

AthLead Network - Founding Facility Demo Agreement

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1. Parties

This Founding Facility Demo Agreement (the "Agreement") is entered into as of the date signed below, by and between:

The undersigned sports training facility and its authorized representative ("Facility").

By signing this Agreement, Facility agrees to participate in AthLead's Founding Facility Demo Program under the terms and conditions set forth below.

2. Program Overview

AthLead Network is a two-sided digital marketplace connecting youth athletes with verified sports trainers and coaches across Georgia, Arizona, and beyond. The Founding Facility Demo Program is designed to onboard AthLead's first sports training facilities, establish facility-level presence on the platform, and enable facility-linked trainers to reach youth athletes in the Atlanta, Georgia sports community.

As a Founding Facility, you are among the first verified facilities on the AthLead platform. Your participation helps shape the facility experience and positions your business as an early adopter in AthLead's growing network.

3. Facility Obligations

3.1 Facility Profile Completion

- Facilities must complete their AthLead facility profile in full within seven (7) days of account activation, including facility name, address, sports offered, hours of operation, bio, and logo.
- The facility must keep all profile information current and accurate at all times, including hours, sports offerings, and contact information.
- Facility profiles will not be made visible to athletes on the platform until the profile is complete and at least one verified trainer is linked to the facility account.

3.2 Trainer Onboarding

- Facility agrees to invite and onboard a minimum of one (1) active trainer to the platform within the first fourteen (14) days of account activation using the Facility Invite Code provided by AthLead.
- Each trainer linked to the Facility account must individually complete AthLead's background check verification process: GBI background check for Georgia-based trainers, Fingerprint Clearance Card for Arizona-based trainers.
- The facility acknowledges that trainer profiles will not be visible to athletes until individual GBI or fingerprint verification is confirmed through AthLead's OCR verification system OR verification through interview processes.
- The facility is responsible for communicating onboarding requirements and timelines to each trainer operating under their account.

3.3 AthLead Live Video Content Requirements

As a Founding Facility, trainers linked under the Facility account are collectively required to contribute to the AthLead Live training video feed during the first month of participation:

- Trainers under the Facility must collectively upload a minimum of three (3) training videos to the AthLead Live feed within the first thirty (30) days of account activation.
- The first video upload from any trainer under the Facility is required within the first seven (7) days of account activation. Failure to upload within this window may result in removal from the Founding Facility Program.
- Videos must be original content created by the uploading trainer; training drills, technique breakdowns, coaching demonstrations, or sport-specific instructional content.
- Videos must comply with AthLead's Terms of Service and Community Guidelines, including zero tolerance for inappropriate, offensive, or misleading content.
- Videos should be clearly related to the trainer's listed sport specialty and target youth athletes.

3.4 Platform Conduct

- Facility agrees to ensure that all trainers operating under the Facility account respond to athlete booking requests within forty-eight (48) hours.
- The facility agrees to maintain professional conduct and ensure all linked trainers maintain professional conduct with all athletes, parents, and guardians.
- Facility agrees not to solicit athletes to book sessions outside of the AthLead platform during the Demo Program period.
- Facility agrees to cooperate with AthLead's onboarding process, including any demo sessions or platform walkthroughs requested by AthLead.
- Facility agrees that any trainer removed from the Facility account who wishes to continue using AthLead independently will be subject to standard independent trainer subscription fees.

4. AthLead Obligations

- AthLead will provide Facility with full platform access at no cost for the first two (2) months from the date of account activation, covering all trainers linked under the Facility account during the demo period.
- AthLead will feature Founding Facilities in promotional materials, social media content, and platform marketing during the Demo Program period.
- AthLead will prioritize Founding Facility profiles in geolocator search results during the Demo Program period.
- AthLead will provide direct support to Founding Facilities for onboarding, profile setup, trainer linking, and video uploads.
- AthLead will notify Facility at least fourteen (14) days before the complimentary period ends and standard subscription fees begin.
- AthLead will issue a unique Facility Invite Code to the Facility upon account activation for use in onboarding linked trainers.

5. Subscription & Fees

The Founding Facility Demo Program includes the following fee structure:

Period	Duration	Monthly Fee
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Founding Demo Period	First 2 months	FREE (all linked trainers included)
Standard Subscription	Month 3 onwards	\$75 / month (all linked trainers included)

Transaction fees of 7% apply to all bookings processed through the AthLead platform by any trainer linked under the Facility account, beginning from the first booking regardless of the complimentary subscription period.

Trainers linked under the Facility account do not pay individual trainer subscription fees. The Facility subscription covers all linked trainers for as long as they remain under the Facility account. If a trainer is removed from the Facility account, they become subject to standard independent trainer subscription fees.

6. Content & Intellectual Property

- Each trainer retains ownership of all video content they upload to AthLead Live.
- By uploading content, trainers grant AthLead Network LLC a non-exclusive, royalty-free license to display, distribute, and promote that content on the AthLead platform and in AthLead marketing materials.
- Facility agrees to ensure that all linked trainers only upload content they own or have rights to.
- AthLead reserves the right to remove any content that violates its Terms of Service or Community Guidelines.
- Facility name, logo, and profile information may be used by AthLead in promotional materials during the Demo Program period.

7. Termination

- Either party may terminate this Agreement with fourteen (14) days written notice to the other party.
- AthLead reserves the right to immediately remove the Facility from the platform and terminate this Agreement if the Facility or any of its linked trainers violates any provision of this Agreement, AthLead's Terms of Service, or Community Guidelines.
- If the Facility fails to meet the minimum video upload requirements in Section 3.3 or the minimum trainer onboarding requirement in Section 3.2, AthLead may revoke the complimentary subscription period and begin charging standard subscription fees immediately.
- Upon termination, the Facility profile and all linked trainer profiles will be removed from the platform. Pending bookings will be cancelled with appropriate notice to athletes and families.
- Trainers linked under the Facility account at the time of termination who wish to continue using AthLead independently must complete independent trainer registration and are subject to standard subscription fees.

8. General Terms

- This Agreement constitutes the entire agreement between the parties regarding the Founding Facility Demo Program.
- This Agreement shall be governed by the laws of the State of Arizona.
- AthLead reserves the right to modify the terms of this Agreement with thirty (30) days written notice to Facility.

- This Agreement does not create an employment or partnership relationship between AthLead and the Facility. The Facility is an independent business entity.
- The Facility is solely responsible for ensuring compliance with all applicable local, state, and federal laws governing the operation of their sports training business, including but not limited to liability insurance, business licensing, and employment law.

9. Feedback

- Please feel free to contact Zach (zburns@athleadapp.com) or Amir (aarrington@athleadapp.com) for any questions, concerns, advice, additional information, and more in the context of AthLead. We love feedback, and are always striving to make our system and platform better.
- Reach out anytime during the week or weekend for questions and feedback. We are always free to call or text about anything you have concerning AthLead.
- Make sure to leave reviews on the app store for testimonies, feedback, and other supplemental information that helps support us in our work.
- We want to work hand in hand with you, so communicating with us is crucial for problem solving. When there is a glitch, error, or anything else conflicting with your AthLead experience, let us know.

10. Facility Information

Please complete all fields below:

Facility Name	
Owner / Authorized Representative	
Physical Address	
Sports Offered	
Phone Number	
Email Address	
Website (optional)	
Instagram / Social Handle (optional)	
Number of Trainers to be Onboarded	

11. Signatures

By signing below, the authorized representative of the Founding Facility agrees to the terms and conditions of this Founding Facility Demo Agreement on behalf of the Facility and all trainers to be onboarded under this account.

Authorized Representative Signature

Founding Facility, AthLead Network

Date: _____

AthLead Network LLC • Arizona Limited Liability Company
support@athleadapp.com • athleadapp.com