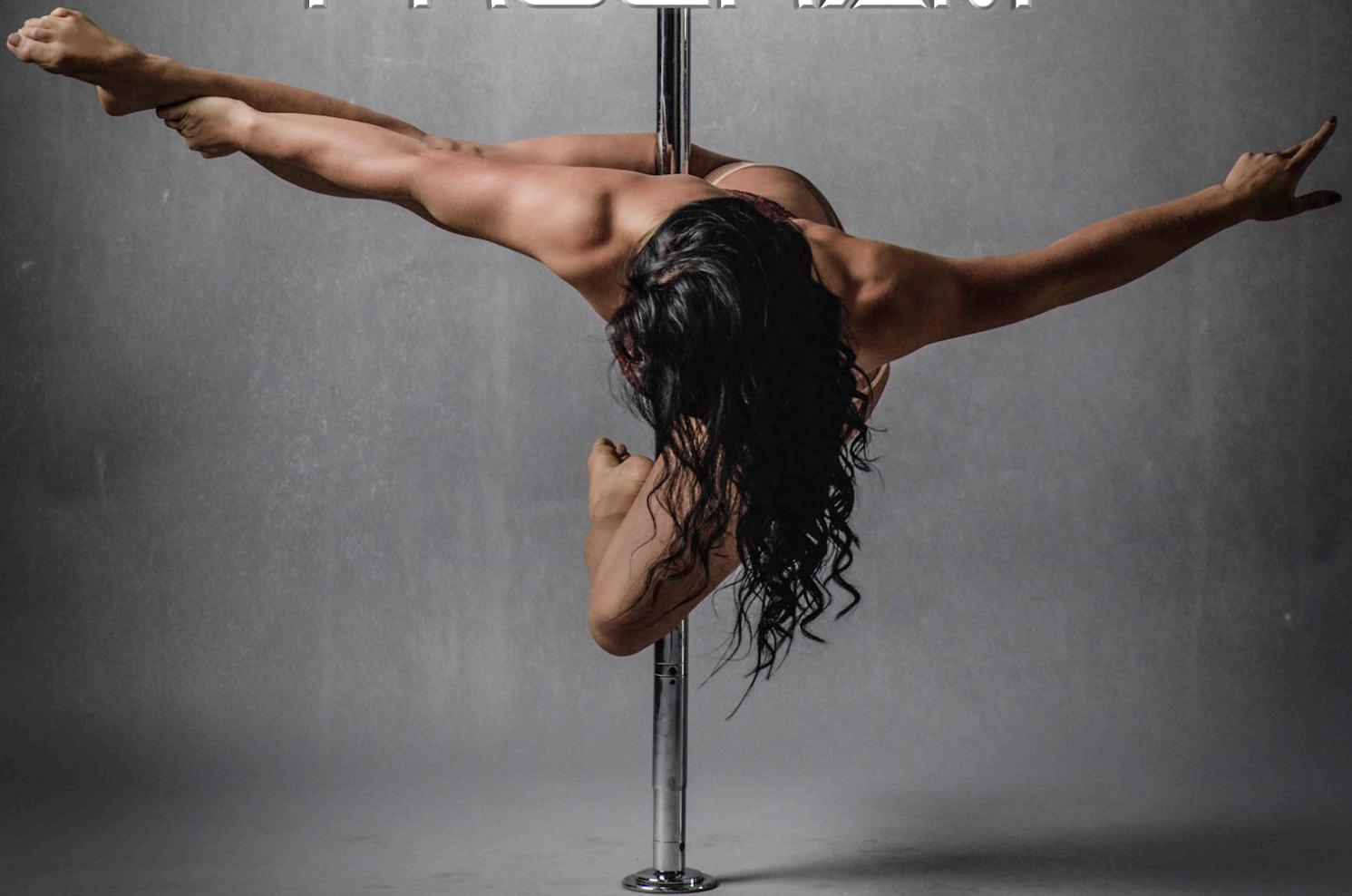


X-POLE[®]

LEADERS IN POLE & AERIAL FITNESS

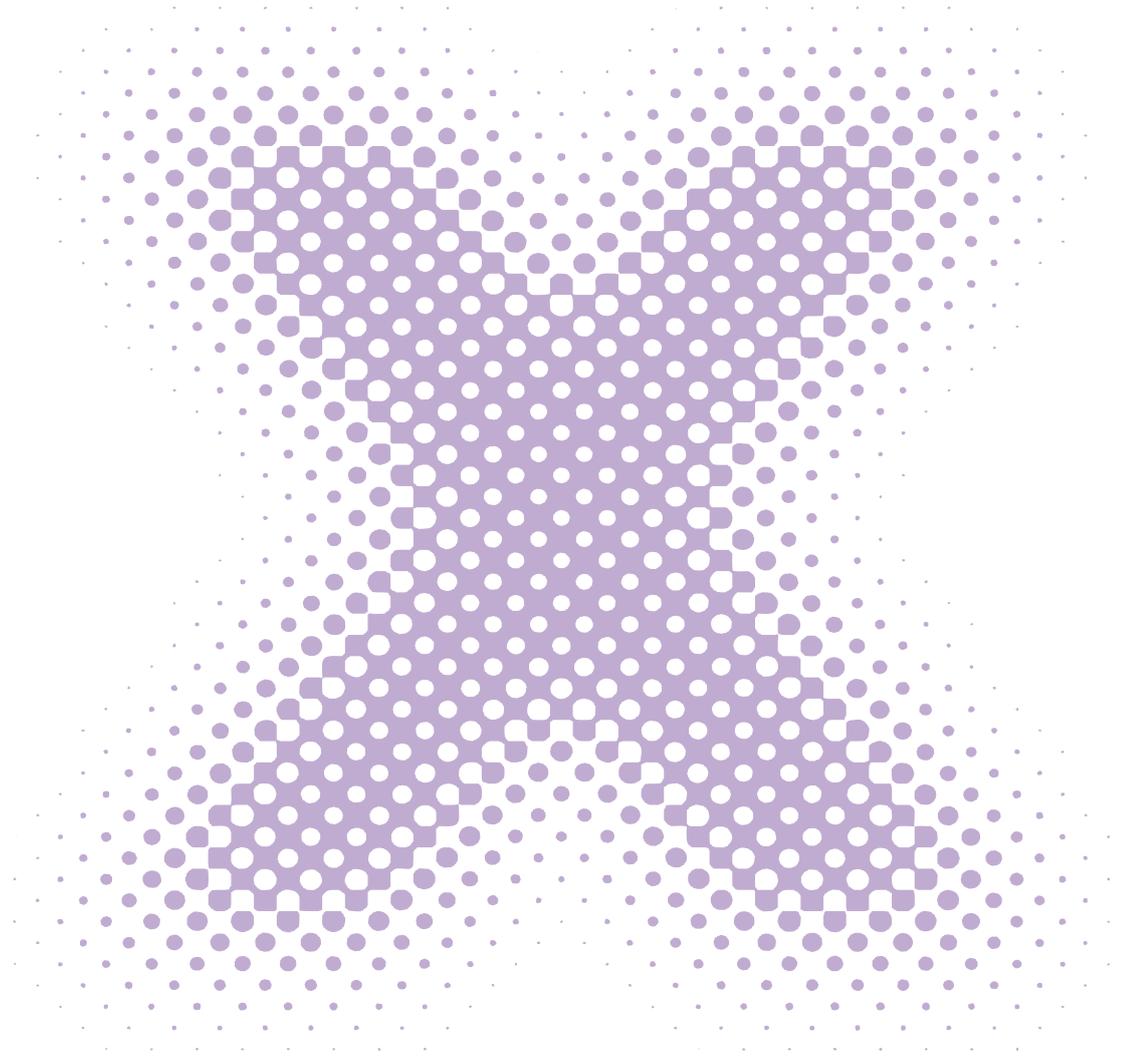
ATHLETE Development PROGRAM



“As We Grow **Stronger**
The Industry **Evolves**”

www.XPOLE.com





COMMERCIALY IN CONFIDENCE

Please be aware that this document is confidential and legally privileged. The unauthorized use, distribution, copying, forwarding or alteration of this document is strictly forbidden. No distribution to any third parties without permission from authorized director of **X-POLE** international, **X-POLE** US LLC, Vertical Leisure Ltd & Dance4Me Pty Ltd.



Vertical Leisure
LEADERS IN POLE & AERIAL FITNESS





WHAT DOES IT MEAN TO BE AN X-POLE ATHLETE



X-POLE ATHLETE

(Definition);

A fitness enthusiast, a Dancer,
an Artist, an Entertainer
or a Sports person.

**Or all of the
above and more.**

The privilege of being granted an X-POLE athlete status is one that is relished by many within the pole & aerial industry. Already, with a number of world renowned stars & champions enrolled on the development program, we are delighted to send through this guideline & welcome you to the X-POLE family. We strongly advise you to review the contents of this document & submit your application for the relevant category.



ABOUT THE X-POLE DEVELOPMENT TEAM

The core goals of the X-POLE[®] Development Team are to:

- Nurture and stimulate the career development of new talent
- Track and highlight upcoming athletes for their skills, acumen and delivery
- Advise and mentor athletes to help them achieve career satisfaction
- Deliver the finest set of athletes that this world has seen



The X-POLE Development Team consists of several distinguished members of the pole & aerial industry, who will monitor & track the progress of pole fitness enthusiasts and aerial artists from a global perspective.



LEVELS

RISING STAR



01

INTERNSHIP



02

SUPERSTAR



03

PROFESSIONAL



04



RISING STAR

WHATS ON OFFER

- X-POLE Athlete Pack consisting of apparel, latest accessories & branded promo
- Athletes will be mentioned/highlighted for their achievements through X-POLE's international social platforms
- Performances/career monitored & tracked by the X-POLE Development Team plus competition entry costs will be subsidised
- Opportunity to join us at the X-POLE Yearly Summit
- X-POLE sponsored photoshoot & profile promotion through global website & social media platforms
- Fixed discount of 10% on all products

REQUIREMENTS

- Under 21s & Active University/College Students Only
- Competed and/or placed at a competition
- Must currently use X-POLE and be familiar with our range of products
- Must be a positive role model for up & coming polers & aerialists
- Must encourage & promote safe, fun & healthy pole & aerial practices



INTERNSHIP

WHATS ON OFFER

- X-POLE Athlete Pack consisting of apparel, latest accessories & branded promo
- X-POLE Interns can expect to be mentioned or highlighted for their achievements through X-POLE's International Social Media platforms
- Performances/Career monitored & tracked by X-POLE; Key achievements will be flagged up by X-POLE
- DEVELOPMENT TEAM with the chance of being invited for a membership upgrade
- Pre-approved competition entrance fees covered by X-POLE - you compete and we cover the cost to facilitate career growth
- Exclusive access to X-POLE events, showcases & exhibitions
- An opportunity to attend the X-POLE yearly summit
- Fixed Discount of 10% on all product

REQUIREMENTS

- Open to any athlete involved in pole fitness or aerial arts
- Must currently use X-POLE and be familiar with our range of products
- Must be a positive role model for up & coming polers & aerialists
- Must encourage & promote safe, fun & healthy pole & aerial practices
- Must be a team player, displaying traits of honesty & integrity
- Must possess great communication skills whilst taking pride in their profession and displaying great work ethic



SUPERSTAR

WHAT'S ON OFFER

- All SUPERSTAR athletes will receive all of the benefits of an INTERN and in addition to this they will be offered:
- Desirable pay packages for your time/attendance/performance/teaching at X-POLE sponsored/partnered events
- Highlight/focus through X-POLE's international newsletters - coverage & creation of press articles in fitness magazines & professional photoshoot to be arranged and organized by X-POLE at our own cost
- Expenses paid for travel & accommodation when attending events & competitions where you have been invited by X-POLE
- Fixed discount of 20% on all products

REQUIREMENTS

- Must fulfill all of the prerequisites listed within the Internship Category & held an INTERN membership with us for at least 12 months
- Athletes applying for SUPERSTAR status can also be promoted from the RISING STARS category as long as they have held the membership for at least 12 months
- Competed and/or placed at a competition



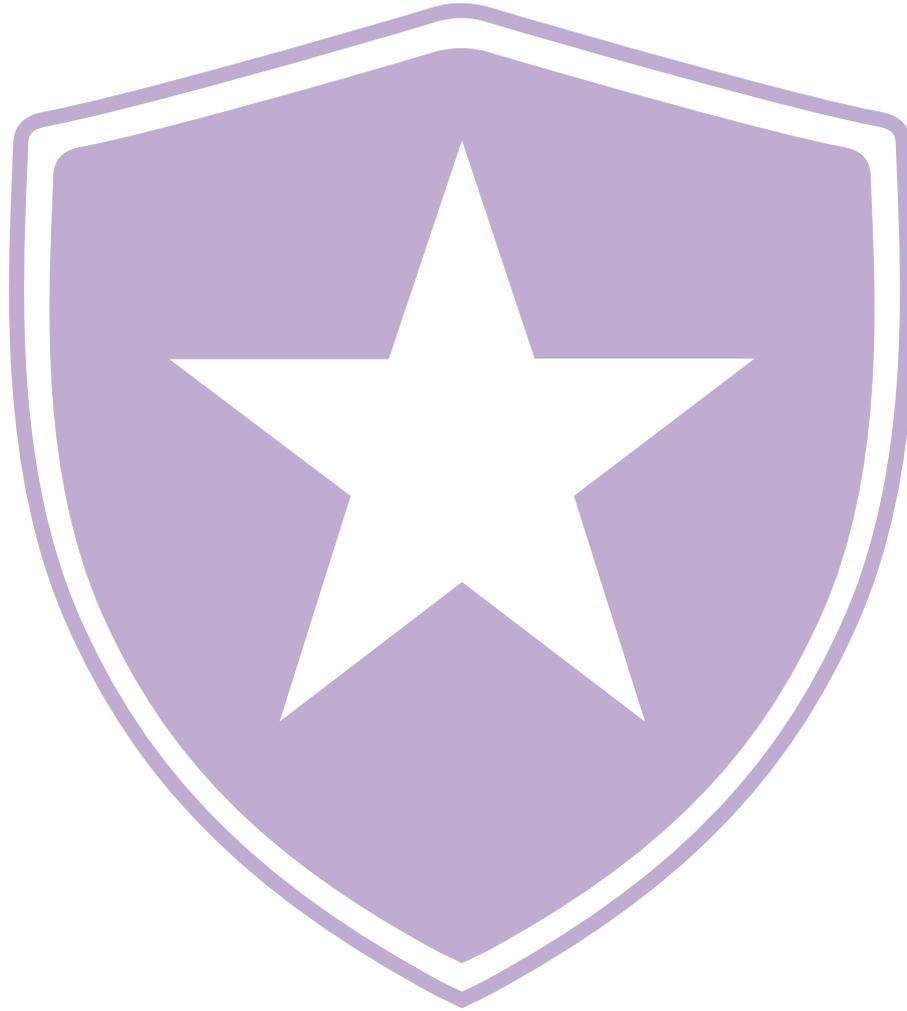
PROFESSIONAL

WHATS ON OFFER

- All Professional athletes will receive all of the benefits of a Superstar and in addition to this they will be offered:
- Opportunity to be involved with product testing, product development & access and samples of all new products and services for trials prior to public launches
- Offered the opportunity to take part in master classes and training for personal development & to enhance the athlete's career
- Chosen to be the face of X-POLE - this unique opportunity providing you with massive individual benefits
- Bespoke profile page and promotion through the X-POLE global website
- Be provided with an X-POLE product of your choosing to demonstrate & use for photos & X-POLE promotion
- Be offered first refusal of any media opportunities & promotional opportunities here/abroad
- Be eligible for subsidized travel to International Competitions (\$500 per trip, to a maximum of \$1000)
- X-POLE will create a full feature 'Human Interest' video featuring you. Telling the individual story of each of our athletes
- You will be first pick for recruitment at new studios as part of the X-POLE studio franchise program

REQUIREMENTS

- Exclusive category: Membership awarded by invite only:
- X-POLE Pros to be instructing/teaching/performing/competing on a regular basis
- Must be an International Level Talent - having placed 1st/2nd/3rd in at least one X-POLE sponsored / approved competition
- Must have been an X-POLE Superstar for at least 12 months



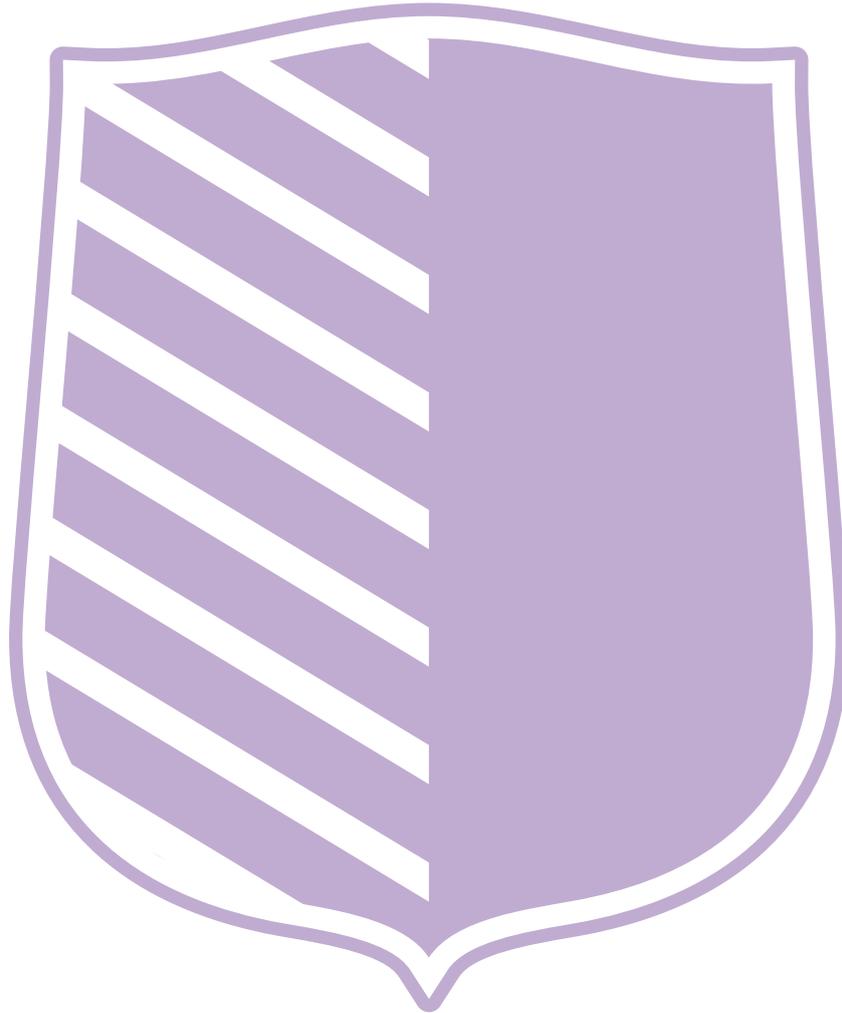
WHAT IS EXPECTED RISING STAR

OVERVIEW

As a Rising Star, your actions within the pole & aerial industry will be monitored and how you conduct yourself as a pole & aerial fitness professional will determine whether and how quickly you progress through the levels of the program.

EXPECTATION

- To always portray X-POLE, its products & services in the best light when in discussions with any association, body or group Participate in master classes, training and personal development when offered these opportunities
- Must not use any pole or aerial equipment that is not an X-POLE product
- Promotion of X-POLE products & services through your independent social media preferences
- Promotion of X-POLE sponsored events and competitions that you attend through your independent social media preferences
- Participate in X-POLE master classes, training & development when offered these opportunities
- Attend the X-POLE yearly summit in your respective territory



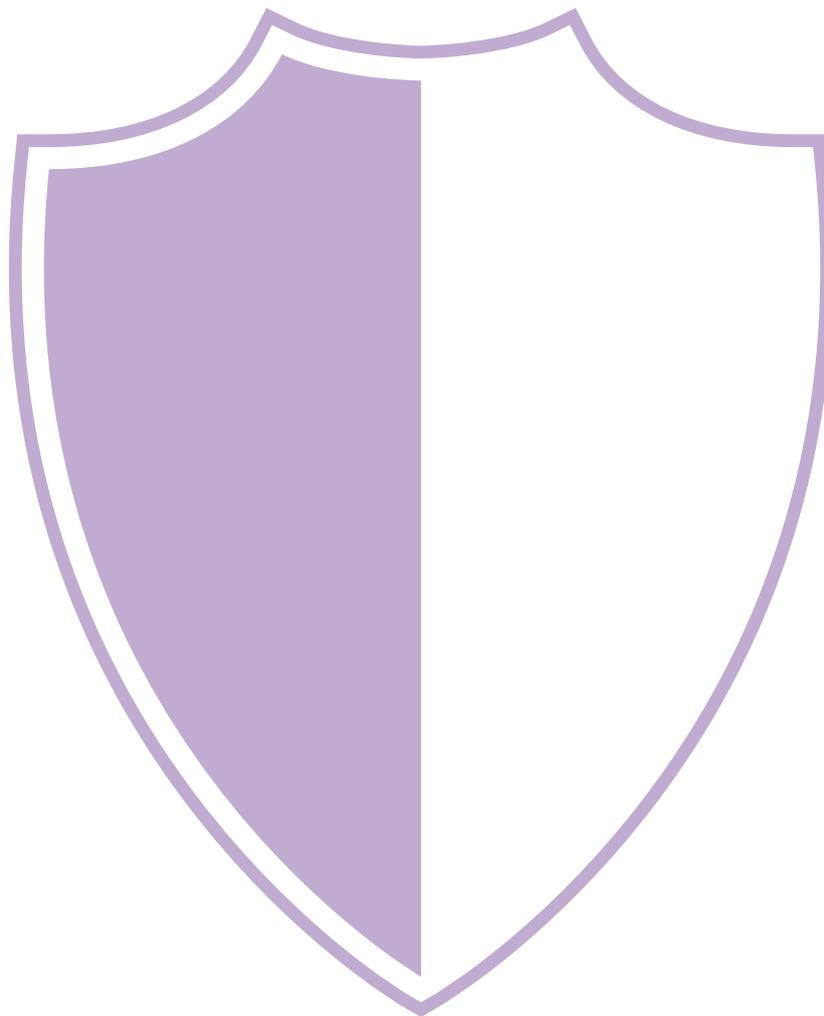
WHAT IS EXPECTED INTERNSHIP

OVERVIEW

As part of the athlete Internship/development program, your actions within the Pole Industry will be monitored and how you conduct yourself as a Pole Fitness Professional will determine whether and how quickly you progress through the tiers of membership with X-POLE

EXPECTATION

- To always portray X-POLE, its products & services in the best light when in discussions with any associations, bodies or groups
- Promotion of X-POLE sponsored events & competitions that you attend as an Intern through your own independent Social Media preferences
- Participate in X-POLE master-classes, training & personal development when offered these opportunities
- Ensure that you attend & participate in the activities which you have agreed to in advance
- Attend the X-POLE yearly summit in your respective territories/regions



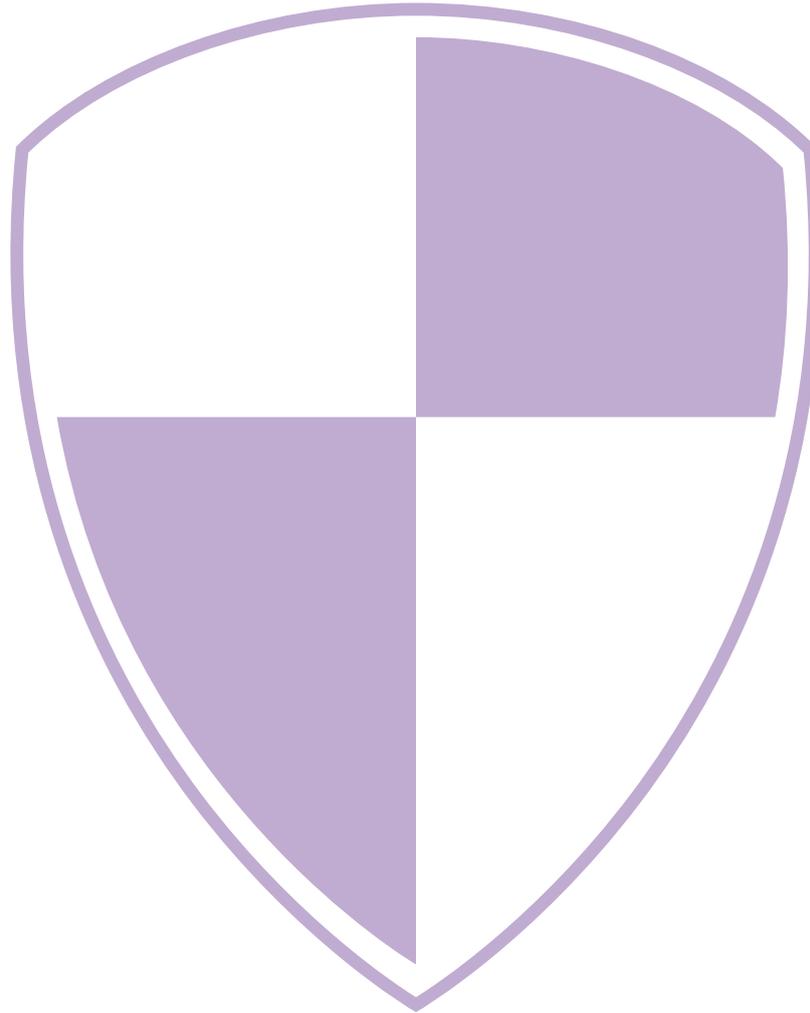
WHAT IS EXPECTED SUPERSTAR

OVERVIEW

As a Superstar, your actions will be continually monitored and how you conduct yourself as a Pole Fitness Professional will determine whether and how quickly you progress through the tiers of membership with XPOLE

EXPECTATION

- To always portray X-POLE, its products & services in the best light when in discussions with any associations, bodies or groups
- During your time as an X-POLE Athlete you will be expected to wear X-POLE apparel at events, showcases & competitions; promoting and providing any enquirers advice on these kits
- Must be open to being in photo-shoots & X-POLE Promotional shoots as needed.
- Promotion of X-POLE products & services through your own independent Social Media preferences & website (if one is available)
- Participate in X-POLE master-classes, training & personal development when offered these opportunities
- You will be expected to participate in events & competitions as a judge and/or guest performer – as a judge you will be expected to assess all contenders' performances free of personal opinion & goals - based on the contenders' merits
- Ensure that all expenses are paid to ensure that you attend & participate in the activities which you have agreed to in advance – in some occasions we will negotiate these costs with you
- Attend the X-POLE yearly summit in your respective territories/regions
- Promotion of X-POLE sponsored events & competitions that you attend as a Superstar through your own independent Social Media preferences – website (if one is available)



WHAT IS EXPECTED OF A PROFESSIONAL

EXPECTATION

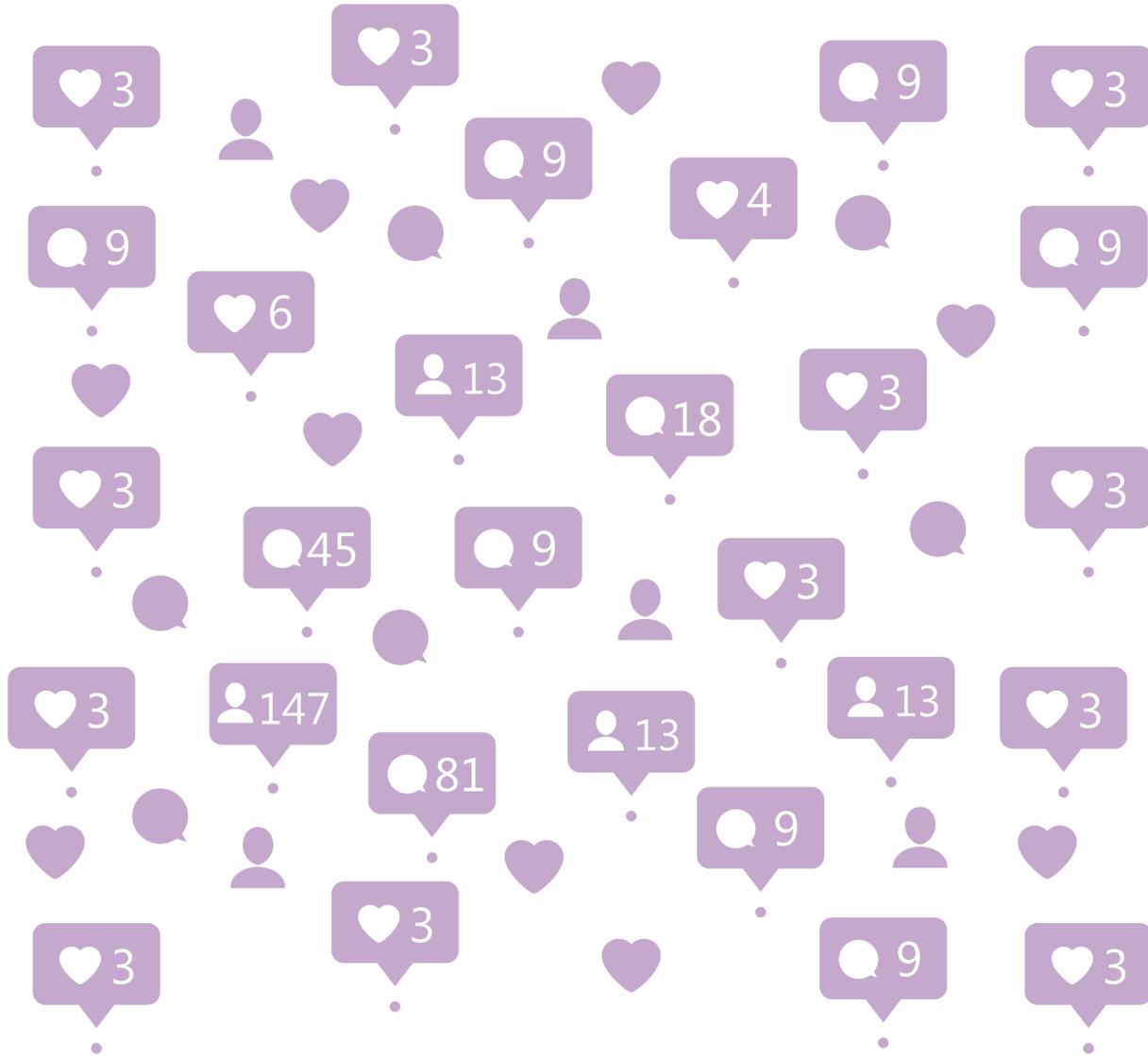
- Must be willing to wear X-POLE branded gear and clothing to National & International Events/ Competitions and to pole social events wherever possible e.g. pole jams, pole soirees, etc.
- Must tag the respective X-POLE regional office when posting images in X-POLE branded apparel
- Must promote the brand tastefully * in such a way as to not 'offend' mainstream of audience
- Competing at an International Level Competition recognized by X-POLEAs a Superstar, your actions will be continually monitored and how you conduct yourself as a Pole Fitness Professional will determine whether and how quickly you progress through the tiers of membership with XPOLE
- To always portray X-POLE, its products & services in the best light when in discussions with any associations, bodies or groups
- During your time as an X-POLE Athlete you will be expected to wear X-POLE apparel at events, showcases & competitions; promoting and providing any enquirers advice on these kits
- Promotion of X-POLE products & services through your own independent Social Media preferences & website (if one is available)
- Participate in X-POLE master-classes, training & personal development when offered these opportunities
- You will be expected to participate in events & competitions as a judge and/or guest performer – as a judge you will be expected to assess all contenders' performances free of personal opinion & goals - based on the contenders' merits
- Ensure that all expenses are paid to ensure that you attend & participate in the activities which you have agreed to in advance – in some occasions we will negotiate these costs with you
- Attend the X-POLE yearly summit in your respective territories/ regions
- Must be open to being in photo-shoots & X-POLE Promotional shoots as needed.
- Promotion of X-POLE sponsored events & competitions that you attend as a Superstar through your own independent Social Media preferences – website (if one is available)



WHAT IS EXPECTED ALL LEVELS

EXPECTATION

- The member/artist should always behave with due consideration for others and abide by any terms & conditions stipulated by X-POLE & its international affiliates. Any behaviour that is likely to cause damage, injury, nuisance and annoyance or for failure to comply with the reasonable request of X-POLE and its international affiliates will not be tolerated and will result in the immediate withdrawal of the member/artist's X-POLE membership status.
- The artist will not disclose any of the guideline details to any direct or indirect competitor of X-POLE. Must keep in confidence the exact details of the sponsorship agreement.
- To agree to sign autographs for, and be photographed prior, during & after events with participants, time permitting.
- To wear, with agreement, promotional clothing during any events attended on behalf of X-POLE.
- All athletes must not disparage the X-POLE Brand, product, its employees, publically or privately & must keep in confidence any company information until such a time as it is publically released.
- All photos supplied must be copyright free & may be used by X-POLE in promotion of the brand without question.
- X-POLE Athlete must represent the X-POLE brand in a positive & unifying manner. As such the X-POLE Athlete's sponsorship can, and at the discretion of X-POLE, be terminated without notice, should the athlete act in a discriminatory, racist, sexist or any other discriminatory or inflammatory manner that may alienate any part of the pole dance & aerial community, or the general public. Should this occur it will be your responsibility to return clothing & any sponsored products to your local X-POLE office.



WHAT IS EXPECTED

SOCIAL MEDIA & PRESS

Instagram

- Use high quality images
- Instagram is firstly a visual platform, so play to that
- Tell a story with your content
 - For example, if you're preparing for an event, show pictures before, after and during to create an experience for your audience
- Engage with your followers
- Make time to like other peoples photos
- Make time to listen/read your feedback and comments, nothing beats a personal response to a comment
- Follow your established followers on other platforms too (Facebook and Twitter), the cross promotion will only strengthen your relationships
- Competitions, give-aways, AMA's (ask me anything), open ended questions and advice sessions are always good for engaging people too
- Definitely take advantage of hashtags, but as with Twitter, don't over do it, a few key words or phrased are enough to signpost your content to people interested in your kind of content
- Feel free to develop and try to grow you own hashtags, so that people identify your content with this unique marker
- Make your audience feel special
- Offer something like a one on one training session as a prize for a lucky follower, go for it, this sort of thing is something money can't buy and is highly sought after by fans





WHAT IS EXPECTED SOCIAL MEDIA & PRESS

Blogger™

- Put the main point in the first paragraph. This is the first thing readers see and it will make them want to read on. Put the details in the following paragraphs of your posting. Finally in the last part of the posting, wrap it up with a good sign off or final thought.
- Typically 300 - 500 words in length. Pictures and videos help to bring a blog to life, either send them to us in file format, or send us a link to where they are hosted online (Facebook, YouTube, etc.)
- Writing style, Try to write in a friendly and informal style. Use first person 'I' and try to include reference to your own context and teaching experience. Think about your readers and what they can learn from your experience.
- Try to describe rather than tell e.g. instead of saying you thought a book was great, try to explain why you enjoyed it and what you learned from it.
- Use short paragraphs. In blogging, the style is less formal and paragraphs may be as short as a single sentence or even a single word.





WHAT IS EXPECTED SOCIAL MEDIA & PRESS

Blogger™

- Use short sentences. You should keep sentences short for the same reason you keep paragraphs short: they're easier to read and understand. Each sentence should have one simple thought. More than that creates complexity and invites confusion.
- Use simple words. Since your purpose is to communicate and not impress, simple words work better than big ones. Write "get" instead of "procure." Write "use" rather than "utilize." Use the longer words only if your meaning is so precise there is no simpler word to use.
- Be specific. Don't write "Many doctors recommend Brand X." Write "97% of doctors recommend Brand X." Don't write "The Big Widget is offered in many colors." Write "The Big Widget comes in red, green, blue, and white."
- Write in a conversational style. There is a road sign often posted near construction sites that always irritates me. It reads, "Maintain present lane." Why so formal? A more conversational style would be better: "Stay in your lane" or "Do not change lanes." If you write as if you're wearing a top hat and spats, you distance yourself from the reader and muddle the message.
- Be clear. This may be the most important rule of all. Without clarity, your writing fails on every level. You achieve clarity when you accurately communicate the meaning in your head to the head of your reader. That's difficult. Look at your writing with an objective eye. Consider what might be misunderstood and rewrite it. Find what is irrelevant and delete it. Notice what is missing and insert it.



WHAT IS EXPECTED EVENTS AND EXPOS

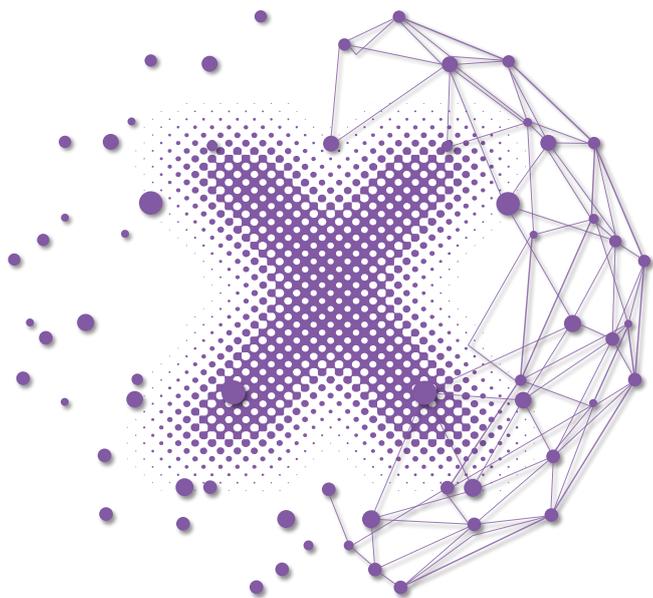


As an **X-POLE** Ambassador, your actions will be continually monitored and how you conduct yourself as a Pole Fitness Professional will determine whether you remain an X-POLE Ambassador.

You must wear X-POLE apparel at all times during the event, You may wear sports shoes, pumps or bare feet. NO HEELS or PLEASERS Please make sure that you are presentable and ready for a fitness show. No excessive makeup or jewelry. Please make sure that nails are at a respectable length. During the show, we may have large training area where you may be expected to deliver workshops and/or taster sessions. During the whole duration of the event you will be representing X-POLE and therefore we expect the utmost professionalism towards customers, visitors and most of all, each other.

X-POLE®

LEADERS IN POLE & AERIAL FITNESS



welcome to our **WORLD**

X-POLE UK & EUROPE

Email: sales@x-pole.co.uk
Tel: +44 (0) 208 449 4400
www.x-pole.co.uk

X-POLE USA

Email: info@xpoleus.com
Tel: +1 888 976 5387
www.xpoleus.com

X-POLE Australia

Email: sales@x-pole.com.au
Tel: +61 (0) 2 9589 2645
www.x-pole.com.au



X-POLE Korea

Email: xpolekorea@hanmail.net
Tel: +82 (0) 32 277 5882
www.xpolekorea.kr

X-POLE Asia

Email: sales@x-pole.asia
Tel: +86 (21) 6236 6090
www.xpolecn.com

X-POLE New Zealand

Email: sales@x-pole.co.nz
Tel: +64 (0) 9 528 0998
www.x-pole.co.nz

visit us at: www.XPOLE.com

