



May 21, 2023

Brand Alliance Membership Agreement

Mission:

Our mission is to facilitate the learning and sharing of best practices between energy enhancement system centers with the intention of helping these centers become longterm sustainable businesses. These include but are not limited to areas of customer experience, value delivery, marketing, and finance.

Shared marketing materials include:

- License to use Wellgizer name, logo symbol and taglines;
- License to use Wellgizer streaming videos;
- A one page directory link or listing at wellgizer.com;
- Wellgizer digital logo files;
- Email signature logo files;
- Wellgizer Business card and stationary layouts (printing is extra);
- Wellgizer Gift Cards (printing is extra);
- Wellgizer Print collateral such as post cards, flyers and brochures (printing is extra);
- Email address - One Google workspace email account (yourname@wellgizer.com)
Note that additional emails are \$10 per month
- Website hosting, management, graphic, copy and software updates;

Customized marketing materials:

We recognize that some centers are not able to fully adopt the Wellgizer brand at this time. We may adapt our Wellgizer designs to your brand. Adaptations include:

- Updating brand designs and domain names;
- Replacing key graphics and or text.
- Creating and hosting a clone of “wellgizer.net” as a starting point.

Additional charges for:

- Time and materials to make customizations
- Hosting beyond 4GB of storage and 20 GB or bandwidth
- Additional training and assistance

Note: the closer we get to the existing Wellgizer color and brand scheme, the fewer additional customizations will be required.

Ongoing Coaching, Consulting and Design:

In addition to those services included in our membership, we recommend and offer individualized consulting and coaching services including:

- Design customizations (discussed above)
- Center operations reviews;
- Customer base analysis;
- Lead tracking and management systems;
- Financial model development;
- Accountability coaching

Additional Terms:

- **Brand License** - Non-exclusive rights to Wellgizer brand name and logo. A center owner can personally promote their center anywhere in the world.
- **Independency** - “**Independently owned and operated**” is on all marketing materials.
- **Territory restrictions** - BrandMother agrees not to represent, without prior consent, new centers within 25 miles of existing centers (via Google maps). If the second center moves closer without written permission of the prior center we will terminate our license agreement with the second center without any membership fee refunds.
- **Updates** - Brandmother reserves the right to make updates to all site designs including but not limited to brand design, color scheme, website and collateral print design.
- **Printing fees are Extra** - All printing via recommended vendors (i.e. Staples or Vistaprint) is extra. In most cases, printing fees are paid directly by the member.
- **Other domains** - Members can reserve and point their domains (ie. wellnesscenterofny.com) to their Wellgizer.com page.
- **Website Hosting** - Modified clone websites must be hosted by Brandmother. Additional usage beyond 4GB of storage and 20GB of bandwidth is extra.
- **External Websites** - Members have the option to create their own external websites but must purchase their own license stock photos.

- **Automated Payments** - Member authorizes BrandMother to automatically debit a credit or debit card on an annual or monthly basis on the anniversary of their membership start date. Members have the option to switch between annual and monthly payment plans.
- **Lifetime Price Lock** - Your contracted membership price will never increase unless there is a break in service payments. This does not include hourly consulting and coaching rates.
- **Referral Bonuses** - Brandmother will provide referral bonuses and/or credits of 20% of the referred membership fees collected. Custom fees are not included. These will be tracked on a monthly basis but paid or credited on an annual basis. Brandmother reserves the right to make payouts more frequent.
- **Termination** - memberships are at will and can be terminated by either party for any reason. Brandmother keeps any pre-paid membership fees.
- **DBAs** - Brandmother, Encen Alliance and Wellgizer are dbas (doing business as) of Alex von Allmen, a sole proprietorship based in California.
- **Legal transfer** - BrandMother reserves the right to incorporate and transfer memberships to new legal entities.
- This agreement is governed by the laws of the State of California.



Director of BrandMother / encen Alliance

_____ date _____

Alliance Member

2097 Heritage Drive - Roseville, CA 95678
Tel: 916.220.2811 | alex@brandmother.com

Addendum:

	Description	Wellgizer	Your Name	Your Site
Plan	Membership/Hosting Paid Annually	\$1,200	\$1,200	\$1,200
Pricing	Monthly Rate when Paid Annually	\$100	\$100	\$100
	Membership/Hosting Paid Monthly	\$120	\$120	\$120
Alliance	encen.net directory listing	included	included	included
	Encen Alliance Membership	included	included	included
	Wellgizer site directory and menu link	included	included	included
Branding	Top level domain (wellgizer.com)	included	N/A	N/A
	Wellgizer Brand symbol and wordmark	included	N/A	N/A
	Digital logo files	included	N/A	N/A
	Branded email signature	included	N/A	N/A
	yourname@wellgizer.com / Google Workspace	included (1)	N/A	N/A
	Additional emails	\$10/mo	\$10/mo	\$10/mo
	Optional Cobrand bar on location Page	included	N/A	N/A
Print Collateral Design	Business Card layouts	included	extra	extra
	Postcards	included	extra	extra
	Gift Cards	included	extra	extra
	Lobby Signage	included	N/A	N/A
	Promotional Items	included	extra	extra
	Brochures / Flyers	included	extra	extra
Website Design	Logo and browser icon placement on site	included	included	N/A
	Sliding Billboards	included	included	N/A
	Smartphone friendly	included	included	N/A
	- Main	included	included	N/A
	- About Scalar Waves	included	included	N/A
	- FAQ	included	included	N/A
	- Case Research	included	included	N/A
	Website content updates	included	extra	N/A
	Website/Domain Review	N/A	included	included
Video	Embedded Streaming Video	included	included	included
	Lifetime Downloadable Video	included	\$595	\$595
Calendaring	Calendar Embed Integration Assistance	included	included	included
	Calendar set up	extra	extra	extra
Site Hosting	Automatic Wordpress Updates	included	included	N/A
	Automatic Theme and Plug-in Updates	included	included	N/A
	4 GB storage / 20 GB bandwidth	N/A	included	N/A
	Additional 4 GB / 20 GB per month	N/A	\$20/mo	N/A
Internet Marketing	Google Ad	coming soon	extra	extra
	Google Maps	coming soon	extra	extra
	FaceBook Ads	coming soon	extra	extra
	MailChimp email newsletters	coming soon	extra	extra