



Informational Packet

Prepared in partnership with:



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About Everlast F.I.T.

Everlast F.I.T. began as an idea in 2010 by Scott Ramsdell. At the time, Scott was a retired athlete who was working as a Strength and Conditioning Coach to top amateur and professional combat athletes in Minnesota. Scott realized the importance of strike-based conditioning, not only for professional combat athletes, but for non-athletes as well. As Scott began searching for a recognized, standardized and supported strike-based conditioning system, he found that there was not one. At this point he contacted the biggest, most respected name in the fight business, Everlast.



Scott's goal was to build a standardized training platform that would enable fitness professionals to learn how to teach, coach and implement strike-based conditioning programs. At the base of this type of training is the ability for the fitness professional to demonstrate, coach and incorporate striking into their client sessions.

Everlast F.I.T. provides a safe, standardized and systematic approach to integrate strike-based conditioning into any fitness program. *Everlast F.I.T.* adds a new dimension to functional training exercises by incorporating a dynamic way of training that is usually reserved for the combat sports community. This incorporation of strike-based conditioning adds a fun way of training to any client session that not only adds variety to the training program, but also accelerates results and improves overall performance.

About Fitness Solutions

Established in 2010, Fitness Solutions is quickly becoming the “go to” company for creative educational solutions in the fitness industry. Fitness Solutions is a fitness education consulting company that specializes in delivering customized training solutions for the fitness industry. Fitness Solutions personnel have been involved in virtually every aspect of the industry. They have been club owners, trainers, managers and live educators. Fitness Solutions has worked with or for some of the biggest names in the industry so they know what works, and what doesn't.

Helmed by Scott Ramsdell, this “out of the box” fitness education company has been tasked by Everlast to create and then deliver the most exciting educational platform and learning opportunities in the industry. From building a Master Instructor Team that is “second to none”, to unique e-learning opportunities, to live education seminars, to an ever-growing suite of educational offerings, Fitness Solutions delivers the education the fitness pros want.

The Everlast F.I.T. Master Instructor Program

We are looking for the “best of the best” fitness professionals to join our team and become a *Everlast F.I.T. Master Instructor (MI)*. As an MI, you will be granted exclusive permission and access to *Everlast F.I.T.™* that is second to none.

You will be able to host, and teach your own *Everlast F.I.T. Fundamentals: Striking Specialist I Live Workshops*. These 9 hour workshops are a “Train the Trainer” workshop where you will be training the next generation of *Everlast F.I.T. Specialists*.

As an *Everlast F.I.T. MI*, you will work directly a Fitness Solutions representative that will assist you with the process of teaching your workshops. You will be responsible for locating, securing and (in some cases) paying for the host location as well as teaching the workshop itself (see terms and conditions for a complete breakdown). That’s it, nothing else!

We will take care of the front end and back end support for the workshops. We will take care of course registrations, issuing of completion certificates as well as all other details that go along with having live workshops. Two weeks after the workshop, you will be paid 50% of the total enrollments from your workshop. We ask you to host a minimum of four workshops per year but you can host as many workshops as you want! Fitness Solutions and Everlast will assist in the marketing efforts of your *Everlast F.I.T. Fundamentals: Striking Specialist I Workshops* via the Fitness Solutions and Everlast branded websites and social media.

Additionally, you will receive a significant discount on *Everlast F.I.T.* merchandise; you will also receive some free gear as well as some additional items that you will find incredibly useful in the spread of the *Everlast F.I.T.* message. You also may be chosen to assist in creating new content, new exercises and the future development and expansion of the *Everlast F.I.T.* brand and its accessories.

If you are chosen to be a part of the MI team, you will be enrolled in an e-learning course titled “*Everlast F.I.T. Striking Fundamentals*”. This course is approximately 20 hours in length. During this course, you will be introduced to the Everlast brand, *Everlast F.I.T. Program* and its striking curriculum that you must master prior to attending the live MI Training Event. In addition to mastering the course and techniques, you will be required to take an on-line exam and pass with an 80% or better score.

Once you complete the e-learning course, you will attend a live, 2 Day *Everlast F.I.T. MI Training Event* hosted in Las Vegas. During this intense two-day event, you will learn advanced techniques, exercise programming and will be given Instructor Development exercises. There will be fitness assessments, quizzes and homework along with a written exam that you must pass with an 80% or better.

Once you successfully complete the two-day event, you will be officially a member of the *Everlast F.I.T. MI Team!* After completing the MI Training Program, you will receive continuous training via team Phone calls, access to video content, team connectivity and you will receive feedback via videos that you will submit quarterly submissions.

So, to recap if you are selected to the MI team, you will:

- Be enrolled in a 20 hour, e-learning course titled “Everlast F.I.T. Striking Fundamentals”.
- Participate in a two day, live training event hosted in Las Vegas

Once you pass the above listed MI Team Training Program, you will:

- Teach Workshops and make 50% of your attendee fees
- Receive steep discounts on *Everlast F.I.T.* merchandise
- Get free stuff
- Help shape the future of *Everlast F.I.T.*
- Received continued support and training

If chosen, Everlast will cover your travel expenses (Air and Hotel) for the live event. MI candidates will be responsible for their food and ground transportation during the live event.

Requirements to be a *Everlast F.I.T.*™ Master Instructor

The below list is a list of the minimum qualifications needed to be considered for the *Everlast F.I.T.* Master Instructor Team

- Current Nationally Accredited Certification (ex: NASM, NSCA, ACE, AFAA)
- Advanced Martial Arts Experience with an emphasis on Striking
- 5 years in Health and Wellness Industry
- Live Presentation Experience
- Advanced Specialization(s) strongly recommended
- College course work strongly recommended
- Gym owner/business ownership experience strongly recommended
- Comfortable in front of group settings

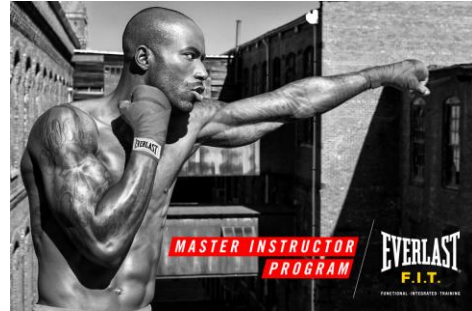
Application Process

- Cover Letter and Headshot Photo
- Professional Resume
- (3) Professional References
- If chosen, a Skype Interview



Selection Criteria

- Qualifications, Experience and Abilities
- References
- Geographical Location
- Skype Interview (if initially selected)



Important Dates

- 12/12 12:00p MI Application Process Opens
- 12/23 11:59p MI Application Process Closes
- 12/26-12/30 TBD Skype Interviews (for selected candidates)
- 12/30 12:00p MI Team Selection Announced (for selected candidates)
- 12/31 12:00p Open “Everlast F.I.T. Striking Fundamentals” E-Course
- 2/11-2/12 8:00a-5:00p MI Team Live Training Event (for selected candidates)
- 4/15 8:00a-5:00p Host Striking Specialist Workshops

Submission Guidelines

If you are interested in becoming a member of the *Everlast F.I.T.* Master Instructor Team, you must follow the below listed **2 step** submission process:

1. Complete the on-line Master Instructor Team Submission Form located at <http://www.everlastfit360.com/team-360.html>
2. Submit an email to info@everlastfit360.com
 - In the subject line, type “(Your Last Name) FIT 360 MI Team
 - In the body of the email, please list your home address and any additional information that is pertinent
 - Attach a copy of your Resume
 - Attach a copy of your Cover Letter
 - Attach a copy of your Headshot Photo

FAQ's

What is the cost of the Everlast F.I.T. Master Instructor Program?

The only cost to the MI is their food and ground transportation expenses during the two-day live MI Training Event.

Once I am a Everlast F.I.T. Master Instructor, how often do I need to recertify?

As an MI you must submit quarterly video progress reports as well as attend additional trainings but you will never need to “recertify”.

If I fail a portion of the Everlast F.I.T. Master Instructor, can I retake that portion?

Yes. Depending on which portion, a follow up course or date will be made available.

Do I need to have a certification or Degree in Exercise Science to become a member of the Everlast F.I.T. Master Instructor Team?

Yes. A Nationally Accredited Certification is required. Additionally, a minimum of 5 years in the Health and Wellness Industry as well as Live Presentation experience is required as a minimum to be considered for the MI team.

Why is all the training necessary to become a Everlast F.I.T. Master Instructor?

Everlast Worldwide and Fitness Solutions, LLC will not allow just anyone to teach their customized, highly sought after programs. Everlast Worldwide and Fitness Solutions, LLC wants to ensure that the integrity of their programs is upheld and ensure that by having a strict admittance criteria as well as an extensive training program.

What kind of ongoing support will I receive with the Everlast F.I.T. Master Instructor?

Once training is completed, Master Instructors will become a part of an elite network. This network will have access to the program creators via phone, text and email 24 hours a day. Additionally, video submissions will be made as well as annual trainings and additional e-learning courses will be made available.

Once I pass the Everlast F.I.T. Master Instructor Training Program, can I schedule my own Specialist Workshops?

Yes and No. You can set your own schedule, but you will need to work with a representative from Fitness Solutions to get it officially scheduled and live. Fitness Solutions will host the registrations as well as support all customer needs.

Do I have to be a gym owner to become a Master Instructor?

No. It is recommended that you either own a gym or have a business in the Health and Wellness Industry, but it is not required.

If I don't want to be part of the MI Team any longer, what is the process for leaving?

A written notification submitted to Fitness Solutions with a 30-day notice is sufficient. Any equipment that is loaned out to the Master Instructor must be returned within a reasonable timeframe.

Additional Questions:

Submit additional questions to: info@everlastfit360.com

Terms and Conditions

The below list of terms is meant for illustrative purposes only and is meant to only be a guide. Upon successful completion of the MI Training Program, an official list of terms and licensing agreement will be authorized by the MI.

- 1. Provider Program Enrollment:** To become a Master Instructor for *Everlast F.I.T.*, you must successfully complete all training as detailed in the Master Instructor Training Program. We may reject your initial application if we determine, in our sole discretion, that you are not suitable for the Program for any reason, including, but not limited to, inclusion of content that is in any way unlawful, harmful, threatening, defamatory, obscene, harassing, or racially, ethnically or otherwise objectionable or inclusion or contemplation of any unlawful behavior or conduct. If we reject your application, you are welcome to reapply to the Program at any time, provided, you make the necessary changes to delete all offending content and otherwise qualify for acceptance.
- 2. Responsibility:** The Master Instructor acknowledges that there are inherent risks in providing or participating in the *Everlast F.I.T.* Master Instructor Program and assume(s) all risk of injury or harm associated with provision or participation in the *Everlast F.I.T.* Master Instructor Training Program. In the event of an injury or death of a Master Instructor or participant in any *Everlast F.I.T.* Program involving the Master Instructor, the Master Instructor agrees to the fullest extent permitted by law to release, indemnify, defend and forever discharge *Everlast Worldwide* and *Fitness Solutions, LLC*, their owners, officers, directors, staff, employees, representatives, assigns, insurers and agents of and from all liability, claims, demands, damages, costs, expenses, attorneys' fees, losses, actions and causes of actions (collectively the "Claims") howsoever caused, arising out of or relating to provision of or participation in the *Everlast F.I.T.* Master Instructor Program.
- 3. Separate Companies:** In no way does this Agreement between the Master Instructor and *Everlast Worldwide* and *Fitness Solutions, LLC* state or imply that any party is in ownership, part ownership, joint venture or partnership with the other parties. All parties are entirely separate independent organizations.
- 4. Ownership:** *Everlast Worldwide* and *Fitness Solutions, LLC* are the authors and owners of The *Everlast F.I.T.* Master Instructor Program and *Everlast F.I.T.*™ Programs exercise routines, training manuals, promotional materials, product samples, banners, promotional links and language (collectively referred to as "Program Materials"). *Everlast Worldwide* and *Fitness Solutions, LLC* shall retain all common law, statutory and other reserved rights, including all trademarks and copyrights in the Program Materials. *Everlast Worldwide* and *Fitness Solutions, LLC* may provide some or all Program Materials for use by Master Instructor in its business and on Master Instructor's web site. *Everlast Worldwide* and *Fitness Solutions, LLC* retains the right to modify, remove (or ask you to remove) and to stop using said materials at any time and for any reason. Master Instructor will not alter, add to, subtract from, create derivative works, or otherwise modify the Program Materials provided by *Everlast Worldwide* and *Fitness Solutions, LLC* without first obtaining written consent from *Everlast Worldwide* and *Fitness Solutions, LLC* and providing appropriate compensation and waiver of claims to *Everlast Worldwide* and *Fitness Solutions, LLC*. Master Instructor shall provide credit to *Everlast Worldwide* and *Fitness Solutions, LLC* as the authors and owners of Program Materials and shall display the provided *Everlast F.I.T.* Master Instructor Program signage in a prominent area of their business.
- 5. License:** Upon completion of all terms and expectations, *Everlast Worldwide* and *Fitness Solutions, LLC* grants a non-exclusive, one-year license to Master Instructor to use the Program Materials as described herein. The license is reviewed annually for proper adherence and continued compliance. Master Instructor is permitted to reproduce and distribute in the ordinary course of the Master Instructor's business copies of the Program Materials. Master Instructor is further permitted to advertise, promote, or otherwise offer the Program with use of Program Materials and provided *Everlast F.I.T.* Master Instructor Program signage. The license granted in this Agreement shall not be transferred by Master Instructor to any other party. The Master Instructor shall also be responsible for all obligations under this Agreement, including without limitation, the Responsibility, Allocation of Risk and Insurance obligations. Any failure of the Master Instructor to comply with all the obligations under this Agreement shall render the license null and void and shall subject the Master Instructor to damages sustained by *Everlast Worldwide* and *Fitness Solutions, LLC* for breach of the Agreement in addition to damages related to any copyright or trademark infringement.
Under no circumstances shall this license be deemed a sale by *Everlast Worldwide* and *Fitness Solutions, LLC* makes NO WARRANTIES EITHER EXPRESS OR IMPLIED OF MERCHANTABILITY OR FITNESS FOR ANY PURPOSE.
Under no circumstances shall this license be deemed a franchise agreement. Rather, this Agreement shall constitute only an agreement to provide training and Program Materials for a Master Instructor fee.
- 6. Setting up Links:** *Everlast Worldwide* and *Fitness Solutions, LLC* will make available to Master Instructor: banner advertisements, button links and text links to *Everlast Worldwide* and *Fitness Solutions, LLC*'s web sites ("Links"). In using the Links, Master Instructor agrees to fully cooperate fully with *Everlast Worldwide* and *Fitness Solutions, LLC* to establish and maintain such Links. *Everlast Worldwide* and *Fitness Solutions, LLC* may display Program providers on the *Everlast Worldwide* and *Fitness Solutions, LLC* websites. Master Instructor shall display such graphic images prominently throughout their web sites as they see fit and with the consent of *Everlast Worldwide* and *Fitness Solutions, LLC*. A Link can be modified and/or expanded with the consent of *Everlast Worldwide* and *Fitness Solutions, LLC*. *Everlast Worldwide* and *Fitness Solutions, LLC* has the right, in their sole discretion, to monitor Master Instructor web site at any time and from time to time to determine if Master Instructor is following the terms of this Agreement.
- 7. Master Instructors:** Program participants may become Official Instructors upon satisfactory completion of the instructor training program offered by *Everlast Worldwide* and *Fitness Solutions, LLC*. Only Master Instructors may lead *Everlast F.I.T. Fundamentals Specialist Workshops*.
- 8. Training and Updates:** *Everlast Worldwide* and *Fitness Solutions, LLC* may provide ongoing training to the Master Instructors throughout the terms of this Agreement. *Everlast Worldwide* and *Fitness Solutions, LLC* may also periodically update the Master Instructors training programs, provide additional routines or otherwise modify Program Materials.
- 9. Fraud or other Misconduct:** *Everlast Worldwide* and *Fitness Solutions, LLC* retains the right to review all Master Instructors and Master Instructors for possible fraud or other misconduct. Any incidence of fraud or misconduct constitutes a breach of this Agreement, and *Everlast Worldwide* and *Fitness Solutions, LLC* retain full authority to terminate this Agreement immediately.
- 10. Termination:** *Everlast Worldwide* and *Fitness Solutions, LLC* may terminate its license to Master Instructor upon 180 days' written notice. Thus, *Everlast Worldwide* and *Fitness Solutions, LLC* has the right to terminate this Agreement for convenience with 180 days' written notice to the Master Instructor. The license granted herein shall automatically expire one year after the date this Agreement is signed by *Everlast Worldwide* and *Fitness Solutions, LLC*, unless renewed by supplemental written agreement. The Responsibility and Allocation of Risk provisions shall survive the termination of this Agreement.

11. **Insurance:** Before providing any *Everlast F.I.T.* Programs or Specialist Workshops, Master Instructor shall procure adequate General Liability insurance coverage with a minimum amount of \$1,000,000 in coverage to provide protection against claims from any participant in a *Everlast F.I.T.* Program or Specialist Workshop provided by Master Instructor. Upon the request of Everlast Worldwide and Fitness Solutions, LLC, Master Instructor shall provide certificates of insurance or other adequate proof that said insurance coverage is in place.
12. **Allocation of Risk:** In recognition of the relative risks and benefits of entering into this Agreement, Master Instructor agrees, to the fullest extent permitted by law, to limit the liability of Everlast Worldwide and Fitness Solutions, LLC and their owners, officers, directors, staff, employees, representatives, assigns, insurers and agents to Master Instructor and all of the clients of Master Instructor or participants in programs led by Master Instructor, for any and all claims, losses, costs, damages of any nature whatsoever or claims expenses from any cause or causes, including attorneys' fees and costs and expert witness fees and costs, so that the total aggregate liability of Everlast Worldwide and Fitness Solutions, LLC to Master Instructor and said participants shall not exceed the license fee received pursuant to this Agreement. It is intended that this limitation apply to all liability or cause of action however alleged or arising.
13. **Governing Law:** This Agreement shall be subject to and construed per the laws of the State of Minnesota, United States of America. Any suit to enforce any provision of this agreement must be filed either Sherburne County, Minnesota District Court or Minnesota Federal District Court.
14. **Validity:** If any one or more of the provisions of this Agreement shall for any reason be held to be invalid, such invalidity shall not affect any other provision of this Agreement.
15. **Entire Agreement:** This Agreement contains the entire agreement of the parties and no oral statements or prior agreements shall have any force and effect. Everlast Worldwide and Fitness Solutions, LLC may modify the terms of this Agreement from time to time, and it is Master Instructor's responsibility to check for any changes.

