



FREQUENTLY ASKED QUESTIONS

TOCA® Affiliate Program

1. What is the TOCA Affiliate Program?

- a. The TOCA Affiliate Program allows independent individuals and businesses to open TOCA Training Centers or use TOCA Training™ for other commercial purposes. TOCA Affiliates are licensees of TOCA Football, Inc. Through the Affiliate Program, licensed Affiliates:
 - i. Have the right to use the TOCA brand for their business in accordance with the terms of the License Agreement;
 - ii. May use TOCA Training and the TOCA Touch Trainer for income producing, commercial purposes (non-Affiliates may not);
 - iii. May open a TOCA Training Center as a stand-alone site or within a larger sports center;
 - iv. Lease the TOCA Touch Trainer in accordance with the terms of the TOCA Lease Agreement;
 - v. Receive regular updates of brand resources, TOCA Trainer certifications and the TOCA Curriculum for use in their businesses.

2. Can anyone become a TOCA Affiliate?

- a. We are looking for partners who share our passion for improving soccer players. Affiliates may be individuals or companies who are interested in becoming part of the TOCA Community that is driving rapid improvement of soccer players of all levels and ages. Interested parties are asked to submit an Affiliate Application package that allows us to evaluate a candidate's qualifications to open a TOCA Training business.

3. What is the selection criteria for TOCA Affiliates?

- a. Each Affiliate Application will be reviewed carefully.
- b. While there is no specific formula for qualifying TOCA Affiliates, the factors considered for each Application include:
 - i. Financial Capability - as part of the application review, we will request financial information confirming the Affiliate has the resources to support its Business Plan. If the Applicant is a business, a personal guaranty from the principal(s) will be required.
 - ii. Geography - a variety of geographic factors will be considered, including proximity to other TOCA Training Centers and the specific location or building that has been identified.
 - iii. Business Plan - we are interested in your business plan for a TOCA Training Center.
 - iv. Brand Representation - we are looking for the best possible





- representatives of the growing TOCA brand.
- v. Retail Experience - we are looking for Affiliate partners that have proven success operating a retail-oriented business.
 - vi. Soccer Experience - our Affiliate partners have a passion for soccer and a track record in the game.
 - vii. References - we will ask for both business and soccer references.

4. What do I get as a TOCA Affiliate?

- a. As a TOCA Affiliate, you have access to:
 - i. The TOCA Curriculum, including the full TOCA Exercise Database, including hundreds of TOCA Training exercises you can run using the Touch Trainer.
 - ii. Marketing Resources – TOCA logos, Touch Trainer images, and videos that you can use on your website, social media outlets and in promotional materials.
 - iii. Listing on TOCA's website – your business will be listed on the tocafootball.com/centers_page.
 - iv. TOCA Brand Growth – as TOCA's brand continues to grow through professional player endorsements and social media, your business will benefit.
 - v. Access to the exclusive TOCA Affiliate Portal – a password-protected portal where Affiliates can access brand resources, marketing materials, TOCA Exercises, forms to help you run your TOCA Training Center, support resources, and more.

5. Can I just buy a Touch Trainer machine?

- a. If you plan on using TOCA Training™ or the Touch Trainer in any way that generates income or revenue, you may only apply to become an Affiliate.

Clubs, teams, university and college programs, home users and others with a non-commercial use are welcome to purchase a Touch Trainer. See Touch Trainer FAQs for information on how to purchase a Touch Trainer.

6. What are the costs to become a TOCA Affiliate?

- a. The cost to become a TOCA Affiliate has three components:
 - i. License Fee – the standard License Fee is \$3,000 annually per Affiliate. The License Fee covers use of all the Licensed Rights included in the Affiliate License Agreement.
 - ii. Touch Trainer Lease – rental is \$450 monthly per Touch Trainer. The standard lease term is 24 months and includes a two-year limited warranty.





- iii. Master Trainer Certification Fee - \$750 annually, one required per Affiliate. The fee covers the Master Trainer Certification course.
- b. The capital needed to open a TOCA Training business will vary from applicant to applicant, depending on the individual business plan.

7. How do I become a TOCA Affiliate?

- a. Becoming a TOCA Affiliate is a 5-step process:
 - i. Application – download the Affiliate Application, complete and return to Affiliates@tocafootball.com.
 - ii. Review – your application will be put into the review process upon receipt. You will receive a response within 7 business days. That response may ask for additional information or documentation.
 - iii. Documentation – if approved, you will receive an Affiliate Document Package which includes the Touch Trainer Lease Agreement, Affiliate License Agreement, insurance requirements, payment authorization form and other items.
 - iv. Return documents and initial payment – return your signed Affiliate Document Package, including the payment authorization form
 - v. Completed – once payment is processed, we schedule a ship date for your Touch Trainers, arrange for your Master Trainer Certification and complete the process of becoming a TOCA Affiliate.

8. What is required of me as a TOCA Affiliate?

- a. The specific requirements are found in the Affiliate License Agreement. In general, we require that:
 - i. At least one trainer at all TOCA Training Centers completes the TOCA Master Trainer Certification;
 - ii. The TOCA brand is accurately and well represented throughout the Affiliate's online presences. TOCA Training and all TOCA brand resources must be represented as the property of TOCA, being licensed by the Affiliate.
 - iii. The Affiliate carry insurance in accordance with the terms of the Affiliate Lease and License Agreements.

9. What is the warranty, service and repair policy as a TOCA Affiliate?

- a. The Touch Trainer is built to accommodate high-use environments like our TOCA Training Centers. Affiliates receive a Two-Year Limited Warranty with their leased Touch Trainers that covers any defects in materials and workmanship. A User Manual and a Maintenance & Troubleshooting Guide are also included. Should you have an issue with the Touch Trainer that is not covered in the Maintenance & Troubleshooting Guide, you can reach our support hotline at 844.444.TOCA.





10. Can you explain the TOCA Master Trainer Certification?

- a. One of most important aspects of TOCA Training is an intimate understanding of the Touch Trainer and the TOCA Training curriculum. The Master Trainer Certification process provides that understanding.

Master Trainer Certifications are a half-day class that includes time in the classroom and experiential learning in the TOCA Studio. We currently provide Master Trainer Certifications at our Corporate headquarters in Costa Mesa, California. In-person certifications are strongly preferred, but when that is not feasible, the instruction can be provided remotely via Skype.

A wide range of topics are covered, including but not limited to: use of the Touch Trainer, use of the TOCA App, use of the TOCA Curriculum, pre-session player assessments, trainer and player positioning in the Studio, use of training aids, professionalism, training other trainers, and customizing TOCA Training to be specific to the player.

Although only one certified Master Trainer per Affiliate is required, we recommend that both your Head Trainer and General Manager become certified.

11. Do you provide exclusivity or geographic protection?

- a. Geographic exclusivity or protection is not part of the standard TOCA Affiliate Program. If your TOCA business plan involves multiple TOCA Training Centers in a specified region, please contact us at 844.444.TOCA to discuss your plan.

