



VENDOR PARTNERSHIP PROGRAM

VALUE TIERS

Millennium Health & Fitness

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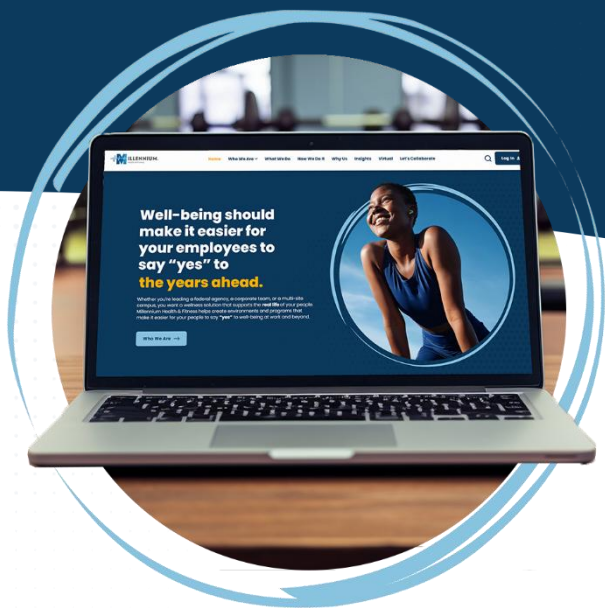
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A structured pathway **for organizations to increase visibility, credibility, and connection** within the Millennium Health & Fitness (MHF) ecosystem – at a level that matches their goals and readiness.



TIER 1: Approved

Conditions

The organization must be pre-approved by MHF and only available upon request from MHF.

Why this matters

This tier provides a low-lift, no-cost way to stay visible and informed within the MHF network. It helps organizations understand our focus areas, audiences, and programming, so they can determine whether deeper engagement or future collaboration makes sense.

What this positions you for

- Awareness of upcoming initiatives and opportunities
- Familiarity with MHF's industry partners and wellness ecosystem
- Alignment with our language, priorities, and approach

What you can expect

- Your organization's logo listed in the MHF vendor directory on our website.
- Access to public-facing webinars, resources, and other updates.
- The ability to request general guidance from MHF support channels.
- Inclusion in Approved-tier partner announcements or updates, when applicable (no guaranteed promotion).
- Use of a "MHF Vendor" digital badge for marketing purposes.

Tier 2: Gold

Why this matters

Gold is designed for organizations that want to increase their presence within the MHF ecosystem. This tier offers regular engagement, clearer insight into what resonates with our audiences, and opportunities to build recognition among peers and partners.

What this positions you for

- Increased visibility of your organization within MHF communications and networks
- Closer alignment with MHF's industry partners, and priorities
- Early awareness of collaboration and engagement opportunities

What you can expect

- All *Approved* tier benefits.
- One dedicated Gold-only webinar per year, promoted to the MHF network and entirely focused on your organization, offerings, and value.
 - Gold-tier vendors may be invited to participate as guest speakers of MHF events when their expertise and/or offerings align with the topic (speaking opportunities are not guaranteed).
- Access to a shared Vendor Resource Library (Gold + Diamond) through the MHF website, available on demand via a secure vendor login.
 - Includes MHF-developed resources and provides the ability for Gold- and Diamond-tier vendors to upload educational or informational materials for visibility within the MHF ecosystem.
 - Designed as a centralized, self-service space that vendors can access and update at any time.
- Attendance at quarterly all-staff virtual meetings/trainings that bring together the full field team and leadership for updates, education, and training.
 - Vendors may attend once per year and will be allotted a brief agenda segment to introduce their company and provide educational context.
- One 60-minute strategic virtual meeting per year with MHF leadership, focused on alignment, upcoming priorities, and potential areas for collaboration.

Tier 3: Diamond

Why this matters

Diamond is designed for organizations that want the highest level of visibility and engagement within the MHF ecosystem. This tier allows partners to share their offerings directly with MHF's trusted network and engage more closely with MHF leadership through clearly defined, high-impact touchpoints.

What this positions you for

- Direct visibility in front of MHF industry partners, and followers through MHF-led communications
- Opportunities to present your offerings within MHF's ecosystems, through MHF-hosted webinars, events, and communications
- Direct access to MHF leadership in strategic, relationship-building settings

What you can expect

- All *Gold* tier benefits.
- Vendor benefits:
 - High-level advisory insights into how large-enterprise wellness work is structured, evaluated, and funded, including common requirements, timelines, and trends MHF sees across its work (*strategic and informational – no bid-specific or confidential details*).
 - Invitations to participate with MHF at select industry events, including shared booth presence and opportunities to highlight your offerings alongside the MHF team.
 - Enhanced collaboration on aligned work MHF pursues, where partner capabilities are relevant and appropriate.
- Attendance at quarterly all-staff virtual meetings/trainings that bring together the full field team and leadership for updates, education, and training.
 - Vendors may attend once per year and will be allotted a brief agenda segment to introduce their company and provide educational context.
- Two dedicated Diamond-only webinars per year, promoted to the MHF network and entirely focused on your organization, offerings, and value.
 - Diamond-tier vendors may be invited to participate as guest speakers of MHF events when their expertise and/or offerings align with the topic (speaking opportunities are not guaranteed).
- MHF-introduced promotion of your products, services, or benefits to our industry partners, allowing interested audiences to receive information through a trusted source they already know.
- One in-person invitation to MHF's corporate leadership session.
 - Diamond partners can present directly to MHF leadership.
 - Attendance at the in-person offsite requires sponsoring a meal or networking moment.
- Featured Vendor recognition across the MHF website and social media channels.
- Optional opportunities to co-host a symposium or virtual webinar with MHF, or to contribute to a co-authored article, based on mutual interest and topic alignment, with content shared on the MHF website and LinkedIn
- Dedicated Diamond-tier onboarding and relationship support.



Tier Comparison Summary

Feature / Benefit	Approved	Gold	Diamond
Vendor Directory Listing	✓ (logo)	✓ (logo)	✓ (featured blurb)
Public Webinars & Updates	✓	✓	✓
Marketing Recognition	Approved badge + announcements	Approved badge + announcements	Featured across MHF website + social media
MHF All-Staff Meeting and Training	–	✓ (1/year)	✓ (1/year)
Exclusive Webinars	–	✓ (1/year)	✓ (2/year)
Speaking Opportunities	–	By invitation (topic-aligned)	✓ Dedicated + optional co-hosting
Vendor Resource Library	–	✓	✓
Strategic Leadership Meetings	–	1 virtual/year	2/year (1 virtual + 1 in-person)
Industry Event Participation with MHF	–	–	✓
Industry Promotion via MHF	–	–	✓
Content Collaboration	–	–	✓
Enhanced Collaboration on Aligned Projects	–	–	✓
Onboarding and Relationship Support	–	–	✓

Millennium Health & Fitness Vendor Partnership Agreement

This Vendor Agreement (“Agreement”) is entered into by and between **Millennium Health & Fitness (MHF)** and _____ (“Vendor”).

Vendor Participation

Vendor agrees to become a **Millennium Health & Fitness Vendor** and to participate in the Vendor Partnership Program as a:

- Approved Partner
- Gold Partner
- Diamond Partner

The selected tier governs the level of access, visibility, and engagement opportunities available to the Vendor during the term of this Agreement.

Please select your market sector (be sure to check all that apply):

- Fitness center equipment
- Fitness center supplies
- Fitness and/or wellness services
- Other: _____

Term

The term of this Agreement shall be **one (1) year**, effective [**Date of all signatures**], and shall end on [**365 days following date of all signatures**], unless terminated earlier in accordance with this Agreement.

Confidentiality

During the course of this partnership, Vendor may receive non-public information about Millennium Health & Fitness, its clients, or its operations. Vendor agrees to keep this information confidential and to use it only for purposes related to the Vendor Program.

Use of Name and Logo

Vendor grants MHF permission to list Vendor’s name and logo in MHF’s Vendor materials, including but not limited to the MHF website, directories, and partner communications, consistent with the selected tier.

Vendor may use MHF’s name and logo only with prior approval and solely in connection with its Vendor participation. This Agreement does not transfer ownership of any brand assets.

Non-Exclusivity

This Agreement does not create an exclusive relationship. MHF may engage with other vendors offering similar products or services, and Vendor remains free to work with other organizations.

No Guarantee of Business

Participation in the Vendor Program does not guarantee referrals, sales, contracts, or revenue. All collaboration opportunities are subject to MHF's discretion and operational needs.

Termination

Either party may terminate this Agreement with **30 days' written notice**. Upon termination, Vendor's status and associated benefits will end.

Independent Contractors

The parties are independent contractors. Nothing in this Agreement creates a partnership, joint venture, or employment relationship.

Supplementary Comments

Signatures

Millennium Health & Fitness Representative

Printed Name: _____

Signature: _____

Date: _____

Vendor Point-of-Contact

Printed Name: _____

Signature: _____

Date: _____

Phone Number: _____

Email Address: _____