

# Referral Program Proposal

Date: [Insert Date]

[Your Name]

[Your Title]

[Your Fitness Center Name]

[Your Address]

[City, State, Zip Code]

Email: [Your Email]

Phone: [Your Phone Number]

## **[Recipient's Name]**

[Recipient's Title]

[Recipient's Fitness Center Name]

[Recipient's Address]

[City, State, Zip Code]

## **Subject: Proposal for Collaborative Referral Program**

Dear [Recipient's Name],

I hope this message finds you well. My name is [Your Name], and I am the [Your Title] at [Your Fitness Center Name]. We are always looking for effective ways to enhance our services and provide added value to our members, and I believe a collaboration could greatly benefit both of our fitness centers.

I would like to propose a mutual referral program between [Your Fitness Center Name] and [Recipient's Fitness Center Name]. This program would allow us to refer clients to one another, thereby fostering growth and increasing our member base. Here are some of the key benefits:

- Increased visibility and exposure to new clientele.
- Shared marketing efforts and promotional activities.
- Enhanced offerings for our members, creating a more comprehensive fitness experience.
- A potential incentive structure for referrals that benefit both parties.

I would love the opportunity to discuss this proposal further and explore how we can work together to achieve our mutual goals. Please let me know a convenient time for you to meet or if you prefer a call.

Thank you for considering this proposal. I look forward to your positive response.

Sincerely,

[Your Name]

[Your Title]

[Your Fitness Center Name]