



MULTIPLE LOCATIONS AND BRANDING

If one or more of the following apply, the Club will be considered Multiple Locations and must follow the guidelines for Multiple Locations as outlined:

- share a taxpayer or employer identification number;
- share an owner, with any percentage of ownership;
- have a franchising or licensing agreement with another gym; and/or
- have similar enough name or branding, it would imply to the consumer that it is affiliated with, associated with, or identified as being a part of another All Star club.

REQUEST FOR REVIEW TO QUALIFY FOR SINGLE LOCATION OR SEPARATE CLUB STATUS

If a Club believes it should be recognized as a single-location Club or a separate Club, it is incumbent upon the owner(s) to present supporting information demonstrating its independence from the brand/franchise/entity in question. A request for review may be delivered to the Vice President of Membership with all supporting materials. The review committee may request additional supporting information or proof. If the owner(s) seeking review are unable or refuse to present the requested information/proof, the request for the review will be denied.

The USASF will recognize any gym/location as part of a Club if they have a licensed, franchised, or branded relationship with another gym/location, with or without an actual "license" in place. Any agreement, written or otherwise, that allows a second gym/location to use their brand/name in the All Star industry will be considered a licensed location. The licensed location(s) will be considered part of the Multiple Location Club. For the matter of determination, the following assumptions are made:

FRANCHISING AND/OR LICENSING

A franchised or licensed All Star Club is one in which the owner(s), franchisor(s), or licensor(s) sell, lease, license, or allow the rights to any or all of the following:

- A. All Star Club logo (in same or different color placement), All Star Club name; and/or
- B. Identifying features of their All Star Club branding.

Franchised/Licensed Clubs create a network of business relationships that allows a number of people to share a brand identification and/or a successful method of doing business.

- A. is a business strategy for getting and keeping customers.
- B. is a system for creating an image in the minds of current and future customers about how the company's products and services can help them.
- C. Is it a strategic alliance between groups of people who have specific relationships and responsibilities with a common goal to dominate markets, whereby they get and keep more customers than their competitors.

BRANDING

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan or design of the company who owns the idea or image. Branding:

- A. is the practice of creating a name, symbol, or design that identifies and differentiates a product from other products.
- B. aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.
- C. can build an expectation about the company services or products.