



It's Official

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Objectives

- Outline requirements for clubs to become licensed to be Official Spinning® Facilities
- Identify the official Spinner® bikes
- Discuss protocol for hosting Spinning® workshops
- Find out who's who at Mad Dogg Athletics
- Explore resources available to clubs and instructors

Mad Dogg Athletics

- A brief history
- Names you need to know at MDA

Officially Licensed

- What does this mean?
- License agreement between MDA and facility
- Using only certified Spinning instructors
- Club must have Spinner bikes

The Spinner Bikes

- Schwinn: Pro and Elite
- Star Trac: Pro, Elite, NXT, Spinner V

Trademark Guidelines

- Why is it so important?
- Correct format and usage of trademarks

Hosting Spinning Workshops

- Booking a training weekend: the process
- Requirements to host a training: the contract
- MDA training managers
- Pre-, post- and during the training: what to expect

Licensed Facilities: Benefits and Perks

- Marketing materials
- Public relations guidance
- Wholesale program
- Incentive programs: cash and comp awards
- Website resources

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