

2026



Fit Supply Hub
Supply Chain Solutions

SUPPLY CHAIN SOLUTIONS

**P A R T N E R
P R O G R A M M E**

Overview

Fit Supply Hub was created with a simple purpose: to bridge the widening gap between gym owners and trusted suppliers. For years, operators have struggled with unreliable sourcing, inconsistent quality, and inflated costs. Suppliers, meanwhile, have found it increasingly difficult to gain visibility without paying for expensive trade events, directory listings, or large marketing budgets.

Fit Supply Hub was designed to fix this. A single trusted platform, curated specifically for the UK fitness industry, making it easier for gyms to find the right partners and easier for suppliers to reach the right decision-makers.

As we move into 2026, the platform is evolving. This proposal outlines a revised supplier model that rewards loyalty, improves visibility, expands opportunities, and strengthens the UK's most trusted supplier ecosystem.

Why We Are Evolving the Model

The industry has changed. Operators want more choice, stronger support, and easier sourcing. Suppliers want better value, improved tracking, and more measurable returns on their involvement. To keep delivering on our mission, three areas required improvement:

1. More accessibility for new suppliers to join the platform.
2. Clear recognition and reward for the companies who have supported Fit Supply Hub since the beginning.
3. A more structured, scalable model that creates fairness, transparency, and long-term sustainability.

The new 2026 structure achieves all three.

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The 2026 Supplier Model

To continue building the UK's most trusted fitness supplier network, we are introducing a three-tier structure that opens the doors to more suppliers while rewarding the companies that helped build the platform.

Current paid and premier partners will be rewarded for their loyalty, please see the details highlighted at the end of each section

Premier Partners

£500 per year (or £350 per year for current Premier Partners)

Premier Partners receive the highest level of visibility, access, and brand exposure across Fit Supply Hub and the full Black Raccoon ecosystem. This tier is capped at twelve partners to maintain exclusivity and ensure exceptional value.

Premier Partner Benefits

- Exclusive: limited to twelve partners
- Featured at the top of the home page and partners page
- Featured on the Black Raccoon Consulting website
- One season sponsorship on the Inside Track Podcast (partner chooses the timing)
- Prime placement at the top of their category in the Supplier Directory
 - Access to co-branded social media campaigns (two per quarter)
 - One guaranteed speaking slot per year in the Education Webinar Series
 - Reduced referral fee percentages on all referred business
 - Full page advert in the bi-annual digital brochure, plus a two-page article opportunity
 - Monthly custom partner spotlight post across all platforms
- Priority access to the concierge referral service
- Included on the national “Preferred Supplier” lists shared with operators
- Featured on the new “Gym Growth” website and social channels
- Featured position in the monthly newsletter (once per quarter) plus one advertorial per year
- Discounted Inside Track Podcast sponsorship for additional series
- One featured slot on the promotions page (allocated first come, first served)
- Social support: we follow and comment on your channels
- One free email sent to our active client database (6000 clubs)
- Multiple category listings as needed
- Full business contact details displayed (exclusive to Premier Partners)
- Ability to add video to individual supplier pages

Commission

Under £2,500

Standar - 10%
Premier - 7.5%

£2,500 to £15,000

Standar - 7.5%
Premier - 5%

over £15,000

Standar - 5%
Premier - 2%

Current Premier Partners additional Benefits

- Reduced Annual Fee of £350/Year
- 1st Options on all marketing initiatives, webinar dates
- 1 podcast session/interview (you choose the series)

Advantage Partners

£149 per year (£99/year for current partners)

Select Partners form the core of the Fit Supply Hub ecosystem. This tier provides suppliers with enhanced visibility, increased promotional support, and access to more opportunities than the standard free listing. Select Partners receive meaningful exposure across all platforms while maintaining a low-cost route to connecting with thousands of gym owners nationwide.

This tier is specifically designed for suppliers who want greater visibility without the exclusivity or financial commitment of Premier status. It offers a balanced package of exposure, credibility, and referral potential.

Advantage Partner Benefits

- Priority placement above Standard listings within their category
- One Education Webinar presentation opportunity per year
- Quartely “Partner Feature” opportunities on Fit Supply Hub social media
- Half-page advert in the quarterly digital brochure
- One social post per quarter
- Ability to add offers or discounts directly to their supplier page
- Eligible to receive referrals through the concierge service
- Up to two category listings
- Reduced sponsorship rates for the Inside Track Podcast
- Reduced commission fees compared to Standard listings
- Ability to add video content to their supplier page

Commission

Under £2,500

Standar - 10%

Advantage - 8.5%

£2,500 to £15,000

Standar - 7.5%

Advantage - 6%

over £15,000

Standar - 5%

Advantage - 3.5%

Current Premier Partners additional Benefits

- Reduced Annual Fee of £99/year
- Recognition as founding supporters across selected Fit Supply Hub materials with a new badge
- An additional 6 months Free on their current agreement for the 1st year

Standard Partners - New for 2026!

Free

To support growth and give more choice to gym owners, Fit Supply Hub will now offer a free entry-level listing. This will allow new suppliers to join the ecosystem, showcase their services, and access the concierge referral service.

Free Listing Benefits

- Standard listing in one product or service category
- Eligible to receive concierge referrals (standard commission applies)
- One social media mention per year (scheduled rotationally)
- Ability to apply for Education Webinar opportunities (subject to availability)
- Inclusion in the supplier newsletter upon joining
- Simple listing in the digital brochure
- **No individual business page**

Commission

Under £2,500

Standar - 10%

£2,500 to £15,000

Standar - 7.5%

over £15,000

Standar - 5%

What Is Changing in 2026

To create a more modern, efficient, and commercially effective platform, we are introducing several upgrades:

New Website

A complete redesign with improved navigation, cleaner structure, and more modern branding.

Contact Details Change

Contact details will be removed from all paid and standard listings and replaced with a FitLeads-managed lead form.

This improves tracking, increases conversion, and ensures leads are shared instantly with the partner.

Premier Partners retain full contact details as part of their exclusivity.

New Supplier Page Features

- Offers and discounts section
- Video upload options for Paid and Premier partners
- Brochure upload function
- Improved profile layout and structure

New Functional Pages

- Buy and Sell Your Gym
- Events Listing Page (Paid and Premier)
- Dedicated Offers and Giveaways Page

These updates give suppliers more prominent ways to be seen and make the platform more valuable to gym owners.

Commission Structure for Referrals

Applies only to confirmed business. Transparency reporting is included.

New Business under £2,500

- Standard partners: 10 percent
- Paid partners: 8.5 percent
- Premier partners: 7.5 percent

(For contracted services this applies to the full contract length. For one-off purchases it applies to the one-off fee.)

New business £2,500 to £15,000

- Standard partners: 7.5 percent
- Paid partners: 6 percent
- Premier partners: 5 percent

New business over £15,000

- Standard partners: 5 percent
- Paid partners: 3.5 percent
- Premier partners: 2 percent

Why this structure works

It provides fairness, reflects the value of the contract, rewards loyalty, and makes commercial decisions easier. Higher tiers receive lower fees because they invest more in the ecosystem.

The new commission structure creates a standardised approach, rewards partner status and ensures fairness and transparency across every referral made through the concierge service.

Benefits of the New 2026 Model

For Gym Owners

A broader range of suppliers, clearer quality assurance, and a concierge-style sourcing service that saves time, reduces risk, and supports better decision-making.

For Suppliers

A low-cost, low-risk way to gain significant exposure, present in webinars, feature in brochures, appear on social media, and receive warm introductions and referrals.

For Existing Partners

A meaningful recognition of loyalty, not just lip service. Enhanced placements, free upgrades, and long-term reward.

For Fit Supply Hub

A stronger and more scalable community model that supports both suppliers and operators without the noise associated with pay-to-play platforms.