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

1

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

2

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

3

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.

MATCHFIT PRO

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

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.

THE DEAL, CONTINUED

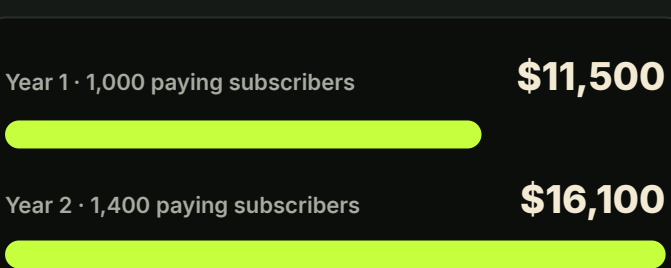
Renewals and refunds

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.

PROJECTED REVENUE (ILLUSTRATION)



Year 1 is commission on first purchases, before renewals. Year 2 is commission on first purchases and 40% retention from year 1. Based on 50% on 3 months, 30% on 6 months, 20% on 1 year. Illustration only; actual results will vary.

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

NEXT STEPS

Let’s talk

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Become a partner →