

## BENEFITS OF AFFILIATION

Rock Steady Boxing (RSB), a 501(c)3 nonprofit organization founded in 2006, gives people with Parkinson's disease (PD) hope by improving their quality of life through a non-contact, boxing-inspired fitness curriculum. RSB's mission is to empower people to "fight back" against Parkinson's disease and enriches both individuals and the community by improving the wellness of older adults.

RSB is the only organization in the world well-positioned with an effective, replicable model to address the quality of life needs of men and women dealing with Parkinson's disease today. Bring RSB and hope to your community by becoming an affiliate of Rock Steady Boxing.

As an affiliate of Rock Steady Boxing you will have the benefit of:

## BRAND MARKETING

RSB is an internationally recognized name in the fight against Parkinson's disease and affiliating with RSB will immediately identify your program as part of this worldwide movement.

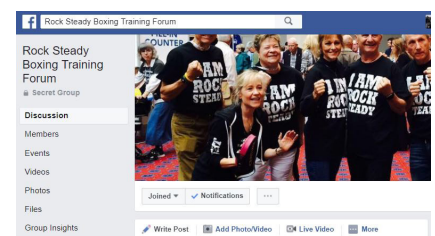
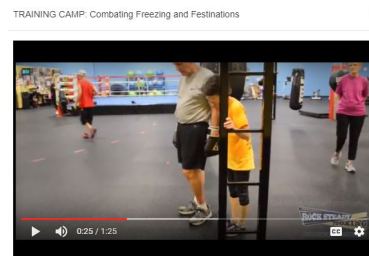
- Use of RSB trademarked brand name and taglines as an authorized affiliate
- RSB Affiliate logo (.jpg/.pdf format) with Affiliate's location identifier
- Access to RSB's graphic designer\* for marketing, advertising and promotional material, including brochures, business cards, Fact Sheets, Open House invitations, etc.



## SUPPORT

Our two-day Training Camp provides the basics for starting your program and then we're here every day to provide ongoing education and support. Whether it's setting up your gym, weekly workout ideas or any other question you may have, we're here to help you be successful.

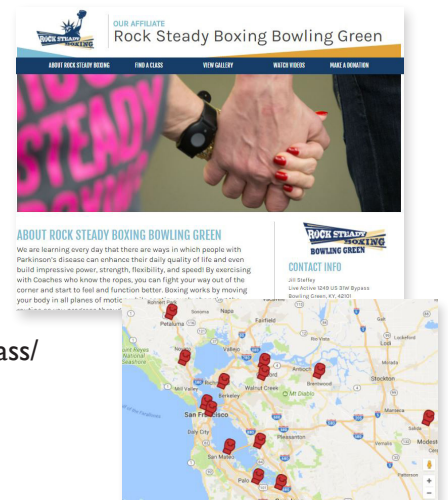
- Monthly phone consultations with personal Affiliate Specialist at HQ
- Opportunity to purchase equipment and gear with the RSB wholesale discount and "gym starter" equipment lists
- Training videos including boxing basics, workouts, exercise ideas and Parkinson's symptom specific activities
- Access to other affiliates for communications and discussion through a private online Facebook group exclusively for Affiliates with monthly training videos, curriculum suggestions, workouts and Q&A



# WEBSITE PRESENCE

A critical piece of the success of your program is maintaining a robust online presence. Don't be overwhelmed with the details, our knowledgeable staff will provide your very own RSB Affiliate branded website, email address, and cross promotion on social media.

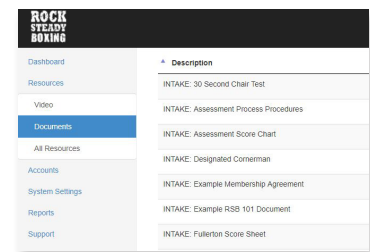
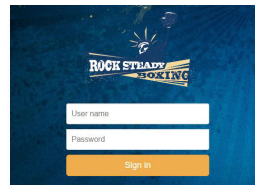
- Affiliate specific website domain – ex: “http://indianapolis.rsbaaffiliate.com”
- Web domain includes location photos, links to social media pages, Coach's bio, and more
- Affiliate branded Gmail address – ex: indianapolis@rsbaaffiliate.com which can be linked to affiliate's personal email
- Web-referrals from RSB, cross-promotions on social media platforms such as Facebook, Instagram and Twitter
- Affiliate linked on RSB website directory: <https://rocksteadyboxing.org/find-a-class/>
- Research studies on exercise and Parkinson's disease



# START UP MATERIALS

RSB Affiliates can take advantage of our extensive Coach's Management System, an online platform which houses hundreds of documents and video tutorials, putting the information you need at your fingertips 24 hours a day.

- Editable program documents for starting your affiliate class hosted through online “Coach's Management System”
- Assessment paperwork
- Membership application forms
- Sample neurologist letters
- “Speaking Tips” guidelines & sample press releases
- Stock photography



# PROGRAM EXPANSION

Your program may grow quickly and it won't be long until you'll need additional certified coaches to add more classes or even more locations! We make it easy with our comprehensive Online Certification Training.

- **Online Certification Training** option for certifying additional coaches to assist affiliates with growth and expansion of their program (program limited to coaches at existing affiliates; new affiliates require certification at RSB Headquarters).

**Affiliate Program Fee: \$800/year per location**

*Upon Training Camp completion, a one-year Affiliate Agreement commencing at the date of the signing must be renewed annually. A monthly payment option is available after the first 12 months of affiliation. \*additional fees apply for graphic design*

## RSB does not ...

- RSB does not guarantee affiliate program success
- RSB does not offer any “non-compete” or territorial protections
- RSB does not offer specific legal counsel regarding small business start-ups or becoming a nonprofit
- RSB does not manage or participate in employment issues between affiliate owners and their coaches
- RSB does not provide printed promotional materials for affiliate use at tradeshows, booths, expos, etc.