

Athlete or Knot

Biomechanical Maintenance & Structural Recovery Architecture

The Operational Philosophy: You don't wait for your engine to seize on the highway before changing the oil. Your body runs under the exact same mechanical rules. We do not deliver generic "messages" or lecture you with endless corrective homework. We deliver targeted, high-performance structural maintenance so you can keep living, working, and training at your peak—without pain or restriction holding you back.

1. CATEGORY REPOSITIONING: BEYOND "MASSAGE"

To step away from passive relaxation tropes and prescriptive medical models, Athlete or Knot operates exclusively within **Performance, Mobility, and Structural Recovery**. Treatments are classified under three specialized protocols:

- Body Maintenance & Reset Sessions:** Full body Myofascial Release designed to undo systemic binding and restore joint range of motion. Our targeted Myofascial engagement addresses chronic structural restrictions and kinetic chain blockages.
- Structural Maintenance Treatments:** Deep tissue mechanics focused on pelvic alignment, spinal decompensation, and postural stability.
- Active Recovery Sessions:** Rapid tissue down-regulation integrated with CBD Clinic Oil to accelerate athletic and workload turnover.

2. KEY MESSAGING & SERVICE PILLARS

A. "ZERO HOMEWORK" GUARANTEE

No mandatory exercise assignments, no lectures, no forced lifestyle shifts. You live your life; we handle the physical upkeep, so your movement remains effortless.

B. PRESERVING WHAT YOU LOVE

Whether you are lifting heavy four days a week, powering through 50-hour work weeks, or chasing your kids, physical tightness is the tax your body pays. Our treatments pay that tax for you, so you never have to slow down.

C. THE "UPWARD CAPACITY" BASELINE

Maintenance keeps you operating at your current peak. When you decide to push harder—run faster, lift heavier, or increase output—these same treatments build the baseline capacity to get you there safely.

3. MASTER MEMBERSHIP FEATURE COMPARISON

These membership options specifically grant the client the perks associated with the selected membership credential and do not include muscle treatments (massages). Clients may choose to opt in to a Lifestyle Support Plan (Section 4). Below is the universal perk matrix governing all Athlete or Knot membership credentials:

Feature & Benefit	Non-Member	Priority Member	Priority+ Member	Priority Platinum	Couples Membership
Annual Credential Fee	\$0.00	\$169.00 / year	\$249.00 / year	\$369.00 / year	\$449.00 / year
Mobile Travel Time Fee	\$100.00 / hour	\$50.00 / hour	\$20.00 / hour	\$50 flat/mo or \$20/hr*	\$50 flat/mo or \$20/hr*
In-Suite Rental Fee	\$20.00 / hour	Free	Free	Free	Free
Cancellation Window	5 Day Notice	3 Day Notice	24 Hour Notice	24 Hour Notice	24 Hour Notice
Complimentary CBD Oil	None	6 / year	Included Every Session	Included Every Session	Included Every Session
30-Min Myofascial Stretches	None	2 Comp / year	6 Comp / year	12 Comp / year	12 Comp / yr (each)
Clinical Add-Ons Discount	None	25% Off Menu Rates	50% Off Menu Rates	50% Off Menu Rates	50% Off Menu Rates
Joint Stability Screenings	None	Bi-Annual (2)	Bi-Annual (2)	Quarterly (4)	Quarterly (4 each)
Reserved Timeslot Security	No	Up to 2 Months Out	Up to 2 Months Out	Up to 6 Months Out	Up to 6 Months Out
Sharable Guest Pass Vouchers	None	3 / year	6 / year	6 / year	6 / year (each)
Gift Card Discounts	None	\$20 off Single Rate	\$30 off Single Rate	\$40 off Single Rate	\$40 off Single Rate

4. LIFESTYLE-CALIBRATED MONTHLY MAINTENANCE TIERS

Clients enroll in specific monthly service allocations matched directly to their physical output and lifestyle demands. All monthly tiers operate under all 4 Membership frameworks with a mandatory 12-month commitment. The following are your Lifestyle Support Plans:

Lifestyle Tier	Ideal Persona & Cadence	60 Min Rate / Mo	90 Min Rate / Mo	120 Min Rate / Mo
Standard Single Rate	Non-Member Baseline (Per Session)	\$140.00 / session	\$190.00 / session	\$250.00 / session
The Baseline 1 Session / month	- Low work / home related stress - Active hobbyist - Low intensity exercise 1/10 pain / discomfort / stiffness Cadence: Every 30 Days	\$120.00	\$170.00	\$230.00
The Baseline 2 Sessions / month	- Moderate work / home related stress - Regular gym-goers 2-4 days per week - General workouts / light strength training 4/10 mental stress levels 3/10 pain / discomfort / stiffness Cadence: Every 15 Days	\$189.00 (\$94.50 / each)	\$259.00 (\$129.50 / each)	\$379.00 (\$189.50 / each)
The High Demand 3 Sessions / month	- High work / home related stress - Moderately heavy training in gym 3-5 days per week - Competitive athletes / high intensity strength training 6/10 mental stress levels 6/10 pain / discomfort / stiffness Cadence: Every 10 Days	\$266.00 (\$88.66 / each)	\$371.00 (\$123.66 / each)	\$551.00 (\$183.66 / each)
Performance Peak 4 Sessions / month	- Extreme work / home related stress - Heavy strength / power training in gym 3+ days per week - Competitive athletes / high intensity strength & power training 8+/10 mental stress levels - Debilitating pain / discomfort / stiffness Cadence: Every 7 Days	\$338.00 (\$84.50 / each)	\$478.00 (\$119.50 / each)	\$718.00 (\$179.50 / each)

5. OPERATIONAL PROTOCOLS & LEGAL ADDENDUM TERMS

A. MANDATORY PREREQUISITES, STANDALONE RIGHTS, & COUPLES FRAMEWORK

Prerequisite Credential Requirement: An active, paid-in-full annual Membership credential (Priority, Priority+, Priority Platinum, or Couples) is strictly required to enroll in and maintain a Monthly Lifestyle Support Plan to guarantee promised member perks and clinical allocations.

Standalone Membership Rights: A client may maintain an active Membership credential without enrolling in a Monthly Lifestyle Support Plan. Standalone Members retain full entitlement to all purchased tier perks, member discounts, and privileges, and possess the right to purchase individual muscle treatments (massages) and clinical add-ons at Standard Single Rates on an as-needed basis.

Couples Membership Operational Architecture: A Couples Membership credential (\$449.00/year) strictly requires that both named co-members legally reside within the same physical residential address/household. Under this framework, both individuals receive full, independent Priority Platinum-level perk credentials (such as 12 stretch allocations and 4 quarterly screenings each). The two individuals are fully authorized to select completely separate, independent Monthly Lifestyle Support Plans (e.g., Partner A selects Baseline 2x while Partner B selects High Demand 3x) to perfectly accommodate their distinct physical outputs and personal routines. Treatment allocations cannot be arbitrarily merged or shared between co-members outside of formal Proactive Share protocols.

Treatment Environments, Suite Logistics, & One-Way Travel Calculation: Members possess the absolute right to select either an *in-home* or *in-suite* environment for any scheduled treatment. In-suite treatments are rendered exclusively at Athlete or Knot's designated operational suite facilities and are subject strictly to suite facility availability; in-suite rental fees are complimentary for all active Member tiers (\$20.00/hour for Non-Members). Mobile travel time fees apply exclusively to in-home sessions and are calculated strictly ONE-WAY down to the exact minute from the therapist's current location at departure to the client's destination. The therapist will send Text 1 with a GPS route screenshot upon departure (establishing start time) and Text 2 ("I have arrived") upon arrival; the exact minute difference between Text 1 and Text 2 determines the travel duration charged to the card on file. **GPS Distance Threshold Precedence:** Flat-rate monthly travel perks (\$50 flat/month) apply exclusively to local travel within 12.4 GPS miles. One-way transit distances measured between 12.5 and 18.0 GPS miles automatically default to a baseline travel fee rate of \$50.00 per hour regardless of lower tier flat perks. Any one-way distance equal to or exceeding 18.1 GPS miles automatically defaults back to the standard non-member rate of \$100.00 per hour travel time fee. GPS distance thresholds strictly take legal precedence over all promotional flat travel perks.

B. MEMBERSHIP COMMITMENT, BILLING, AUTO-RENEWAL, & CHARGEBACK WAIVER

Mandatory Commitment, Auto-Renewal, & Non-Refundability: Enrollment in any annual Membership credential strictly requires a mandatory twelve (12) month contract commitment paid upfront and in full. Monthly installment pricing is prohibited. All annual Membership Credentials automatically renew exactly 365 days from execution for successive 12-month terms unless written cancellation notice is received at least fourteen (14) days prior to the annual renewal date. All annual credential purchases are strictly non-refundable.

Auto-Debit Authorization, Primary Guarantor Liability, & Chargeback Waiver: Member expressly authorizes Athlete or Knot to automatically debit the credit card or debit card on file for all annual dues, recurring monthly support plan allocations, travel time fees, guest balances, late cancellation penalties, and early termination charges. The Primary Member's card on file serves as the ultimate financial guarantor and will be automatically charged for all unpaid guest travel fees, late cancellations, or surcharges incurred by their designated guest. Member agrees that all sales are final, and expressly waives all rights to initiate credit card chargebacks, payment reversals, or banking disputes with their financial institution for any authorized processing. All transactions are subject to a standard 3.5% credit/debit card processing surcharge, which remains the sole liability of the Member.

C. LIFESTYLE SUPPORT PLAN COMMITMENT & EARLY BUYOUT CALIBRATION

Mandatory 12-Month Term & Monthly Billing: Enrollment in any Monthly Lifestyle Support Plan strictly requires a mandatory twelve (12) month commitment. Monthly fees are automatically billed in full on the 1st day of each calendar month.

Early Termination & Rate Recapture Buyout: A Monthly Lifestyle Support Plan may be terminated immediately at the client's express request upon payment of a flat cancellation fee of \$200.00, OR the calculated price differential between member discounted rates and Standard Single Rates (\$140 / \$190 / \$250) for all completed sessions rendered during the contract term, whichever total amount is greater. Upon execution of early termination, all unused or upcoming treatment allocations are permanently forfeited and purged from the practitioner's schedule. The client remains strictly responsible for all accrued charges, rates, and outstanding fees incurred prior to cancellation.

D. CADENCE WINDOWS, SCHEDULING, INTERVAL FORFEITURE, & PRACTITIONER UNAVAILABILITY

Sessions are bound strictly to their respective timing intervals: 30 calendar days for Baseline 1x; 15 calendar days for Baseline 2x; 10 calendar days for High-Demand 3x; and 7 calendar days for Performance Peak 4x. On Day 31 (Baseline 1x), Day 16 (Baseline 2x), Day 11 (High-Demand 3x), or Day 8 (Performance Peak 4x), any unbooked or unexecuted session allocation officially expires and is permanently forfeited by the primary Member.

While reasonable scheduling leniency is extended, sessions cannot be artificially compressed or bundled outside of their intended cadences. All bookings are strictly subject to practitioner calendar availability. Planning ahead remains the sole duty of the client; calendar unavailability resulting from late client booking does not constitute business or practitioner negligence.

Practitioner Blackout Extension: If a session cannot be executed within its cadence window due strictly to documented practitioner sickness, mandatory business closures, or official holiday blackouts, the cadence window shall be extended by the exact number of days the practitioner was unavailable.

E. PROACTIVE SHARES VS. FORFEITURE RESCUES

- **Proactive Share (Plan Ahead):** Members may transfer one (1) core monthly session to a designated friend or relative per billing cycle. To legally qualify as a "Share," the booking must be finalized at least one week (7 full days) prior to the scheduled appointment date. Proactive shares are capped at three (3) per year for Priority Members and six (6) per year for Priority+, Priority Platinum, and Couples Memberships.
- **Forfeiture Rescue (Late Changes):** Transfer requests made six (6) days or less prior to a session are reclassified as Forfeitures. A forfeited session allocation may only be rescued by transferring it to a guest within that specific calendar month. To prevent exploitation, a strict cap of three (3) total rescued forfeitures per membership year is enforced. Any unbooked or forfeited sessions beyond these annual caps are permanently lost.

F. GUEST LOGISTICS & CANCELLATION WINDOWS

Guests utilizing a shared or rescued session receive and assume all of the primary member's perks, privileges, and operational responsibilities for that treatment session. The guest or primary Member remains fully responsible for any applicable mobile travel time fees or facility rental fees (including card processing surcharges if paid by guest). Cancellations must adhere to the primary member's tier window, evaluated strictly within active communication hours (8:00 AM – 6:00 PM CST). Cancellations received outside active hours are legally logged at 8:00 AM the following business day.

G. SUPPLEMENTARY SESSIONS, STRETCH ALLOCATIONS, & GIFT CARDS

- **Supplementary Sessions:** Additional structural treatments booked beyond core monthly plan allocations are billed at Standard Single Rates: \$140.00 for 60 minutes, \$190.00 for 90 minutes, and \$250.00 for 120 minutes.
- **Stretch Allocations & Stacking Ban:** Complimentary 30-Minute Myofascial Stretches add 30 minutes of service time to a booked session, are strictly capped at exactly one (1) complimentary stretch per treatment session, and cannot be stacked or combined in a single visit. Additional stretches beyond complimentary allocations default to the member's respective Clinical Add-Ons Discount. Stretches must be performed in conjunction with a muscle treatment (massage) and cannot be booked as standalone services.
- **Gift Card Limits:** Members maintain the right to purchase external gift cards at their respective membership discount off the Standard Single Rate (\$140 / \$190 / \$250). Purchasing discounted gift cards for self-use or applying them to personal account balances is strictly prohibited.

H. RESERVED TIMESLOT COURTESY & DEFAULT CLAUSE

- **Reserved Timeslot Courtesy:** Rescheduling permanently reserved timeslots during major holidays or internal business closures is executed strictly as an operational courtesy if calendar availability permits, and is not a mandatory protocol.
- **Default Clause & Delinquency:** Account delinquency extending past fifteen (15) calendar days triggers immediate structural contract termination, resulting in the permanent revocation of the Membership credential and Lifestyle Support Plan. Delinquent accounts terminated after Day 15 remain strictly subject to the mandatory \$200.00 flat termination fee (or rate differential calculation) to close the account balance.

CLIENT ENROLLMENT SELECTION MATRIX

Note: Client must initial next to exactly ONE selected Annual Credential and ONE selected Monthly Support Plan duration.

1. Select Annual Membership Credential:

- ☐ Initials: _____ Priority Member (\$169.00 / yr)
- ☐ Initials: _____ Priority+ Member (\$249.00 / yr)
- ☐ Initials: _____ Priority Platinum Member (\$369.00 / yr)
- ☐ Initials: _____ Couples Membership (\$449.00 / yr)
- ☐ Initials: _____ Standalone Credential (No Monthly Plan)

2. Select Monthly Lifestyle Support Plan:

- ☐ Initials: _____ Baseline (1 Session/mo): [] 60m [] 90m [] 120m
- ☐ Initials: _____ Baseline (2 Sessions/mo): [] 60m [] 90m [] 120m
- ☐ Initials: _____ High Demand (3 Sessions/mo): [] 60m [] 90m [] 120m
- ☐ Initials: _____ Performance Peak (4 Sessions/mo): [] 60m [] 90m [] 120m
- ☐ Initials: _____ None / Single Rate Pay-As-You-Go

6. BINDING EXECUTION & LEGAL AGREEMENT

By signing below, the Member and Authorized Brand Representative legally confirm mutual adherence to all structured Priority credentials, rebranded lifestyle classifications, operational addenda, auto-renewal policies, chargeback waivers, and contractual terms defined herein.

MEMBER PRINTED NAME

AUTHORIZED BRAND REPRESENTATIVE NAME

MEMBER SIGNATURE

AUTHORIZED SIGNATURE

DATE

DATE