# MatchFit Pro
# Creator Partnership

**Stronger and Faster. Resilient and Ready.
When It Counts.**

A long-term promotion partnership

ABOUT US

# Who we are

**MatchFit Pro is an AI-guided Strength and Conditioning app, built by highly qualified S&C coaches specifically for sport .**

Personalized training for every athlete’s sport, position and season

A daily readiness check-in that adjusts the session to how they recovered

A free Gap Analyzer that benchmarks them against their peers

Built by a UK-based S&C and sports-science team, with coach education from Advance Sports, London

THE PROBLEM

# The problem we solve

**01**

Specialist S&C staff are costly, so structured preparation often reaches only the top teams

**02**

Most young athletes train from generic plans, without knowing how ready they are

**03**

Most sports coaches never had formal S&C training

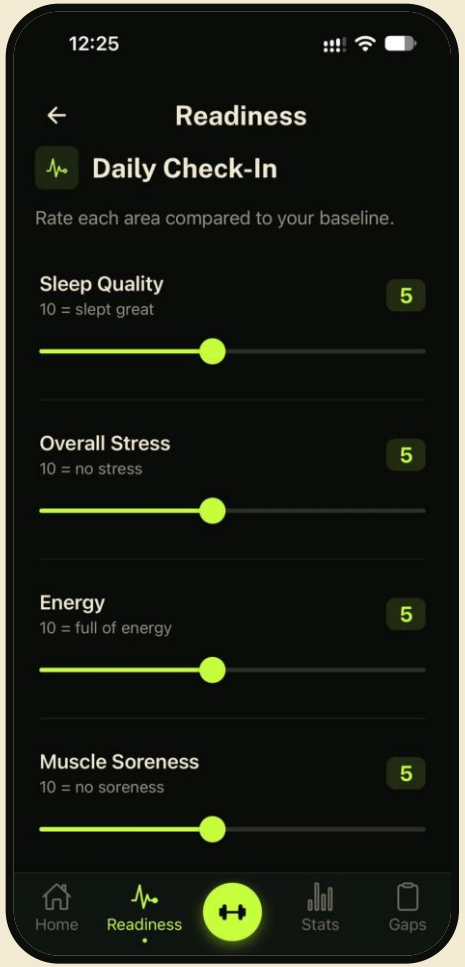
**Our mission: put elite level sports science into the hands of every player.**

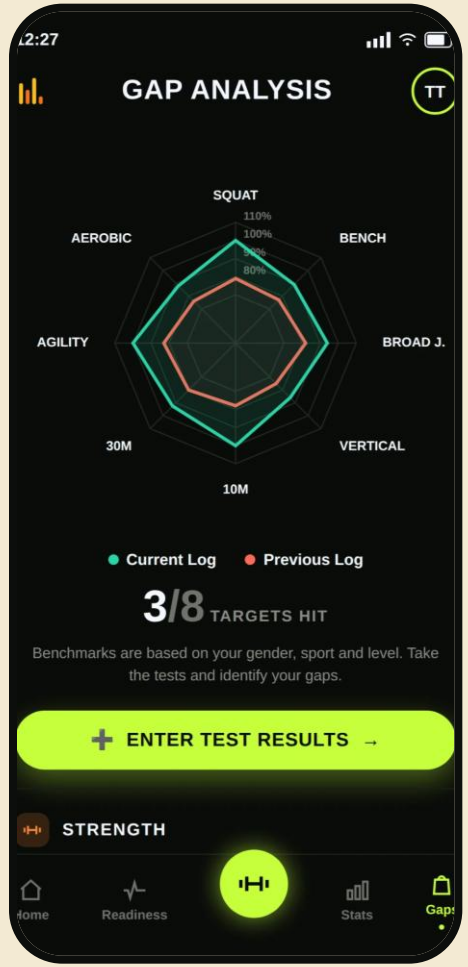
THE PRODUCT

# The product in 30 seconds

1. **Train:** individualized plan built for the athlete's sport, position and phase of the season
2. **Check in daily:** sleep, soreness, fatigue and stress
3. **Find your gap:** free benchmarking against standards for their sport and level
4. **Track progress:** every session logged, so progress is a fact, not a feeling

**Available on iOS and Android. 7-day free trial.**



THE AUDIENCE

# Who we want to reach

Youth and amateur athletes around the world

Their parents, who help them train and pay

Coaches and academies looking for S&C support

**Reach comes from your followers.**

WHY IT FITS

# Why this suits your roster

- A performance and wellbeing brand: it fits athletes' own stories
- Youth-safe, with parental consent built in for younger athletes
- A credible science story that helps the athlete as much as the brand
- A long-term partner that grows with your roster, not a one-off campaign

THE ASK

# What we are asking of you

WHERE

**Content on Instagram, YouTube Shorts and X, in English and your audience’s own language**

HOW OFTEN

**Always-on posting, with larger bursts around leagues and tournaments**

THE PLAN

# Campaign structure

## Always on

A steady rhythm of short posts through the year

## Seasonal bursts

A focused push around each league, tournament or season start

## Quarterly review

What worked, what to drop, what to scale




Illustration: dark months are seasonal bursts and follow your league and tournament calendar.

THE CONTENT

# Content formats

## Fast enough? Find out.

The athlete takes the free Gap Analyzer benchmark and challenges fans.

## My week

A look at the athlete’s own readiness check-in and training week.

## Myth versus fact

A short answer to a training myth, with our S&C lead.

## Season moments

Content tied to a match, a tournament or a pre-season start.

OUR SUPPORT

# What we provide

- Scripts, captions and hooks for every format
- Edited videos and graphics in the MatchFit Pro look
- A unique landing page and referral code for each athlete
- Dashboard with live subscriptions data
- Performance data on every subscriber (Talent discovery)

**Your athletes record. We handle the rest.**

THE DEAL

# Commercials

# 25%

of the subscription price on every paying subscriber who joins through your athletes' unique landing pages and referral codes.

| Plan | Price | You earn |
|---|---|---|
| 3 months | $29.99 | $7.50 |
| 6 months | $49.99 | $12.50 |
| 1 year | $79.99 | $20.00 |

**Term: 12 months, reviewed quarterly.**

It continues on renewals for as long as the subscriber stays subscribed.

Refunds and chargebacks are deducted from the commission.

How earnings are shared with your athletes is up to you.

Illustration:
Year 1 - 1,000 paying subscribers earn about $11,500 in commission on first purchases, before renewals.
Year 2 – 1,400 paying subscribers earn about $16,100 in commission on first purchases and 40% retention from year 1.
Based on: (50% on 3 months, 30% on 6 months, 20% on 1 year)

BRAND SAFETY

# Compliance and brand safety

- Every post carries a clear partnership disclosure, following FTC disclosure guidelines
- Content uses our approved wordings: we say, “reduce injury risk”, never “prevent”, and promise no results
- Content aimed at under-16s points to parents
- Our content stays clear of gambling and betting promotion
- You and we approve content before it goes live

TRACKING AND REPORTING

# Measurement

You have a unique landing page and referral code

We track visits, sign-ups, trials and paid subscriptions to each athlete

Dashboard for commission earned, refunds deducted and net payable

Quarterly review of what to scale

NEXT STEPS

# How we start, and next steps

**WEEK 1**

Sign the agreement, brand briefing, choose the athletes

**WEEK 2**

Scripts and content produced, pages and codes created

**WEEK 3**

First posts go live

**WEEK 4**

First report and optimization

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