

# **TAPOUT TRAINING CENTERS**

## **TAPOUT: AN EXPRESSION OF COMBAT KNOWN WORLDWIDE**

As the premiere lifestyle brand of the MMA world, Tapout undoubtedly corners the competition- in and out of the octagon. The energy is escalating around the MMA culture and Tapout is taking on a life of its own with an attitude so American and Arrogant that the demand for the brand has gone global. "The Tapout phenomenon can't be explained easily. Tapout is here to help bring the sport to its rightful place of world domination, and our products are just an extension of that," says Tapout's ringleader Mask. The ubiquitous logo-blazen tee shirt that made Tapout a madhouse-hold name can now be purchased in over 20,000 retail stores worldwide (not including online), along with a full line of fighter gear, men's, women's, youth and accessories. Tapout is now taking the next step into the world of MMA Equipment and Training Centers.

### **The Power of the Tapout Brand**

Tapout has clearly established itself worldwide as the premier brand in the Mixed Martial Arts industry. By obtaining a Tapout Training Center License, your business will receive the instant recognition and credibility associated with the Tapout. Additionally, the brand awareness is constantly reinforced through the UFC, the Tapout Reality Show and the sponsorship of the best MMA Fighters in the world.

### **What Your License Agreement Includes**

1. An exclusive territory for your Tapout Training Center
2. Pre-approved logo and marketing templates for your Tapout Training Center
3. Tapout Training Center Website
4. Tapout Training Center back-office/membership solutions software (this software is already integrated into your website)
5. Tapout Training Center Insurance requirements
6. Tapout wholesale account

### **Tapout Training Center Licensing Opportunities**

As we have established ourselves as the premium brand in the Mixed Martial Arts industry, we are very particular about who obtains a "Tapout Training Center" License. By having qualified and successful licensees, we contribute to the global victory of the Tapout brand.

According to market research, consumers prefer nationally recognized brands 2:1 over similar entities. Not only is advertising easier and more cost effective, the profitability of your operation should also benefit.

We are currently in a rapid growth phase of our licensing strategy. Area Development Agreements and individual Tapout Training Center licenses are available in many areas of the United States. As a Licensee, you will have an exclusive territory giving you a competitive peace of mind. You don't have the threat of having to compete against a Tapout Training Center in your protected area.

We are also seeking qualified individuals or companies to expand with us as Master Licensee's on a worldwide basis. The purchase of a Master Licensee Agreement will allow an individual or company to successfully operate a local license, along with the opportunity to sell sub-license within the Province,

State or Country. The benefits of being a Master Licensee will enable you to extend and compliment your existing organization as well as increase sales and profitability through sub-franchise sales, and ongoing royalties. We supply our Master Licensee's all required Licensing contracts, sales programs, training programs, and support to develop the Licensing Network.

As a Tapout Training Center Licensee, you will benefit from the proven systems and resources we have developed to help you build and maintain a premium training center. As part of the Licensee program we give you the structure, tools and resources to help you with all of your needs.

## HOW TO OBTAIN A TAPOUT TRAINING CENTER LICENSE

### Steps to Obtain Your License Agreement

1. Fill out the Confidential Personal and Financial Applications and send them by certified mail to:
  - 7Base Consulting
  - Attn: Scott Ence
  - 4040 W. Hacienda Ave., Suite 120
  - Las Vegas, NV 89118
2. Once 7Base receives your Confidential Applications, you will receive a phone call and email within ten (10) business days notifying you whether your application has been approved or denied.
3. Upon approval of your Confidential Applications, we will schedule an appointment for you to come out to the Tapout Research & Development Training Center in Las Vegas, Nevada for a formal interview. At this interview we will assess your compatibility with the Tapout brand and possibly issue a Letter of Intent (LOI). Please bring with you, should you have them complete, the following items:
  - a. Business Plan (if available)
  - b. Location Lease or Site Listing (if available)
  - c. Building Plans (hard and digital copy if available)
  - d. Concept Plans (if any have been done)
  - e. Deposit for your Tapout Training Center License (should you qualify and an LOI is issued)

*Please Note – the above listed items are not mandatory but we recommend if you have them, bring them with you as they will contribute to the approval of your licensee interview.*
4. Should you be found to be a good match for a Tapout Training Center during your interview process, at the end of the meeting we will issue a formal Letter of Intent (LOI) offering you your Tapout Training Center. Upon signing the LOI, 25% of the licensing fee is due.
5. Upon receipt of the signed LOI and 25% deposit, we will issue a hard and digital copy of your License Agreement within five (5) business days.
6. Upon signing your Tapout Training Center License Agreement, the remaining 75% of the licensing fee is due.
7. Once we receive your signed copy of the Tapout Training Center License Agreement and the remaining balance of your licensing fee you will receive an email that contains your administrative username and password to your website, back-office software and your Tapout wholesale account number. In addition, within ten (10) business days you will receive a hard and digital copy of your logo and marketing tools.

#### **ADDITIONAL SERVICES AVAILABLE FROM 7BASE**

1. Training center design services (including 3-D modeling)
2. Business plan development
3. Graphic design
4. Marketing plans
5. Construction management (for your Tapout Training Center build-out)
6. Tapout Training Center Operations Manual
7. Tapout Training Center Employee Manual and Forms
8. Tapout Training Center legal documents
9. Training Center Insurance
10. Point of Sale (POS) and Retail equipment
11. Employee training and operation implementation