



matt@neverstopmoving365.com  
neverstopmoving365franchise.com  
(914) 410-6493

# NeverStopMoving365 Partnership Opportunity

*Our Mission is to enrich  
children's lives through  
movement by teaching life  
lessons and building character  
through exercise and sport*



# Welcome!



NeverStopMoving365 is excited to introduce you to an incredible opportunity. As a leading provider of fitness and wellness solutions for children ages 3-16, we are committed to helping a generation plagued with sedentary behavior be more active and develop a positive relationship with physical activity through our innovative and accessible programs and services.

At NeverStopMoving365, we believe that physical activity and a healthy lifestyle are essential for overall well-being. Our franchise opportunity allows aspiring entrepreneurs like you to join us in making a positive impact on children's lives while building a successful business.

With our proven business model, extensive support, and strong brand recognition, NeverStopMoving365 offers a unique and rewarding partnership experience. As a partner, you'll have the opportunity to tap into a thriving industry, become a leader in your community, and contribute to a healthier society.

## Why Choose NeverStopMoving365?

1. **Established Brand:** Join a well-known and respected brand that has a strong presence in the children's fitness and wellness industry. Benefit from the credibility and reputation we have built over the years.
2. **Comprehensive Support:** We are dedicated to your success. Our experienced team will provide comprehensive training, ongoing support, and valuable resources to guide you at every step of your franchising journey.
3. **Innovative Programs:** Stand out in the market with our cutting-edge fitness and wellness programs. We continuously develop and refine our offerings to cater to evolving consumer demands and provide a competitive advantage for our partners through opportunities that fit your community.
4. **Market Potential:** The fitness and wellness industry is experiencing significant growth, with more individuals prioritizing their children's health. Take advantage of this growing market and tap into a vast customer base eager for our services.
5. **Strong Network:** Join a community of like-minded individuals who are passionate about health and wellness. Benefit from networking opportunities, knowledge sharing, and collaboration with other Active Zone partners.
6. **Flexibility and Scalability:** Our model offers flexibility in terms of location and business scale. Whether you're interested in a single unit or multiple locations, we provide options to suit your entrepreneurial goals.

Join our "Movement" to change Lives!

NeverStopMoving365 is not just a business; it's a mission to empower children to live healthier, happier, movement filled lives. By becoming a partner, you'll be part of a movement that inspires positive change and contributes to a healthier future.

We invite you to explore this brochure and discover the fit-tastic opportunities that await you as a NeverStopMoving365 Active Zone partner. Take the first step towards a fulfilling and profitable business venture by joining our 365FitFamily.

To learn more about this incredible opportunity, please contact our dedicated development team using the information provided on the last page of this brochure.

# NeverStopMoving365 Benefits

Welcome to NeverStopMoving365, a premier franchise opportunity in the children's fitness and youth wellness industry. As a partner, you'll join a dynamic brand, dedicated to helping children live healthier, more active lives.

## About NeverStopMoving365:

NeverStopMoving365 is a leading provider of innovative fitness and wellness solutions for children ages 3-16. We believe that staying active is not just a temporary commitment but a lifelong journey that should start as young as possible so fitness and wellness become habit. Our mission is to inspire and support children to be physically active 365 days a year.

## Industry Leadership:

With an ever-growing focus on health and wellness, the fitness industry continues to experience tremendous growth.

NeverStopMoving365 stands at the forefront of this industry, leading the way with our cutting-edge programs, expert trainers, and exceptional customer experience.

## Our Unique Approach:

At NeverStopMoving365, we understand that each individual has unique needs and goals. That's why we offer a wide range of physical activity programs, tailored to different ages, fitness levels, and interests.

## Franchise Support:

We are committed to your success as a partner. Our comprehensive support system includes:



# NeverStopMoving365 Overview

1. **Training:** Benefit from extensive initial training programs that cover all aspects of running a NeverStopMoving365 franchise. We equip you with the knowledge and skills to deliver exceptional customer experiences and effectively manage your business.
2. **Operations Support:** Our dedicated team is available to assist you with day-to-day operations, answering questions, while providing ongoing guidance. We offer support in areas such as marketing, sales, technology, and more.
3. **Marketing and Advertising:** As a NeverStopMoving365 partner, you'll benefit from our established brand presence and marketing expertise. We provide marketing materials, digital campaigns, and strategies to drive customer traffic and increase brand awareness in your local market.
4. **Research and Development:** Stay ahead of the competition with our continuous research and development efforts. We keep our programs and offerings up to date, incorporating the latest industry trends and customer preferences.

## Franchisee Requirements:

To become a NeverStopMoving365 partner, we seek individuals who are passionate about fitness, wellness, and making a positive impact on children's lives. While prior experience in the industry is beneficial, it is not mandatory.

We provide the necessary training and support to help you succeed.

## Join the NeverStopMoving365 Family:

By becoming a NeverStopMoving365 franchisee, you'll have the opportunity to build a thriving business while helping children in your community. Join our movement, transform lives, and be a part of a successful and rewarding community that puts physical activity at the top of mind.

## Next Steps:

To learn more about the exciting NeverStopMoving365 opportunity, please find contact information on the last page and how to get started on your journey to becoming a franchisee.



# NeverStopMoving365

## Requirements

### **Must Possess Our High 5 Values:**

1. Positive Energy and Enthusiasm in teaching movement, fitness, sport and swim.
2. Upbeat and knowledgeable of motor learning, sport skills and or swim techniques.
3. Nurturing, supporting kids where they are and helping them get to where they want to be (such as an independent biker, swimmer, etc.)
4. Creative making lessons, activities and drills engaging and FUN!
5. Lead by example, practice what we preach and be a role model to a younger, sedentary generation plagued with increasing obesity.

### **Must have a:**

- laptop
- smartphone
- personal vehicle

### **What's NOT required:**

- real estate
- inventory
- business degree



# Support & Training

## WHAT WE SUPPLY

3 Day In-Person Training at Headquarters  
Location

150+ Page Playbook of NeverStopMoving 365's  
“Collins Coolaid”

1 Day In-Person Visit at Franchisee’s Location

Social Media

Website Help

Unlimited Virtual Support

A secure platform for franchisees to connect,  
learn and grow



# What We Offer

EXERCISE/SPORTS TUTORING

FIT-TASTIC BIRTHDAY PARTIES

BACKYARD CAMPS

P.E. PRIVATE GROUP CLASSES

PRIVATE SWIM LESSONS

BIKE RIDING LESSONS

PRE-SCHOOL MOVEMENT CLASSES



# Financial Information

Getting Started is Very Affordable!

## INITIAL INVESTMENT

\$20,000

Royalty Fees: 10%

Subject to a Monthly Minimum

## WHAT YOU'LL NEED

Home Office Supplies: \$200-\$2000

Initial Equipment: \$1200-\$2300

Insurance: \$2100-\$4200



# FAQ

## **1. How much will it cost to franchise?**

- Initial fee is \$20,000. Expect a range of \$27,203 - \$42,208 total estimated.

## **2. Do I have to work in this field?**

-Our franchisees have experience working with kids (educating/motivating) and a degree in Physical Ed or Exercise Science, or related field. No business degree required.

## **3. Who are the NeverStopMoving365 customers?**

-NeverStopMoving365 clients are ages 3-13 who desire a youth movement specialist to come to them for sports/exercise tutoring, bike lessons, swim lessons, backyard camps, bday parties, and any other approved service your franchise location wants to offer.

## **4. How many employees will I need?**

-The pace of hiring coaches is completely up to each franchise and this is taught extensively in our training.

## **5. Do I have to like working with kids?**

-Yes! Educating and inspiring school aged children, ages 3-13, is a prerequisite of being considered to open a NeverStopMoving365 franchise in your area.

## **6. Is training involved? If so, how long?**

-Yes, 3 days on site at our headquarter location, and 1 day on site in your Active Zone.

## **7. How much does NeverStopMoving365 make per location?**

-There is strong profit potential. This is detailed in our financial performance disclosures as part of our FDD. Profitability depends on various factors - most importantly, the franchisee's ability to operate the business efficiently.

## **8. How large/what kind of space would I need?**

-We are a mobile based business, no real estate required.

## **9. I've never owned a business. Does NeverStopMoving365 help with establishing my franchise?**

-As a NSM365 partner, you will be an independent business owner; however, we will provide you with all the training and support.





# Contact Us



We appreciate your interest in becoming a NeverStopMoving365 partner.

For more information, please feel free to reach out to us using the contact details provided below. Our dedicated development team is here to assist you and answer any questions you may have.

Phone: (914) 410-6493 Email: [matt@neverstopmoving365.com](mailto:matt@neverstopmoving365.com)

## Stay Connected:

Stay up-to-date with the latest news, franchise updates, and fitness inspiration by following us on our social media channels:

Facebook: [www.facebook.com/neverstopmoving365](http://www.facebook.com/neverstopmoving365)

Instagram: [www.instagram.com/neverstopmoving.365](http://www.instagram.com/neverstopmoving.365)

Website: [www.neverstopmoving365franchise.com](http://www.neverstopmoving365franchise.com)

We look forward to hearing from you and discussing the exciting possibilities of joining the NeverStopMoving365 family. Let's work together to create a vibrant and active community that encourages kids to live their best lives through movement and adventure!

