



Marketing and Branding Guidelines Agreement

Co-Branding with the Stretch Center®

Stretch Center® is its own model and product and is ready to join alongside your already existing business brand. Keeping the Stretch Center brand separate from your current brand allows you to gain the attention of potential customers who may not otherwise be your potential clients. By adding a completely new service with its own name and slogan, you broaden your audience and your current business' model.

Stretch Center serves as a unique and profitable marketing tool that has the potential to reach a significant number of new clients each month. These people walking through your business' doors who may not have walked into your office otherwise. These people will notice the other services you provide in addition to the Stretch Center, a significant number of new conversations your team will have with potential clients, AND Stretch Center is a stand-alone, viable, and profitable cash based-billable generator.

Our training team will deliver all Stretch Center® graphics to you, as a licensee, bringing the Stretch Center® logo alongside yours to show its partnership and make branding easier for you.

The items listed below are to keep Stretch Center logos, graphics, information, and images congruent among each Licensee so that each client is seeing the same marketing tool's location to location. You, as a licensee, will be able to use ANY of the branding kit graphics we give you throughout your time as a licensee. We will also have sample marketing materials that you may use in your Stretch Center location, or you may request personalized materials with your Stretch Center location and existing business logo with your specific information as well. These items will be available to you within your onboarding marketing folders, 3-12 month RETAIN folders and as we add new items to the One Year Plus RETAIN folders in the Basecamp group.

*Please note you may engage in the online Stretch Center CANVA marketing teams' account. There is an additional annual fee for this service, but all materials will be added, updated, and available monthly so you can use them as is or edit them with your specific location information and use them as you would like. Your onboarding specialist will set this account up for you as requested. The Stretch Center CANVA fee is billed once per year as an add on and renews with your yearly Licensee renewal fee.

By signing below, you agree to use ONLY the branding kit graphics, logos, and fonts included in your licensee package. All requests to amend, change or use other than recommended, all Stretch Center® brand logos, graphics or fonts must be approved by Stretch Center, LLC by emailing admin@stretchcenter.com for written approval. Once written approval is given, specific guidelines will be given as to what or how the Stretch Center® logo, graphics or fonts may be used and will be added to the branding kit for all active licensees to use.

LICENSEE

LICENSOR

Stretch Center LLC

Title: _____

Title: _____

Date: _____

Date: _____