



# BASI Partner Studio Program

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## EXECUTIVE SUMMARY

### Objectives

- *To unite BASI Pilates Host Studios who currently host BASI programs, and Affiliate Studios who strongly support BASI's mission.*
- *To strengthen the BASI Pilates brand by bringing more recognition to the smaller, privately owned studios and to work together to grow our businesses, clientele and revenue.*
- *To provide public recognition of all BASI studios and centers around the world, easily identifiable and searchable on the internet and other platforms.*

### Goal

To create a mutually beneficial model: to have BASI Pilates work for you, to grow your business, and for you to work for BASI - to grow the BASI Pilates brand worldwide.

This is not a franchise program but rather a licensing model - an opportunity to partner with the BASI brand. We use the word "opportunity" intentionally, as this is based on free choice. We do not expect or require you to enter into this program, but want you to see it as an opportunity to be a part of a global brand. BASI Pilates has grown exponentially since its inception in 1989.

We are represented all around the world and have established a reputation for excellence. BASI has a loyal, dedicated and highly motivated network - a family of professionals. By uniting our businesses we are unstoppable.

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## Step One

The first step in the process to becoming a BASI Pilates Studio is to fill out an application, which includes an essay. We hope you do not see this as a burden but as an opportunity to express your sentiments about the program and describe your vision for the future. The essay should contain information about your background, what the BASI Pilates Partner Studio Program could mean to you, and what you hope to achieve as a partner studio. It does not have to be long or formal, but it should be informative and candid.

## Step Two

Educate yourself about our community, which we often refer to as the BASI Family. You can do this in several ways. Post comments on our Blog and follow our social media channels. Subscribe to the BASI Pilates Newsletter and visit our other Partner Studios. Attend our Summit and Learn From The Leaders Conferences, Advanced Education certificate courses and workshops. Subscribe to Pilates Interactive, do the workouts that are posted in the Resources section, and use the Client Management System to administer your studio. Inquire about our new equipment provider, BASI Systems, for exceptional quality apparatus at specially discounted rates.

## Step Three

Once accepted you will receive an official agreement and an order form for marketing materials. We ask that you review the agreement carefully, and seek legal advice if necessary, before returning 2 signed copies to us. We will then sign the copies and send 1 back to you. We also advise that you contact our marketing team at [annem@basipilates.com](mailto:annem@basipilates.com) or [stephanie@basipilates.com](mailto:stephanie@basipilates.com) to discuss your marketing needs.

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## Partner Benefits

1. You will have the right to use the registered trademarked name, BASI Pilates Studio, as your DBA. (You will add your specific location following the name, e.g. BASI Pilates Studio, University Place, WA)
2. You may use the name to market your studio, BASI Pilates trainings, educational events and activities.
3. Branded print and digital marketing images will be provided. Graphics for your windows will be based on the allowable building advertising specified by your landlord.
4. You may elect to produce BASI exterior building signage, according to your tenant agreement with your landlord. We will assist you in producing the necessary signage artwork and specifications.
5. Once your application is approved, we'll link to your website from the Home page and the Partner page of basipilates.com. This will highly impact your search ratings for the better.
6. We will have a site built for you by our web developer, which will look, feel and function like the BASI Pilates "mother" site (NOTE: certain restrictions will apply).
7. You will be featured on our Home page rotational (at our discretion using only high-quality photos of your trainings and events).
8. We will apply for, and register a BASI domain name for you.
9. You will have access to the private Partner Forum on our BASI Pilates Message Board where you'll be able to interact with other Partner Studios and tap their knowledge and experience to help you thrive.
10. You will receive 10% discount to all BASI Advanced Education events.
11. You will receive advertising and exposure at BASI Learn From The Leaders Conferences, where we come together as a community to exchange ideas, and celebrate the experience and passion of being in the BASI Pilates community.
12. Free online access to Pilates Interactive Client Management System for 5 of your instructors for the first year of partnership.
13. Free annual PMA Registry of Schools listing for your first year of partnership.
14. 20% discount on BASI Systems equipment for your studio.
15. 50% discount on BASI logo'd apparel (new clothing coming soon!).

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## Requirements

1. Sign a 3-year contract.
2. Uphold the BASI philosophy and teaching methodology (BASI Block system). The highest instructional standards must be adhered to at all times.
3. Studio owner/representative must be BASI Pilates qualified or represent a studio where 50% or more of the instructors at the studio are BASI qualified.
4. You will need to maintain your fully-functional BASI Partner Studio web site.
5. Your site will be linked to and hosted through the BASI Pilates site. This is one of our primary vehicles of promotion and a powerful tool for growth and branding. (NOTE: Please DO NOT register a domain with the BASI Pilates name. AFTER you have been accepted to the program we will register a domain name for you. BASI Pilates is a licensed trademark and its use without our prior permission is illegal.)  
Your website Home Page will display the BASI Pilates logo with a live link to BASI Pilates Partner page and Home page.
6. Post to our social media outlets: FaceBook, Twitter, Instagram, etc. as well as our Community page at least once per week. This will be coordinated and managed by the BASI Pilates marketing team.
7. Contribute to our monthly BASI newsletter twice each year.
8. Promote BASI courses and workshops within your facility .
9. Display BASI brochures, business cards and other promotional materials provided by BASI Pilates in your studio.
10. Respond to communications in a timely manner (within 48 hours).
11. Wear BASI Pilates clothing on a regular basis.

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## Costs

Below is the valuation made for the marketing benefits you will receive:

Costs	Description	
25.00	Domain Name	basipilatesgigharbor.com (example)
250.00	Website Set-up	One-time initial fee
1500.00	Website Development	5 landing pages; home, gallery, team, contact, other
250.00	Window Sticker & Wall Banner	Exterior & interior wall mount- excludes labor & installation
60.00	Directory	Pilates Style Directory listing
1000.00	Google Ads	Global marketing costs
720.00	Pilates Interactive	Pilates Interactive Studio CMS (5 instructors-\$60 per month)
<b>3805.00</b>	<b>Total Annual Value</b>	

## Payment Structure

\$200 per month for the first 12 months (1st year)

\$100 per month for remaining 24 months of your agreement

Upon the acceptance of your application we will license to you the use of the name “BASI Pilates” for a period of three years plus you will receive all the benefits listed above.

Once you have read through all the material, including the additional material regarding BASI Systems following this letter, please don't hesitate to contact us with any questions about the program. You can reach Brandon Gamble, who is spearheading this initiative, at [brandon@basipilates.com](mailto:brandon@basipilates.com) or a BASI Pilates Partner support team member at [info@basipilates.com](mailto:info@basipilates.com).

Thank you for your interest in our Partner Studio Program.

Rael Isacowitz  
*BASI Pilates, Founder and Director*

# BASI Systems

2 June 2015

Dear BASI Partner Studios, Faculty, Hosts and Licensees:

I am beyond proud to officially announce the launch of BASI Systems Pilates equipment, and to provide details of the discounts that will be available to our valued BASI Family. I disclosed this idea at the recent BASI Summit, and am excited to now unveil the details.

As many of you know, this is the realization of a dream. Not only are many of my design ideas now becoming a reality, but also there now exists an equipment company that will specifically look after BASI's needs and support BASI education on every level.

Our team cannot be described as anything other than the "Dream Team". This group includes our very own Cengiz Han, who is both Faculty and the Licensee for Turkey, his lovely wife Ceylan, and Ceylan's father, Mr. Oktay Duran, an exceptional man and businessman that I am proud to call a friend. Also Mr. Cem Karakas, who besides having the highest of credentials in the area of finance has been practicing Pilates for several years – and therefore, understands the far-reaching benefits of this method.

BASI HQ will serve as the distributor for BASI Systems throughout North America. Please contact Rob Neely (robn@basipilates.com) for all equipment needs. My hope is that opportunity-seekers within our organization will become regional distributors of the equipment within this territory.

International sales will go directly to BASI Systems based in Turkey. Please contact Mehmet Kucukonat (mehmet@bodynetworx.com).

Discounts will be offered as follows:

5%	Referrals (your name must be given at the time of the first inquiry)
10%	BASI students and graduates
20%	BASI Partner Studios and Hosts (both International Hosts and Licensee Hosts)
25%	Regional Distributors*
35%	International Distributors*
50%	Hosts who convert their entire studio to BASI Systems

(NOTE: This is a one time offer and expires 31 December 2015)

\* Additional fees may apply

\* Percentages and prices may be changed at the discretion of BASI Systems

\*Some members of the BASI team have inquired about being Regional and International Distributors. We anticipate enlisting distributors, as we have Hosts and Licensees for BASI education. However this goes along with a commitment of sales and other obligations. We hope to have the Distributor Agreements prepared within the next month for those who are interested. This will include an application process to ensure that it is a good fit for all concerned.

All that remains is to say that BASI Systems WILL set the standard in the industry, as BASI education has done for the past 25 years. This will not only pertain to the quality of the equipment, packaging and delivery, but also to the human relations aspects on which BASI Pilates has established it's reputation.

In good health,

Rael Isacowitz  
*BASI Pilates, Founder and Director*