prescribed by us.
- Promptly discontinue any use of the marks that we determine to be improper.
- Notify us immediately in writing if you see any other business using the Gold's Gym marks or similar words or symbols.
- Comply with all other legal requirements regarding the marks, as spelled out in the Franchise Agreement.

The support center can provide electronic files of the Gold's Gym logo for use in preparing advertising materials, social media, interior branding, or business forms.

### Use of the Brand Center ◀

The Brand Center serves as a comprehensive hosting library for Gold's Gym marketing materials, providing you with access to a wide range of assets to support your promotional efforts. With over 6,000 assets currently available, the Brand Center offers items from marketing and brand playbooks to photography, logos, social media tiles, videos, and more.



You can find various marketing collateral such as door hangers, direct mailers, billboards, email templates, and in-gym point-of-purchase (POP) materials, all conveniently accessible through the Brand Center platform. This centralized repository ensures consistency in branding and messaging across different locations while providing you with the resources you need to effectively promote your gym.

The Brand Center interface offers user-friendly features, allowing you to quickly search for specific assets, download files, and add them to custom albums for easy access. Additionally, you can access brand style guides and campaign assets directly from the Brand Center homepage, making it a valuable tool for executing marketing initiatives in line with Gold's Gym brand standards.

Overall, the Brand Center empowers you to create cohesive and impactful marketing campaigns by providing access to a wealth of professionally designed materials and resources tailored to the needs of your Gold's Gym Facility.

## **Brand Standards ◀**

In addition to providing marketing materials, the Brand Center serves as a repository for brand standards, including guidelines for the brand's tone, colors, logo specifications, legacy logos, and interior/exterior branding and signage. These standards ensure consistency in visual identity and messaging across all locations. You can refer to the Brand Center to access the latest brand guidelines and ensure that your marketing efforts align with the established brand identity.



## Promoting the Gold's Gym Brand and Your Facility in Your Area

As a Gold's Gym franchisee, one of your responsibilities is to execute an effective marketing plan that promotes Gold's Gym Facilities within your local community. A successful marketing campaign will generate excitement and engagement among residents. The following guidance is provided to assist you in identifying the most effective marketing outlets in your area. Some of the marketing vehicles suggested in this Section will require you to enter into agreements with third parties (for example, social media influencers) who will themselves be executing parts of your marketing plan. Remember that your Franchise Agreement does not grant you the right to grant anyone else a sublicense to use the Gold's Gym trademarks or to use our Confidential Information. **Any proposed agreement in which you anticipate that a third party will need to use the Gold's Gym trademarks or Confidential Information in order to perform their activities must be submitted to us for our prior approval so we can ensure that the proposed agreement adequately protects our marks and Confidential Information and the third party does not acquire any ownership of any written deliverables that contain our marks or Confidential Information.**

Different advertising mediums have varying degrees of reach and effectiveness with different target markets. Continuously collecting data on your marketing efforts will enable you to refine your approach and prioritize the most impactful channels. It's crucial to inquire how new members learned about the Gold's Gym brand and system, as this information is invaluable for identifying the most successful marketing strategies.

When developing your advertising program, consider the characteristics of each medium and how they align with the Gold's Gym concept or your target market. Additionally, seek advice from us for insights into past successful strategies.

FBCs may assist franchisees in determining marketing strategies and providing implementation support. It's essential to leverage various platforms, including social media, Google, Bing, and review sites, as all franchisees utilize these channels. Depending on your market, you may utilize a combination of traditional, digital, and partnership-based marketing tactics to maximize your reach and impact.



## Use of Digital Media ◀

In today's technologically advanced world, harnessing the power of digital media is essential for any successful franchise operation. This section delves into the realm of digital marketing, exploring a wide range of strategies and platforms to help your franchise thrive in the digital landscape. From social media marketing and search engine optimization (SEO) to geofencing and online advertising, we'll explore the key tactics and best practices that can elevate your franchise's online presence, engage your target audience, and drive growth in the digital era.

### Digital Marketing Tips

1. Know and understand exactly what you are paying for.
2. Do not sign a long-term contract. Twelve months is an eternity in Internet marketing. These vendors should prove themselves every month.
3. Be wary of anyone guaranteeing success. Some companies will guarantee a certain number of "click throughs," but that does not translate into memberships and revenue. Phone calls and/or requests for service do; clicks do not.
4. Tie your results to your spending. You should be able to clearly link your Internet spending with getting your phone to ring. You may wish to utilize dedicated numbers and promo codes to track what offers are receiving the best response.
5. Research your keywords and keyword phrases. Many keywords will generate traffic and clicks; however, they will not translate over to paid memberships. Careful monitoring, tracking, and refining of your keywords and keyword phrases are critical to your overall Internet marketing success.
6. Use Google Analytics reports to analyze your overall Internet marketing campaign effectiveness. These reports will show you what keywords are driving the most impressions, clicks, how long prospects are staying on your site, which states, number of pages visited on your website, and much more. Review these reports at least monthly.
7. When utilizing pay-per-click campaigns, the position of your ad is important. Research has found that positions #1 and #4 are the most appealing. Position #1 will place you at the top of the page and position #4 will place you at the upper right-hand position of the page. As a reminder, all branded key terms are fully supported through the brand marketing fund, and non-branded key terms can be supported at a local level.





8. Ensure your Google My Business (GMB) is set up as well as your gym's social channels including Facebook and Instagram under a business Meta account.

### **Website**

The Gold's Gym website currently serves as a central hub for information and engagement, providing members and potential members with access to valuable resources and services. We will also provide you with a dedicated landing page on our platform, ensuring seamless integration with the broader Gold's Gym digital ecosystem. Through the website, visitors can explore membership options, access fitness tips and resources, learn about upcoming events and promotions, and connect with the gym community. With the assistance of your landing page, you can enhance your online presence and attract new members effectively.

### **Gold's Gym App**

The Gold's Gym app currently plays a pivotal role in our marketing and promotional efforts, serving as a dynamic platform to engage with members, deliver personalized fitness content, and promote exclusive member offers and events.

### **Search Engine Optimization**

SEO is the acronym for search engine optimization, which is the process of employing techniques to improve non-paid (organic) rankings in the results returned from various Internet search engines, such as Google. The higher your website's ranking for specific keywords, the more likely you are to get traffic from visitors who find you by conducting a search using those keywords. Some techniques are specific to a certain search engine, such as Google, Yahoo, Bing, etc.

The root of all SEO efforts is conducting effective keyword research. Smart keyword research for SEO purposes looks at not only how many people are searching for a specific phrase, but how many results are returned—how many other websites are competing for those same keywords.

The true art of keyword research—and the foundation of good search engine optimization practices—is to balance the popularity of a keyword phrase against the website's ability to rank well for that term. It is factors like this that must be analyzed that make SEO both an art and a science.

The Gold's Gym website SEO is managed centrally at the support center through selected partners.



### **Pay-Per-Click (PPC)**

The key to successful advertising is to find a method of conveying your information to as many people as possible while keeping your advertising costs to a minimum. We utilize PPC advertising, such as Google Ads, to achieve this goal. With PPC, you only pay when someone clicks on your ad and visits your website. Google AdWords allows you to place ads on search engine results pages (SERP) and websites related to your targeted keywords, maximizing your reach and visibility. Your bid for selected keywords determines how much you pay for each click, with higher bids increasing the chances of your ad appearing at the top of the displayed ads. Skillful management of PPC advertising, like Google Ads, can attract prospects to your website and effectively convert them into paying members. Recommended non-branded key terms and branded key terms that are supported through the brand marketing fund can be found on Brand Center.

### **Geofencing**

Geofencing offers franchisees a powerful tool to enhance their local marketing efforts. By utilizing geofencing technology, franchisees can establish virtual boundaries around specific geographic areas, such as neighborhoods or city blocks. This enables them to target potential members who enter those boundaries with personalized and timely marketing messages. The benefits of geofencing include increased member engagement, improved targeting precision, and enhanced brand visibility in local markets. Franchisees can leverage geofencing to deliver location-specific promotions, tailored offers, and relevant information to potential members within their designated areas. This level of targeted advertising not only drives foot traffic to franchise locations but also creates a personalized member experience that can foster brand loyalty. Moreover, the data collected from geofencing campaigns provides valuable insights into member behavior, preferences, and market trends, empowering franchisees to refine their marketing strategies for even better results.

### **Podcast Advertising**

Podcast advertising has emerged as a valuable digital marketing tactic, allowing franchisees to reach a highly engaged and loyal audience. With the growing popularity of podcasts, businesses can leverage this medium to promote their products or services to a targeted and attentive audience. By strategically selecting podcasts that align with their target market, franchisees can effectively reach potential members who have a genuine interest in their offerings. Podcast ads can take the form of host-read endorsements, pre-roll or mid-roll ad spots, or even dedicated sponsorship segments.



This personalized approach helps establish credibility and trust, leading to higher conversion rates. Furthermore, podcasts often have niche audiences, allowing franchisees to reach specific demographics or interest groups. As the podcast industry continues to grow, incorporating podcast advertising into your marketing strategy can help boost brand awareness, drive traffic, and increase member acquisition.

### **Influencer Marketing**

Influencer marketing has emerged as a powerful strategy for franchisees to leverage the influence and reach of social media personalities. When seeking influencers for your franchise, start by researching popular social media platforms like Instagram, YouTube, and TikTok to identify individuals who align with your brand values and target audience. Look for influencers with engaged and authentic followings, paying attention to their content quality, audience demographics, and engagement rates.

When working with influencers, establish clear objectives and expectations, and allow them creative freedom to authentically promote your franchise. It's important to ensure transparent disclosure of partnerships and foster long-term relationships for more meaningful collaborations. Do encourage genuine collaborations, track campaign performance, and prioritize authenticity. Don't share confidential information or overlook due diligence on the influencers you partner with. Additionally, avoid influencers who engage in questionable practices or whose values misalign with your brand. By implementing influencer marketing effectively, you can tap into their engaged audience, enhance brand awareness, and drive meaningful conversions.

### **Email Marketing**

Email marketing is a powerful tool for businesses to connect with their audience, nurture leads, and drive conversions. By crafting targeted email campaigns, businesses can deliver personalized messages directly to their subscribers' inboxes. The key to successful email marketing lies in understanding your target audience and tailoring your content to their preferences and needs. Whether it's promoting new products, sharing exclusive offers, or providing valuable content, email campaigns allow businesses to engage with their audience on a one-to-one level. Additionally, email marketing offers the advantage of tracking metrics such as open rates, click-through rates, and conversions, providing valuable insights into the effectiveness of your campaigns. Overall, email marketing remains an essential component of any comprehensive digital marketing strategy, enabling businesses to build relationships, drive traffic, and boost sales.



### **Monitoring Reviews for Your Gym**

Monitoring reviews for your Gold's Gym Facility is crucial for maintaining a positive online reputation and fostering trust among potential members. Regularly checking and responding to reviews on platforms like Google, Yelp, and social media allows you to address any concerns or feedback from members promptly. Positive reviews serve as valuable testimonials that can attract new members, while negative reviews provide insights into areas for improvement. By actively engaging with reviews, whether by thanking satisfied members or addressing issues raised by unhappy ones, you demonstrate your commitment to member satisfaction and community engagement. Additionally, monitoring reviews enables you to identify trends or recurring issues, informing strategic decisions to enhance the overall member experience at your gym.

### **Social Media**

Social media platforms, when used properly, provide a great opportunity to learn more—about our consumers, our industry, our world, and about each other.

As a Gold's Gym franchisee, we may allow you, subject to our prior approval of the look and content, to establish a social media presence under the Gold's Gym brand within our guidelines. Our standards for social media use are housed in the Brand Center.

The social media sphere is constantly evolving, so please be aware that this policy is subject to frequent change along with new technologies and social networking tools. This policy is intended to establish general expectations and is not intended to cover every possible situation that may arise in this new and dynamic arena. We may modify, amend, or delete this policy at any time, without notice, and may deviate from this policy as we determine appropriate.

## **Use of Traditional Media ◀**

The below lists common ways franchisees use the Gold' Gym trademarks in advertising their businesses. Remember that your use of the marks is subject to our prior approval and the terms of your Franchise Agreement.

### **Print Advertising**

Print advertising can be useful in your media mix, especially for new gym messaging or for messages that include information that encourages a direct response. Print should always be layered with digital media, and not in lieu of digital media.



Try to target your audience by advertising in publications that cater to your potential members. Also, find out whether there is a particular time of the year when the ad will work best, how much the ad will cost, and whether discount rates are available for repeat insertions.

Before signing an advertising contract, look for a 30- or 60-day “out clause.” This will give you the flexibility to cut your losses if a medium proves to be ineffective. Also, when negotiating for space, avoid telling the sales representative what your budget is ahead of time; they tend to put packages together that spend all your available dollars. If the sales representative will not negotiate the rate down for you, see if there are free “bonus ads” available.

For new gym openings, it is recommended to not list an exact opening date on marketing materials as construction and inspection dates can always shift. When creating messaging for coming soon, stick to months or quarters. For grand openings, plan the date to be at least two weeks after the gym opens; keep this in mind when creating any print materials.

### **Direct Mail & Door Hangers**

Out-of-home direct mail and door hangers can be a powerful method for reaching a specific target audience with your marketing messages. Sending direct mail or door hangers to homeowners in targeted areas can yield positive results. However, it's crucial to ensure that your mailings are highly targeted to avoid wasting resources on recipients who may not be interested. Before launching a direct mail or door hanger campaign, ask yourself key questions about your target market, the benefits of your offering, desired recipient actions, competitor offerings, and budget constraints. If you decide to proceed, work closely with your FBC to develop compelling messaging and leverage sample marketing materials for inspiration. Remember, the key is to keep your message simple yet engaging to capture and maintain the reader's attention effectively.

### **Billboards**

Billboard advertising, including both traditional and digital formats, remains a powerful tool for brand promotion and awareness in today's marketing landscape. Traditional billboards, along with their digital counterparts, offer dynamic opportunities to capture attention and engage viewers effectively. Digital billboards, in particular, allow for the display of multiple messages or creative variations in rapid succession, enabling your franchise to deliver targeted content to a broad audience. Whether for a grand opening or ongoing brand building efforts, billboards serve as strategic assets in your marketing mix, ensuring your brand remains visible in high-traffic areas.



Simplicity is key with billboards with no more than six words to keep the messaging quick and easy to read in those 5-10 seconds of drive time. Like print, billboards should be layered in with digital media and not in lieu of.

### **Flyers**

Flyers serve as versatile marketing tools for promoting your Gold's Gym franchise within the local community. Whether distributed in high-traffic areas like shopping centers and community centers or distributed door-to-door in residential neighborhoods, flyers offer a tangible and effective means of communicating your gym's message and attracting potential members. You can leverage flyers to promote special events, fitness challenges, or group exercise classes, using compelling visuals and concise messaging to capture attention and generate interest. Additionally, collaborating with local businesses to display flyers in their establishments or distributing them at community events and festivals allows you to engage directly with potential members and raise awareness about your gym. By personalizing the messaging and targeting specific demographics or neighborhoods, flyers can effectively drive traffic to your gym and contribute to the growth of your membership base. Flyers can feature join offers, free passes, and QR codes that direct to a join online (JOL), or used for in-gym events like grand openings with event specific details.

### **Window Posters**

Window posters provide an eye-catching way to showcase your Gold's Gym franchise and capture the attention of passersby. Placed strategically in storefront windows or outdoor display areas, these posters serve as visual invitations to explore what your gym has to offer. Utilizing bold graphics, vibrant colors, and concise messaging, window posters can effectively communicate key selling points such as membership offers, fitness challenges, or upcoming events. By prominently displaying posters that highlight your gym's unique features and amenities, you can pique the curiosity of potential members and encourage them to learn more.

Additionally, regularly updating window posters with fresh content keeps your storefront dynamic and ensures that your messaging remains relevant and engaging. As a cost-effective marketing tool, window posters provide a valuable opportunity to promote your Gold's Gym Facility and attract foot traffic, ultimately contributing to the growth and success of your business.



## **Radio & Television Advertisements**

If you are considering local radio or television advertising, it's vital to carefully evaluate the demographics of the audience for each station you're considering. While purchasing radio or TV advertising slots is an option, the true impact can often be achieved through endorsements from local talk radio hosts or cable TV personalities.

To secure endorsements, it's crucial to raise awareness of your services among radio hosts. A well-executed PR campaign (see **"Public Relations"** in this section of the manual for more information) can play a significant role in achieving this objective.

Should you decide to pursue radio advertising, there are several factors to consider:

- **Frequency and duration:** Determine how frequently your radio or TV spot will air and over what period of time.
- **Timing:** Consider the optimal time of day for your radio spot, as peak listenership typically occurs during morning and evening commutes.
- **Cost:** Evaluate the pricing structure, as prime airtimes may come at a higher cost.

Your objective should be to ensure that your radio or TV spot effectively communicates the Gold's Gym concept, piquing interest among the audience. Additionally, provide listeners with an easy way to connect with your franchise, such as mentioning your location or providing a memorable phone number.

Radio and television undoubtedly possess a considerable impact on the viewing public. However, it's important to note that while television advertising has unparalleled potential for message delivery, it can also be expensive. Local or cable television stations generally offer more affordable advertising opportunities.

If you're considering radio or television advertising, we encourage you to reach out to us for guidance.

## **Directories**

Strategic placement in directories has long been recognized as an effective marketing method to enhance your franchise's visibility and attract potential members. By securing listings in relevant directories, whether industry-specific or local business directories, you can significantly increase your franchise's discoverability. Directories serve as valuable resources for individuals seeking specific products or services, and having a presence within them ensures that your franchise appears in the right place at the right time.





Furthermore, with the advent of digital directories, the reach and accessibility of these platforms have expanded exponentially. Embracing digital directories allows your franchise to tap into online search behaviors and take advantage of features like reviews, ratings, and easy contact information access, making it simpler for potential members to connect with your business.

## **Partnerships with Local Businesses ◀**

Partnering with local businesses can be a strategic move for your Gold's Gym Facility to enhance marketing efforts and tap into new member segments. By collaborating with neighboring businesses, you can leverage shared resources, expand reach, and strengthen your brand presence within the community. One approach involves marketing directly to local businesses and offering tailored membership packages for their employees. This could include options such as direct billing arrangements, group discounts, or corporate-sponsored fitness events. These partnerships not only incentivize employees to join your Gold's Gym Facility but also foster long-term relationships with neighboring businesses. Furthermore, if your Facility is located in the same mall or commercial area as these businesses, the partnership becomes even more synergistic, driving foot traffic and fostering a sense of community within the local ecosystem.

## **Networking and Referrals ◀**

Networking and referrals are invaluable strategies for franchisees to expand their professional connections, build mutually beneficial relationships, and drive business growth. In this section, we will explore the power of networking and the art of generating referrals to maximize your franchise's reach and success.

### **Use of Free Passes**

Free passes serve as a pivotal component in the strategy to attract new members to Gold's Gym Facilities. As a franchisee, you have the autonomy to determine the duration of these passes, whether it's for one day, three days, or even a week. This offer should be continuously available to prospective members, running at all times to ensure a steady influx of leads. It's crucial to track the effectiveness of these free passes by monitoring the leads generated and the number of individuals who ultimately join as new members. By offering free passes, you provide individuals with an opportunity to experience the facilities and services firsthand, enticing them to commit to a membership.





### **Networking through Local Organizations/Affiliates**

Networking through local organizations and affiliations, such as joining Business Network International (BNI), can be a valuable strategy for you, as the owner of a Gold's Gym Facility, to expand your reach and connect with potential members. BNI, known for its structured and professional networking environment, offers you the opportunity to establish meaningful relationships with other business professionals in your community. By participating in BNI meetings and events, you can showcase the benefits of Gold's Gym memberships to a diverse group of individuals and businesses. Additionally, involvement in other local organizations and affiliations allows you to tap into existing networks, leverage community connections, and gain referrals, ultimately contributing to the growth and success of your Gold's Gym Facility.



## **Your Role in Fulfilling National Paid Media**

You are highly encouraged to actively participate in national promotional offers and campaigns by opting in, a strategic move that enables our organization to orchestrate targeted media campaigns in the markets where you choose to engage. This approach ensures that our marketing efforts are coordinated effectively across the Gold's Gym network, maximizing visibility and impact for all franchise locations.

National offers and campaigns are a crucial part of our marketing efforts to drive leads. These campaigns and events are discussed on a regular basis agreed upon with the Gold's Gym Advertising Advisory Council, or GGAAC, months in advance to allow plenty of notice for planning. Some campaigns may feature collaborations with marketing partners, influencers, or fitness brands. Examples of such campaigns include National BFF Day promotions, \$1 To Join, Free Pass initiatives, and fitness challenges.

These nationwide campaigns are meticulously crafted to foster engagement, entice new members, and elevate brand recognition throughout the entire Gold's Gym community. Your participation in these initiatives not only enhances your local marketing efforts, but also strengthens the collective brand presence of Gold's Gym Facilities on a national scale.



## Required Advertising Expenditures

As a Gold's Gym franchisee, you are required to participate in advertising at both national and local levels. We have developed an advertising program that is designed to achieve maximum name recognition and consumer acceptance for the Gold's Gym network.

### Brand Marketing Fund Contribution ◀

You are required, under your Franchise Agreement, to contribute to our brand marketing fund. Your contributions will be pooled with the contributions of all franchisees for the development of advertising strategies and professionally produced advertising materials. These materials will include those to be used by us on behalf of the franchisees or those that will be appropriate for use by the franchisees in their local markets.



## Public Relations

Public Relations (PR) plays a crucial role in enhancing the reputation and visibility of your Gold's Gym Facility within the local community. Utilizing PR effectively can help generate positive publicity, attract new members, and strengthen relationships with existing members. By engaging in activities such as community events, charity partnerships, and sponsorships, you can position your gym as a valuable asset to the community.

Additionally, the Support Center provides a media hotline offering 24-hour assistance, ensuring prompt and effective handling of any media inquiries or PR-related issues that may arise. This resource allows you to address media inquiries swiftly and professionally, further enhancing the reputation and credibility of your Gold's Gym Facility.



## Obtaining Advertising Approval

If you have an occasion when you need an item that has not been previously used or designed, you may use the **Request for Advertising Approval** to submit a request to the Support Center.

We will review your request. If you do not receive written approval within ten business days after our receipt of such materials, we will be deemed to have disapproved such materials.



## Community Involvement

Maintaining a positive image in your area is an effective means of promoting your business. We have found that being active in the community is not only interesting, but it is also a great way to grow your business by making people aware of the Gold's Gym brand and system, and your Facility, and what they have to offer. Below are some ideas for opportunities to get involved in your local community:

- **Join the Chamber of Commerce:** Becoming a member of the local Chamber of Commerce provides opportunities to network with other businesses, gain visibility in the community, and access resources for business growth.
- **Host Fitness Events:** Organizing fitness workshops, classes, or challenges not only promotes health and wellness in the community but also showcases your gym's expertise and encourages people to visit your facility.
- **Sponsorship Opportunities:** Sponsoring events, teams, or initiatives aligns your gym with causes or activities that resonate with your target audience, increasing brand visibility and fostering goodwill.
- **Booth at Fitness Events:** Setting up a booth or tent at fitness expos, marathons, or health fairs allows you to interact directly with potential members, showcase your services, sell products, and collect leads. Please note that any retail efforts outside of the gym will need to be approved by the Support Center.
- **Volunteer at Community Events:** Volunteering demonstrates your gym's commitment to social responsibility and allows you to connect with community members in a meaningful way while also promoting your brand.
- **Host Health and Wellness Seminars:** Offering educational seminars or workshops on topics related to health, fitness, and nutrition positions your gym as a trusted resource in the community and helps attract individuals interested in improving their wellbeing.
- **Partner with Charities or Non-profits:** Collaborating with charitable organizations or non-profits for fundraising events or awareness campaigns allows you to support meaningful causes while also gaining exposure and connecting with individuals who share similar values.