

# Step-by-Step Guide For Your Perfect Urban Sports Club Profile

Your Urban Sports Club profile is your business card for members, improving your visibility in our network and presenting you as a partner on our app and website.

It allows you to introduce yourself and your offer to Urban Sports Club members, pique their interest, and prepare them for a visit to your location in the best possible way.

Below, we've put together some tips and tricks to help you optimally and attractively design your profile for Urban Sports Club members, and what to consider for the various profile sections.

- |   |                       |   |                       |
|---|-----------------------|---|-----------------------|
| 1 | Your Location Name    | 5 | Your Profile Text     |
| 2 | Address Details       | 6 | Important Information |
| 3 | Contact information   | 7 | Opening Times         |
| 4 | Your Profile Pictures | 8 | Your Offer & Schedule |

The screenshot shows the profile creation interface with the following sections and callouts:

- 1 Locatienaam:** A text input field for the location name.
- 2 Address:** A form for address details, including a map view.
- 3 Website:** A text input field for the website URL.
- 4 Your Offer:** A large image area for profile pictures.
- 5 Your Offer:** A text area for the profile text, including tips and suggestions.
- 6 Important Info:** A text area for important information, including registration process and contact details.
- 7 Opening Times:** A section for setting opening hours.
- 8:** A callout pointing to the 'Continue' button at the bottom of the profile creation form.



# 1. Your Location Name

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## You Location Name

4.7 ★★★★★ (246)  
Fitness, Yoga



Under the location name, members can find you on the Urban Sports Club website and app. For multiple locations, the location names should be consistently named:

e.g.

- Your Studio @District A
- Your Studio @District B
- Your Studio @District C Outdoor

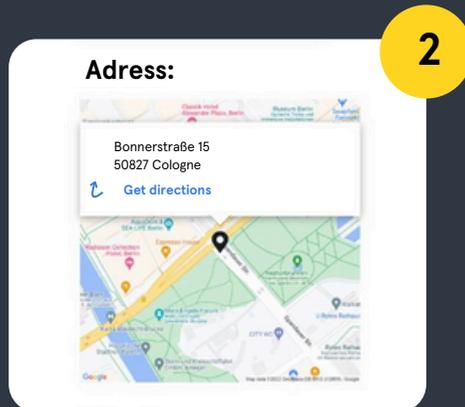
or

- Your Offer - District A
- Your Offer - District B

An outdoor location should ideally be recognizable by the title. Please note that the studio name should not exceed 55 characters.

You can easily change your location name yourself in our [Partner Portal](#) under Studio > Locations > Select your location > General > Name.

## 2. Address Details

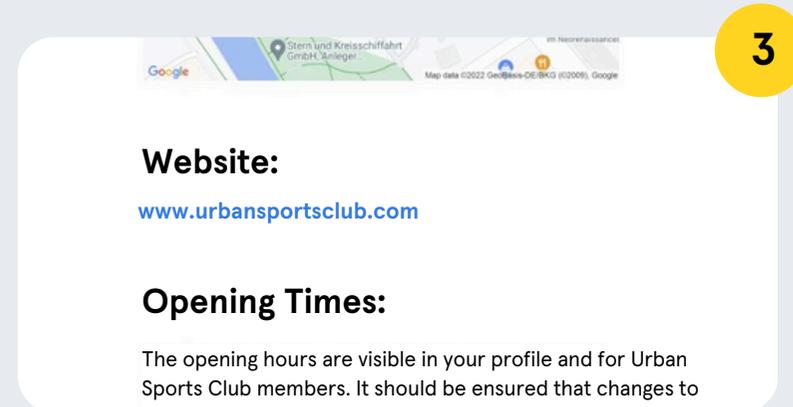


Your address is key to being displayed correctly in the Urban Sports Club app. Especially for hidden locations, it makes sense to check your address! On one hand, many of our members search for new locations in their area using the map function, and on the other hand, our members use your address details as information when visiting you for the first time.

By the way: If your location can't be found at any address, you can simply select it on a map in our Partner Portal using a pin with drag-and-drop!

You can edit your address details in the [Partner Portal](#) under Studio > Locations > Select your location > General > Address details.

## 3. Contact Information



Your contact information, such as your website, allows Urban Sports Club members to get more information about your offerings and studio, and view current opening hours and appointments. Ideally, your Urban Sports Club profile should largely reflect the contents of your website. If you don't have a website, you can also link to a social media page (Facebook/Instagram).

You can enter your website and other contact information like email or phone in the [Partner Portal](#) under Studio > Locations > Select your location > General > Contact information.

### Important:



So far, only your website will be forwarded to the Urban Sports Club app. The e-mail and telephone number are currently only used for internal purposes



# 4. Your Profile Pictures

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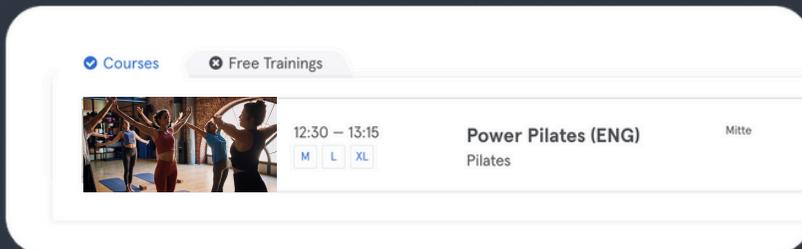


## Showcase your offer in every possible way!

You can add up to 12 images to your Urban Sports Club profile to visually present your studio and offerings. The images should be as varied as possible to give Urban Sports Club members a good impression of your offerings.

Please note that the images should be uploaded in landscape format 16:9 (min. 1024:576 pixels, max. 5 MB per image) to be optimally displayed on the website and app. Only submit images for which you have the rights.

You can independently edit your images in the [Partner Portal](#) under Studio > Locations > Select your location > Details > Add pictures. You can also change the order using drag-and-drop!



### Important:



The first profile picture is automatically used for all classes. It is unfortunately not possible to add individual images for your classes. We recommend selecting a general image of your studio or offering as the first image.

Your pictures may be cropped and used in different ratios throughout our platforms (see schedule).



# 5. Your Profile Text



## Your Offer

A complete and optimal profile also includes a meaningful and concise profile text that contains all the important information about your studio and offer and gives Urban Sports Club members a good impression of what they can expect from you. Here you have the opportunity to write a short description of your offer, your location, your philosophy and your history.

### Tips and suggestions for your profile text:

- Start with a general intro about the sport you offer and what makes it special.
- What qualifies you as a trainer?
- What advantage do you bring to members?

## Tell us more about yourself

A complete and optimal profile also includes a meaningful and concise profile text that contains all important and relevant information about your studio and offerings and gives Urban Sports Club members a good impression of what to expect from you. Here, you can write a short description that reflects your offerings, location, philosophy, and history.

Please ensure correct spelling, a good text structure with paragraphs, and a clear text length for your profile text.

## Tips and suggestions for your profile text:

- Start with a general intro about the sport you offer and what makes it special
- What qualifies you as a trainer
- What benefits do you bring to members
- What sets you apart from other providers
- Do you offer a unique sport? Describe your offering briefly
- Finally: Encourage members to visit you!

## This should be avoided in a profile text:

- No one should be excluded, everyone is welcome☐
- Advertising for extra offerings that are not included in the cooperation
- Unapproved additional payments
- Information on important details like registration or meeting points can be listed under the Important Info section.



# 6. Important Information

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## Important Info:

Our entrance is through the main entrance at the adidas sports base.

Please come at least 5 minutes early. If you come late you will not be able to join this class.

**Important info in your profile help our members plan their visit to you in the best possible way!**

Through the important info profile section, you can inform Urban Sports Club members about important information regarding your studio or offerings:

- Information on the registration process and possibly your contact detail
- Information on required items (e.g., towel or yoga mat)
- Potential rental fee
- Information on the meeting point / direction
- Information on exceptions to opening hour
- Information on your house rule
- Information on additional offerings from your studio that are not offered through Urban Sports Club but can be used by members for an additional fee

Please note that only information that is part of the contract and agreed upon with the Partner Management Team (e.g., registration process, rental fees, etc.) should be listed under special features.

You can independently edit your special features in the [Partner Portal](#) under Studio > Locations > Select your location > Details > Important information



# 7. Opening Times

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## Opening Times:

The opening hours depend on the course times / agreed appointments or are not known. You can find more information on the partner website.

The opening times are listed in your profile and visible to Urban Sports Club members. Ensure that changes in opening hours, such as holidays or during vacations, are appropriately updated in your Urban Sports Club profile. This helps create an optimal experience for Urban Sports Club members, ensuring no one stands before closed doors.

You can update your opening hours at any time in the [Partner Portal](#) under Studio > Locations > Select your location > Opening hours. If you are a course-only studio, you can select this [here](#)!

### Important:

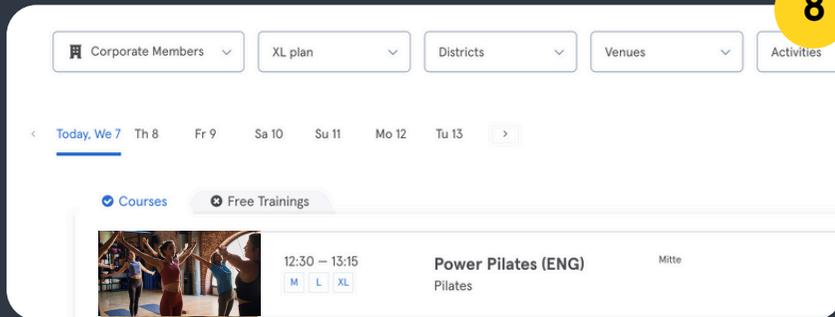


You can choose to enter structured opening hours (e.g. Mon – Fri 08:00 – 18:00) – but make sure to keep them up to date for holidays or special cases – or you can use our predefined text. If your studio is completely closed at any time, make sure your opening hours reflect that and that no classes are visible or bookable in the schedule during that period.



# 8. Your Offer & Schedule

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In your class schedule, members can see which activities you offer. This can be free training (e.g. equipment training in the gym or a sport such as tennis) or explicit courses.

You can manage your class schedule via external booking software, which can be integrated with Urban Sports Club. If you are still looking for a booking software, you can see here which [booking software](#) can be connected to our system.

You do not need any external booking software for free training. You can create and edit this directly in the [Partner Portal](#).

## Important:



Many of our members search for classes via the activity page in our app. For this reason, it is particularly important to integrate your course schedule via external booking software. If you have not activated integration, our members will not be able to find you via the activity search.

**a. Class Title**  
**i** Courses can only be created and edited via your selected booking software.

The class title should be short and concise, reflecting the class offering.

The following information can be indicated in a class title:

- **Difficulty level (e.g., Salsa Beginner):**
- **Class language (e.g., Salsa EN):**
- **Outdoor class (e.g., Salsa Outdoor)**

Please note the marking of brand rights for e.g., LES MILLS® and CrossFit®. Avoid unknown abbreviations to prevent misunderstandings among members.

Character length of the class title: 32 characters

**b. Class Picture**  
The first picture of your Urban Sports Club profile is always used as the image for your class. You can edit your profile in the [Partner Portal](#).



# Our Language – Inclusivity and Diversity

Urban Sports Club stands for inclusivity and diversity – we want this to be reflected in our language and partner profiles. We want everyone to feel welcome, and not discriminated against, disadvantaged, or excluded. Please ensure gender-inclusive language in your texts.

**We also ask you to always write out the brand name 'Urban Sports Club' in texts and not use abbreviations.**





## URBAN SPORTS CLUB

Do you have any questions or  
need help using our Partner Portal?

In our Help Center, you will find answers to the most frequently asked questions.

[To The Help Center](#)