



TOM BARLOW & CHELSEA LEAH

# ESCAPOLOGY AFFILIATION



## Our Ethos

We want to create something that benefits the schools/instructors and cuts out the general nonsense that's associated with affiliation with some of the larger BJJ teams. We see affiliation as a business agreement that should mutually benefit both us and our affiliate gyms. We have high standards in terms of BJJ and ethics that we are looking for in affiliates, but our intention is not to exclude schools or instructors based on their existing skill level.

# What We Provide

We want you to succeed, because if you succeed, we'll succeed. There's no real catch. We're still developing our affiliation policies, but here's a basic breakdown of what we'll provide to you:

- Curriculums and programme design
- Camps for major competitions
- Gradings
- Online training resources (including instructionals and lesson plans)
- Freedom to train with whoever you want
- Business advice
- Merchandise





## What We Need

**Our expectations aren't monetary in nature. Instead, we're asking for a few simple things:**

- Bring one or both of us for minimum two seminars per year. This will help us know you better, and it will let us more accurately grade your students.
- Include our logo on your marketing materials and in your online presence.
- Adhere to our code of conduct, which you can find on the following page.

# Code of Conduct

Our goal is to create a welcoming, inclusive environment, regardless of the goals of the academy. As an affiliate, you're representing the Escapology brand. These are the things we expect of our affiliates:

1. Welcome individuals into your academy regardless of race, creed, gender, religion, sexuality, or other demographic factors.
2. Abstain from hazing rituals such as belt whipping (training-based rituals like shark tanks and training gauntlets are fine)
3. Maintain a positive presence on social media and at tournaments-- refrain from heckling, name-calling, and so forth. Instructors and students alike will be expected to behave professionally on social media and at public events.
4. Keep your academy clean.
5. Adhere to legal standards regarding the care of children and vulnerable adults (for example: teachers interacting with children should receive a DBS check)
6. Maintain an appropriate level of insurance for the academy and for individual instructors.
7. Do not affiliate with or fight under any other teams. TRAINING with others is absolutely fine.

