Fit Supply Hub

Supply Chain Solutions

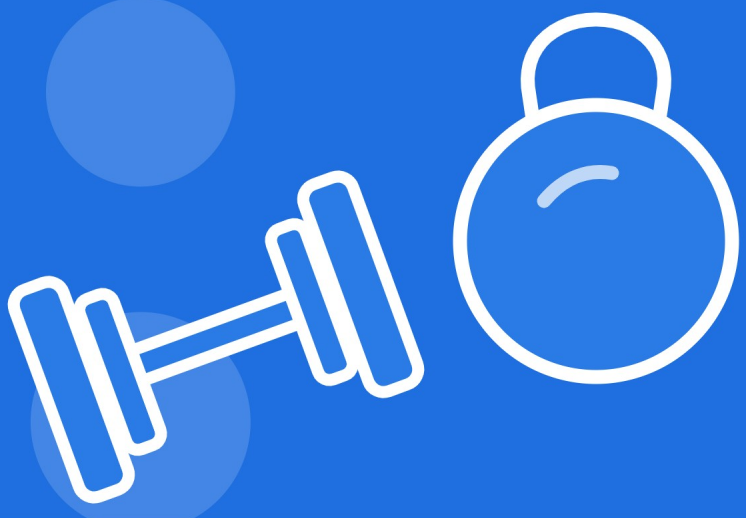
2026 EDITION

2026

SUPPLY CHAIN SOLUTIONS

PARTNER PROGRAMME

A revised supplier model that rewards loyalty, improves visibility and puts your brand in front of the UK's gym decision-makers.



PREMIER ADVANTAGE

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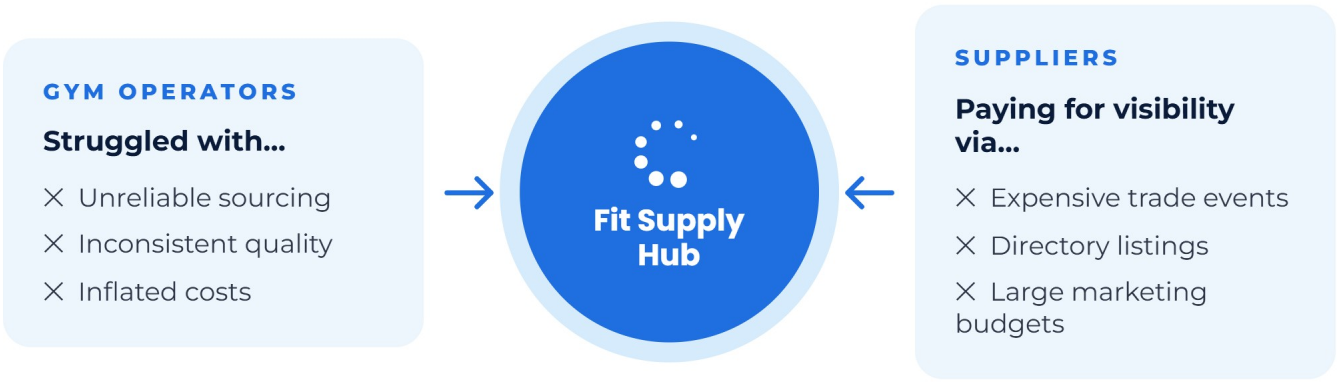
fitsupplyhub.co.uk

01 — OVERVIEW

Bridging the gap between gym operators and trusted suppliers.

Fit Supply Hub was created with a simple purpose: to bridge the widening gap between gym operators and trusted suppliers.

For years, operators have struggled with unreliable sourcing, inconsistent quality, and inflated costs. Meanwhile, suppliers have found it increasingly difficult to gain meaningful visibility without paying for expensive trade events, directory listings, or large marketing budgets.



Fit Supply Hub was designed to fix this — **a single trusted platform curated specifically for the UK fitness industry**, making it easier for gyms to find the right partners and easier for suppliers to reach real decision-makers.

As we move into 2026, the platform is evolving. This proposal outlines a revised supplier model that rewards loyalty, improves visibility, expands commercial opportunities, and strengthens the UK's most trusted fitness supplier ecosystem.

- **Rewards loyalty**
- **Improves visibility**
- **Expands opportunity**
- **Strengthens the network**

02 — THE CASE FOR CHANGE

Why we are evolving the model

The industry has changed.

OPERATORS NOW DEMAND

→ Greater choice
→ Stronger support
→ Easier sourcing

SUPPLIERS WANT

→ Better value
→ Improved tracking
→ More measurable returns on their involvement

To continue delivering on our mission, **three key areas required improvement:**

01 **Greater accessibility**
for new suppliers joining the platform

02 **Clear recognition and reward**
for long-term supporting partners

03 **A more structured, scalable model**
built on fairness, transparency, and long-term sustainability

The new 2026 structure delivers on all three.

03 — THE 2026 SUPPLIER MODEL

Two tiers. One trusted network.

To continue building the UK's most trusted fitness supplier network, we are introducing a two-tier structure that opens the platform to more suppliers while rewarding those who helped build it from the beginning.

ADVANTAGE

£99 /year

The core of the Fit Supply Hub ecosystem

- ✓ Priority placement in your category
- ✓ Video, offers and up to two categories
- ✓ Webinar, brochure and social features

Commission 8.5% · 6% · 3.5%

ONLY 12 PLACES

PREMIER

£350 /year

The highest level of visibility and access

- ✓ Top of home and partners page
- ✓ Full contact details displayed
- ✓ Podcast season, webinars, 6,000-club email

Commission 7.5% · 5% · 2%

Commission shown for referred new business under £2,500 · £2,500–£15,000 · over £15,000

THIS NEW MODEL ENSURES

- Greater opportunity for suppliers at every level
- Clear commercial expectations
- Consistent lead management through FitLeads
- Transparent referral tracking and commission reporting

★ **Loyalty rewarded.** Current Paid and Premier Partners will be rewarded for their loyalty — full details are highlighted at the end of each section.

04 — TIER ONE

Premier Partners

£350 per year

Premier Partners receive the highest level of visibility, access, and brand exposure across Fit Supply Hub and the full Black Raccoon ecosystem.



Exclusive: limited to twelve partners. This tier is capped at twelve partners to maintain exclusivity and ensure exceptional value.

COMMISSION

Deal size	Advantage	Premier
Under £2,500	8.5%	**7.5%**
£2,500–£15,000	6%	**5%**
Over £15,000	3.5%	**2%**

The lowest referral fees on the platform.

CURRENT PREMIER PARTNERS — ADDITIONAL BENEFITS

- ★ 1st options on all marketing initiatives and webinar dates
- ★ 1 podcast session/interview (you choose the series)

PREMIER PARTNERS

Everything included

6,000
CLUBS ON OUR ACTIVE DATABASE

VISIBILITY & PLACEMENT

- Exclusive: limited to twelve partners
- Featured at the top of the home page and partners page
- Featured on the Black Raccoon Consulting website
- Prime placement at the top of their category in the Supplier Directory
- Included on the national “Preferred Supplier” lists shared with operators
- Featured on the new “Gym Growth” website and social channels
- Multiple category listings as needed
- Full business contact details displayed (exclusive to Premier Partners)
- Ability to add video to individual supplier pages

COMMERCIAL

- Reduced referral fee percentages on all referred business
- Priority access to the concierge referral service

MEDIA, EVENTS & CONTENT

- One season sponsorship on the Inside Track Podcast (partner chooses the timing)
- Discounted Inside Track Podcast sponsorship for additional series
- One guaranteed speaking slot per year in the Education Webinar Series
- Full page advert in the bi-annual digital brochure, plus a two-page article opportunity
- Featured position in the monthly newsletter (once per quarter) plus one advertorial per year
- One free email sent to our active client database (6,000 clubs)

SOCIAL & PROMOTION

- Access to co-branded social media campaigns (two per quarter)
- Monthly custom partner spotlight post across all platforms
- Social support: we follow and comment on your channels
- One featured slot on the promotions page (allocated first come, first served)

Only twelve Premier places are available for 2026. **£350 per year**

05 — TIER TWO

Advantage Partners

£99 /year

Advantage Partners form the core of the Fit Supply Hub ecosystem. This tier provides suppliers with enhanced visibility, increased promotional support, and access to more opportunities across the platform. Advantage Partners receive meaningful exposure across all platforms while maintaining a low-cost route to connecting with thousands of gym owners nationwide.

This tier is specifically designed for suppliers who want greater visibility without the exclusivity or financial commitment of Premier status. It offers **a balanced package of exposure, credibility, and referral potential.**

ADVANTAGE PARTNER BENEFITS

- ✓ Priority placement within their category
- ✓ Quarterly "Partner Feature" opportunities on Fit Supply Hub social media
- ✓ One social post per quarter
- ✓ Eligible to receive referrals through the concierge service
- ✓ Reduced sponsorship rates for the Inside Track Podcast
- ✓ Ability to add video content to their supplier page
- ✓ One Education Webinar presentation opportunity per year
- ✓ Half-page advert in the quarterly digital brochure
- ✓ Ability to add offers or discounts directly to their supplier page
- ✓ Up to two category listings
- ✓ Reduced commission fees on referred business

COMMISSION

Deal size	Advantage
Under £2,500	**8.5%**
£2,500–£15,000	**6%**
Over £15,000	**3.5%**

ANNUAL MEMBERSHIP

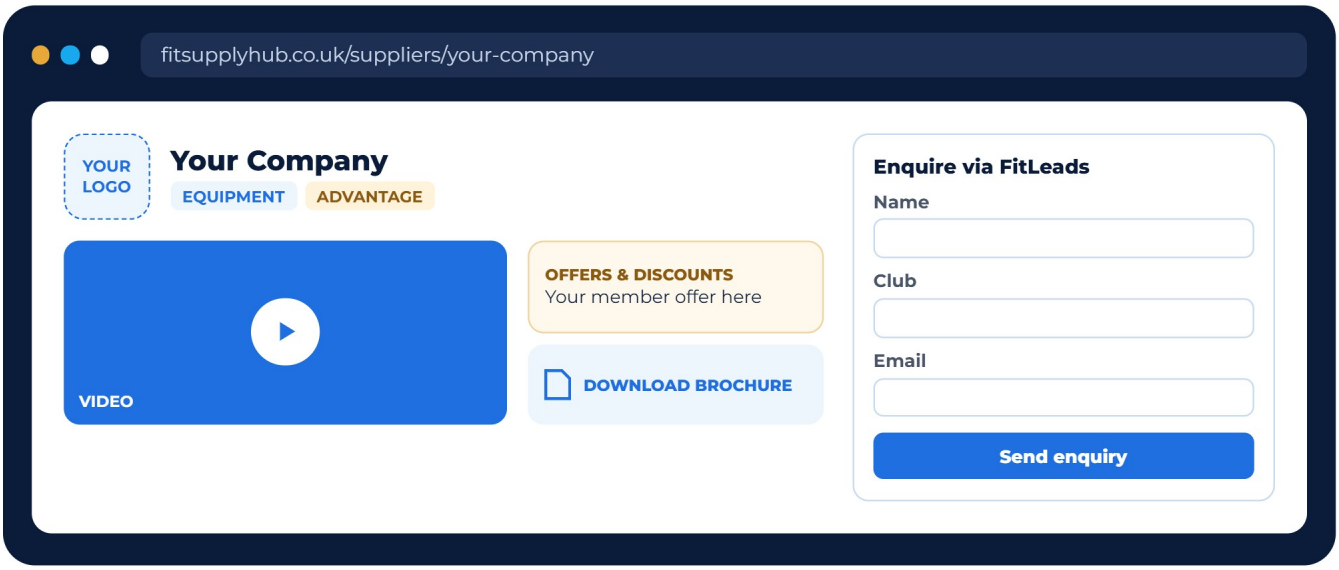
£99 /year

The full Advantage package for less than £9 a month.

06 — WHAT IS CHANGING IN 2026

A smarter platform, built to convert.

To create a more modern, efficient, and commercially effective platform, we are introducing several upgrades:



New Website

A complete redesign with improved navigation, cleaner structure, and modern branding.

Contact Details Change

Contact details will be removed from all Advantage listings and replaced with a FitLeads-managed lead capture form. This improves tracking, increases conversion, and ensures all leads are delivered instantly to the supplier.

Premier Partners retain full contact details as part of their exclusivity.

New Supplier Page Features

- Offers and discounts section
- Video upload options for Advantage and Premier Partners
- Brochure upload function
- Improved profile layout and structure

New Functional Pages

- Buy and Sell Your Gym
- Events Listing Page (Advantage and Premier only)
- Dedicated Offers and Giveaways Page

These upgrades give suppliers more prominent ways to be seen and make the platform more valuable to gym owners.

07 — COMMISSION STRUCTURE FOR REFERRALS

The more you invest, the less you pay.

Applies only to confirmed business

Transparency reporting included

NEW BUSINESS	ADVANTAGE	PREMIER
Under £2,500	8.5%	7.5%
£2,500 to £15,000	6%	5%
Over £15,000	3.5%	2%

Advantage is shown as “Paid partners” in previous materials. For contracted services, commission applies to the full contract length. For one-off purchases it applies to the one-off fee.

WORKED EXAMPLE · A £10,000 REFERRED CONTRACT



Referral fee payable at each tier on a deal in the £2,500–£15,000 band.

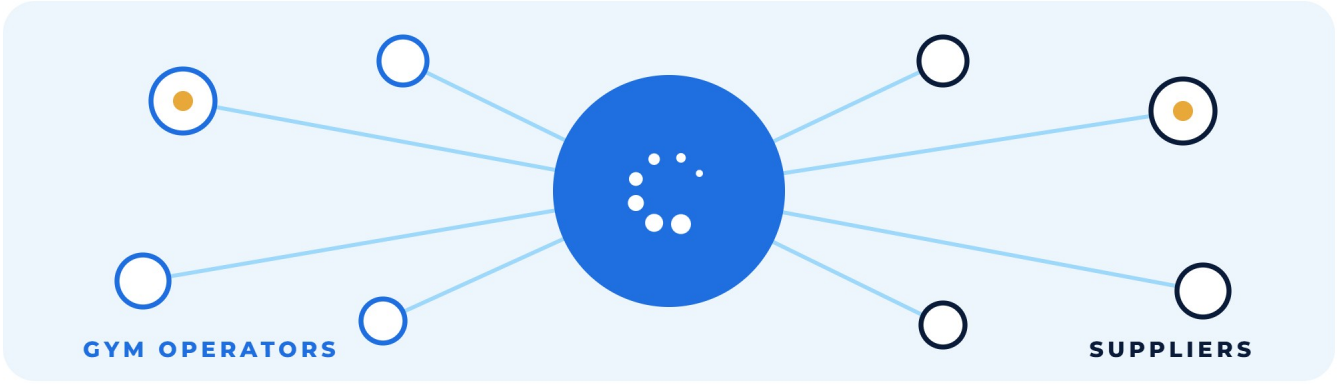
Why this structure works

It provides fairness, reflects the value of the contract, rewards loyalty, and makes commercial decisions easier. Higher tiers receive lower fees because they invest more in the ecosystem.

The new commission structure creates a standardised approach, rewards partner status and ensures fairness and transparency across every referral made through the concierge service.

08 — BENEFITS OF THE NEW 2026 MODEL

Everyone wins.



For Gym Owners

A broader range of suppliers, clearer quality assurance, and a concierge-style sourcing service that saves time, reduces risk, and supports better decision-making.

For Suppliers

A low-cost, low-risk way to gain significant exposure, present in webinars, feature in brochures, appear on social media, and receive warm introductions and referrals.

For Existing Partners

A meaningful recognition of loyalty, not just lip service. Enhanced placements, free upgrades, and long-term reward.

For Fit Supply Hub

A stronger and more scalable community model that supports both suppliers and operators without the noise associated with pay-to-play platforms.

JOIN THE 2026 PARTNER PROGRAMME

Ready to be seen?

Choose the tier that fits your ambition and start reaching real decision-makers across the UK fitness industry.

ADVANTAGE

£99 /yr

Enhanced visibility and referrals

PREMIER

£350 /yr

Limited to 12 places

CONTACT

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Fit Supply Hub

Supply Chain Solutions

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