

# THE ZUMBA® FITNESS GYM AUDITION KIT

## THE ZUMBA® FITNESS VISION

At Zumba Fitness, LLC, our vision is to fill Group X rooms with joy, excitement and a party-like atmosphere. Working hand-in-hand with our most dedicated Zumba Instructors (called ZIN™ members), together, our goal is to spread the philosophy of health and happiness and of loving everything we do, especially our workouts.



## WHAT IS THE ZUMBA® PROGRAM?

The Zumba® program is the largest, most exhilarating, Latin-infused, easy-to-follow dance-fitness party and the largest dance-fitness program in the world. The program achieves the perfect balance of a progressive cardio and core workout and a stress-relieving, energy-producing fitness experience. Zumba classes feature exotic rhythms like salsa, merengue, cumbia and reggaeton set to sexy Latin and international beats.

## WHAT THE ZUMBA® PROGRAM WILL DO FOR YOU

The Zumba® program creates a dynamic, exhilarating and effective fitness-party atmosphere that draws new members into your facility. Members bond and have fun together, connect with each other and build a community in your facility that stays consistent and strong.

It's the socializing aspect that brings long-term exercise success, said Terry Blacheck, President of International Consulting, which helps fitness clubs improve member retention. "We know you've got to engage the client," he said in the New York Times article. "... You've got to connect the client in a meaningful way to others."

The Zumba program does just that. Members get hooked on the Zumba experience, return to the classes again and again and build a community. The Zumba program boosts your facilities' revenue by increasing memberships. You'll see your member retention reach new heights.

# HOW THE ZUMBA® PROGRAM BENEFITS YOUR HEALTH CLUB

## **A turnkey program at no cost to you.**

No licensing fees are required to put Zumba® classes in your facility. No special or additional equipment are needed to implement the program. All you need is a licensed Zumba Instructor, room and stereo system.

## **Zumba® classes boost revenue by increasing memberships.**

Zumba Fitness has brought a fresh, fun and captivating approach to group fitness. The program's worldwide success shows that women, men, teens and kids love to move to upbeat music and learn new dance steps. They look forward to attending a fitness class that doesn't feel like they're working out.

## **International, national and regional advertising exposure brings traffic to you.**

Zumba Fitness, LLC spends tens of millions of dollars in TV media and PR to drive massive and continuous demand for the Zumba® program. Zumba.com receives more than 9 million views per month. Members of the Zumba Instructor Network (ZIN™) also post their schedules on zumba.com, bringing new customers to your doorstep.

## **The ZIN™ program provides marketing support and more.**

Zumba Fitness provides ongoing business, marketing, fitness and creative support to ZIN members through the Zumba® Instructor Network (ZIN™). There is no other program in the industry with benefits and education comparable to the ZIN membership, which keeps instructors up to date on new fitness industry trends, marketing tactics and continuing education. The ZIN program provides professional discounts for services such as fitness liability insurance and discounted convention rates. Instructors consistently teach fresh, innovative classes with new Zumba choreography DVDs and music CDs. The ZIN membership enables our instructors to be leaders rather than followers in the fitness industry.

## **The Zumba® program keeps your facility current with the evolving fitness market.**

Tune in to network television and see numerous dance-oriented reality and celebrity shows. Open any women's magazine and you will read that dance exercise — especially Latin-style dance — is increasingly popular. Dance is hot, and Zumba fitness is making it even hotter.

## **The Zumba® program gives your facility an edge.**

The Latin-inspired international dance fitness-party creates a dynamic, exciting and effective fitness system. Proof of the program's effectiveness is consistent attendance of class participants. The Zumba program's unique formula and engaging environment keep students coming back again and again. The "I should" workout becomes an "I want to" fitness-party.

# HOW THE ZUMBA® PROGRAM BENEFITS YOUR HEALTH CLUB

## **Zumba® classes are for everyone.**

The Zumba program is designed for all ages, shapes, sizes and fitness levels and promotes results and fun for everyone.

## **The Zumba® program builds community and helps your club retain members.**

Zumba classes are a total blast, which motivates class participants to adhere to the program, even after they get the results they desire. Members keep coming back because they find Zumba classes exhilarating. They socialize with each other and create member-to-member bonds. In turn, the Zumba program builds a loyal community to your facility.

# ZUMBA® CLASSES

Currently, the Zumba® program offers six different types of Zumba classes for every taste. Licensed instructors who took the Zumba Basic Steps Level 1 Instructor Training course within a year and/or are active ZIN™ members (Zumba Instructors enrolled in the Zumba Instructor Network) may teach basic Zumba classes. Only ZIN members with a specialty license for the Zumba Gold®, Zumba® Toning, Aqua Zumba® or Zumbatomic® programs may teach the class for that specialty. In addition, if ZIN members complete specific requirements, they can also teach Zumba® in the Circuit.



When participants see a Zumba® class in action, they can't wait to give it a try. Zumba classes feature exotic rhythms set to high-energy Latin and international beats. Before participants know it, they're getting fit and their energy levels are soaring! There's no other fitness class like a Zumba fitness-party. It's easy to do, effective and totally exhilarating. The Zumba program builds a deep-rooted community inside your gym. As students return to these classes again and again, they bond with other students and the community becomes a key part of their lives. In turn, your member retention reaches new — and higher — levels.



The Zumba Gold® program targets the largest growing segment of the population: baby boomers. It takes the Zumba® formula and modifies the moves and pacing to suit the needs of the active older participant, as well as those just starting their journey to a fit and healthy lifestyle. What stays the same are all the elements the Zumba Fitness-Party is known for: the zesty Latin music, like salsa, merengue, cumbia and reggaeton; the exhilarating, easy-to-follow moves; and the invigorating, party-like atmosphere. Active older adults want camaraderie, excitement and fitness as a regular part of their weekly schedule. The Zumba Gold class is the perfect fit. It's a dance-fitness class that feels friendly, and most of all, fun.



When it comes to body sculpting, the Zumba® Toning program raises the bar (or rather, the toning stick). The Zumba Toning class combines targeted body-sculpting exercises and high-energy cardio work with Latin-infused Zumba moves to create a calorie-torching, strength-training dance fitness-party. Students learn how to use lightweight, maraca-like toning sticks to enhance rhythm and tone all their target zones, including arms, abs, glutes and thighs. The Zumba Toning class is the perfect way for enthusiasts to sculpt their bodies naturally while having a total blast.



Known as the Zumba® “pool party,” the Aqua Zumba® program gives new meaning to the idea of an invigorating workout. Splashing, stretching, twisting, even shouting, laughing, hooting and hollering are often heard during an Aqua Zumba class. Integrating the Zumba formula and philosophy with traditional aqua fitness disciplines, the Aqua Zumba class blends it all together into a safe, challenging, water-based workout that’s cardio-conditioning, body-toning, and most of all, exhilarating beyond belief.



Zumbatomic® classes are rockin’, high-energy fitness-parties, exclusively for kids (ages 4-12). They are packed with specially choreographed, kid-friendly routines and all the music kids love, like hip-hop, reggaeton, cumbia and more. Parents love the Zumbatomic program because of the effects it has on kids, increasing their focus and self-confidence, boosting metabolism and enhancing coordination. The Zumbatomic program rounds out family fitness goals by giving parents a great reason to head to the gym—for themselves, for their kids, and for a totally fun family experience.



The Zumba® in the Circuit class is 30 minutes of high-octane, Latin-inspired dance-fitness moves combined with circuit training, a series of strength exercises at timed intervals. Get the metabolism-boosting, strength-building benefits of circuit training while perfecting Zumba moves — all in the same class! Guaranteed to blast calories and thwart boredom, the Zumba in the Circuit class moves students from one exercise station to the next to the thumping beats of reggaeton, salsa, merengue, hip-hop and more. This time-effective and efficient class can be adapted for all fitness levels.

# THE TWO TYPES OF ZUMBA® INSTRUCTORS

## **Zumba® Instructors:**

- Completed one of our Zumba® Instructor Training courses
- Kept their license(s) current (each license is good for one year from the date of the Instructor Training course)
- Use their own knowledge and experience to create the Zumba classes they teach
- Research and find music on their own
- Create their own choreography based on the Zumba formula taught in the Instructor Training

## **ZIN™ Members (we recommend you hire ZIN members):**

- Completed one of our Zumba® Instructor Training courses
- Joined the Zumba® Instructor Network (ZIN™)
- Are the most educated, dedicated and prepared of all Zumba Instructors
- Can post their class schedule on zumba.com
- Receive frequent continuing Zumba education in their homes as well as on the ZIN website
- Receive approved music from Zumba Fitness monthly and choreography every other month
- May use our music and/or choreography, alter it to create their own, use their own music and choreography, and/or a combination of any of the prior
- Have access to marketing materials

- Have access to personal choreography practice sessions (ZJ Sessions)
- Will always be current Zumba Instructors for the tenure of their ZIN membership
- Can print a current Zumba Instructor card via the ZIN website to prove their current status and membership
- Only ZIN members who have completed a Specialty Instructor Training Course are licensed to teach the corresponding specialty class: Zumba Gold®, Zumba® Toning, Aqua Zumba® or Zumbatomic®

## **Those NOT allowed to teach Zumba® classes: unlicensed/expired Zumba Instructors**

- Do not have a valid Instructor Training license (or have never completed a Zumba® Instructor Training course)
- Are not ZIN™ members or their license to teach has expired (it's been more than one year since their Basic 1 or Basic 2 Instructor Training course)
- Are monitored and policed by our Legal Compliance department and potentially subject to civil and criminal penalties