

ChiLiving LLC



Instructor Licensing Offers Jan 2021

As a Certified ChiRunning & ChiWalking Instructor, you are licensing intellectual property from ChiLiving, LLC., which includes all ChiRunning and ChiWalking materials for the term of your agreement. ChiLiving, LLC. is offering three “Tiers” of Licensing. Each Instructor can choose the level of partnership that meets their individual wants/needs.

These new Licensing plans are designed to offer a customized licensing plan to fulfill the needs of all instructors.

As of January 2021. Licensing fees will be paid quarterly or in advance making one payment. **Due to COVID, the company will only accept quarterly payments for 2021. A discount of 50% for the first and second quarters and a 25% discount for the 3rd quarter of 2021.** (ChiLiving will no longer charge 6% of an instructor's income).

Licensing fees for Instructors residing outside of the Continental US will be adjusted using a “Cost of living Calculator”.



Instructor Tier:

Mirrors the Current Instructor Program

- Website Postings (All Chi related events)
- Affiliate Program (10% back to Instructor)
- Chi Instructor Training
- CEC Program (You're able to offer CEC's to your clients!)
- 85/15 Workshop Tracking (Participant registration & funds)
- ChiAttire (1 Instructor Top & 1 Race Top)

Investment: \$540 one time payment or 4 quarterly payments of \$150

****COVID Allowance & cost of living adjustment see below***

Partnership Tier 1:

- Instructor Tier +
- Billboard Program (ChiBucks for proper posting of Chi Attire)
- Chi Run Program
- Certificates to workshop participants from corporate (Digital with share button)
- Zoom Time provided by ChiLiving
- Workshop tracking/registration on CL website
- Chi Promotion Package
- Business training & support
- Altra Program 40% off
- ChiAttire (2 Instructor Tops & 1 Race Top)

Investment: \$1350 one time payment or 4 quarterly payments of \$375

****COVID Allowance & cost of living adjustment see below***




Partnership Tier 2:

- Partnership Tier 1+
- Direct Social Media Push for all half day or full day workshops (\$25 per regional FB or Instagram promotion)
- Participant placement in Chi related events
- Corporate booked Zoom classes and video analysis
- Access to all online educational content for client education
- Branded website template & development
- Business Mastermind
- Chi Attire (2 Instructor & 2 Race Tops)

Investment: \$2,700 one time payment or 4 quarterly payments of \$750

****COVID Allowance & cost of living adjustment see below***

 Benefits Per Tier:	Instructor Tier	Partnership Tier 1	Partnership Tier 2
Website Postings (talks, clinics, workshops & Chi Related Events)	✓	✓	✓
Affiliate Program	✓	✓	✓
Chi Instructor Training	✓	✓	✓
CEC Program (ability to offer CEC's for your half or full day workshops/clinics)	✓	✓	✓
Biennial recertification	✓	✓	✓
Workshop Tracking (Use ChiLiving's Merchant Account for registrations)	85/15 Split	Included	Included
Chi Attire (Instructor top(s) \$ Race top(s))	1 Instructor/1 Race	2 Instructor/1 Race	2 Instructor/2 Race
Billboard Program Incentive		✓	✓
ChiRun Program		✓	✓
Digital Certificates of Completion from Corporate		✓	✓
Zoom on the ChiLiving Plan		✓	✓
Business Training & Support		✓	✓
Chi Promotion Package		✓	✓
Direct Social Media Push for all half or full day workshops (\$25 per regional push)			✓
Participant placement in Chi related paid events from Corporate			✓
Corporate booked Zoom classes and Video Analysis			✓
Zoom Instruction & Video Analysis booked by Corporate			✓
Access to all online educational content for use with clients			✓
Corporate branded website template & development			✓
Business Mastermind			✓



Definitions

- **Website Posting**

All events hosted by Instructors will be posted in our ChiRunning website at no extra cost. Links to the Events page will be regularly promoted in our Newsletter.

- **Affiliate Program** – 10% net of referral sale. Using your own affiliate code, each time someone makes a purchase using your link you will receive 10% of net sale.

- **Chi Instructor Training:**

- Monthly Newsletter
- Monthly Zoom Classes
- Annual Instructor training (Live)
- Re-Certification Process (every 2 years)

CEC Program- Instructors will be able to offer continuing education credits (CEC). Only available to Instructors in the US)

CEC's are through ACE (American Council on Exercise).

- 1/2 Day workshop - 3.5 hours - 5 CEC's Additional Cost to participant \$25.00
- Full Day workshop - 7.5 hours - 9 CEC's Additional Cost to participant: \$45.00
- CWCRIT- 3 months of study + 30 hours class - 40 CEC's Additional Cost to participant \$150.00

Billboard Program – Instructor's receive 1 Chi Buck for all social media posts promoting CW/CR while wearing CW or CR attire and using the correct tags and hashtags

ChiRun Program – meet with ChiRunners for a group run. The run will consist of a 15-minute lesson review and body looseners followed by a 30-45-minute ChiRun with cool down. (Advertise these runs in our Events page and you will get 5 Chi Bucks for placed participant through our website)



Chi Promotion Package – ChiLiving, LLC will pay 25% of registration fee to approved event(s)/promotion(s). 5,000 + participants & email collection for ChiLiving LLC required.

Direct Social Media Push- ChiLiving, LLC will promote through organic and paid advertising all instructor taught workshops (\$25.00 per workshop).

Participant placement (clinics and workshops)- ChiLiving, LLC will place students into scheduled workshops. Will pay 75% of advertised rate.

Corporate booked Zoom Instructors will have the chance to use ChiLiving LLC Zoom account for classes and video analysis- Instructors will be paid to teach classes and do personal instruction. Will pay 75% of advertised rate.

Instructor Requirements

- 6 Continued Education Credits per year

How can you earn them?

Recertification = 3 Credits

Instructor Weekend = 6 Credits

Teach a zoom class (part of Instructor school or ChiSchool) = 1 CEC

Related fitness certification classes

- Proof of Insurance
- Current CPR / medical
- Current Instructor Contract

Chi Bucks earned can be used to pay down any corporate offering (product, instructor weekends etc.) at an rate of 1ChiBuck = 1 us\$

***2021 COVID Allowance**

1st & 2nd Quarter of 2021 (50% discount)

3rd Quarter of 2021 (25% discount)

4th Quarter of 2021 - No discount

Cost of Living Adjustment

Instructors outside of the continental US will have their rates adjusted down in accordance with the cost of Living of the closest biggest city in each country,