

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

The screenshot displays the profile page for 'the dopamine studio' on the Urban Sports Club website. The page is structured as follows:

- Header:** Navigation menu (Sports Offer, Company sports, Become a Partner, Live classes, On-demand Classes, Gift Cards & Shop, Blog) and user options (EN, Sign up, Log in).
- Section 1:** 'the dopamine studio' with a 'Begin now from 24.00 €' button.
- Section 2:** 'Address:' with a map showing the location at Schläusenfer 4, 10997 Berlin.
- Section 3:** 'Website:' with the URL 'thedopaminestudio.com'.
- Section 7:** 'Opening Times:' with text in German: 'Die Öffnungszeiten richten sich nach den Kursen. Bitte planen Korn direkt über die Urban Sports Club App!'.
- Section 8:** 'Visit Limits:' with text in German: 'M-Mitglieder können 4 Mal pro Monat an den Kursen von the dopamine studio teilnehmen. L & XL-Mitglieder können 8 Mal pro Monat an den Kursen von the dopamine studio teilnehmen'.
- Section 6:** 'Important Info:' with a note about downloading the app and a link to the app.
- Section 4:** 'Practical info:' containing details about DOPE Boxing courses, OUTDOOR workouts, and DOPE Recovery classes.
- Section 5:** 'Your Profile Text:' containing a detailed description of the studio's vision and offerings.
- Section 8 (Bottom):** A course schedule for 'Today, We 24' showing two classes: 'DOPE BOXING - OUTDOOR' (17:30-18:30) and 'DOPE RECOVERY - SAUNA INFUSION & COLD PLUNGE w/ marco' (18:15-19:15).

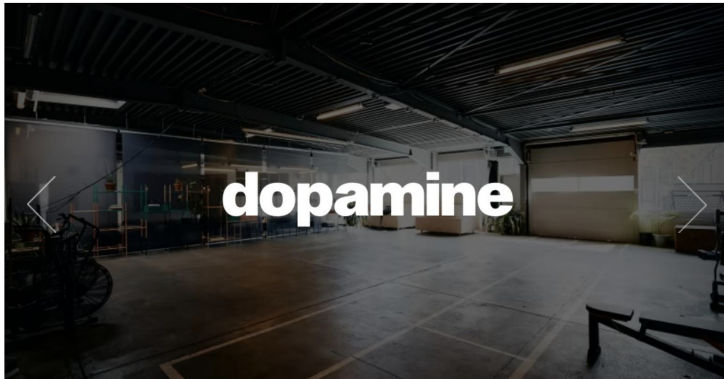
# 1. Your Location Name

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## the dopamine studio

Highlight

Boxing Sports, Fitness, Functional Training, Wellness, 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

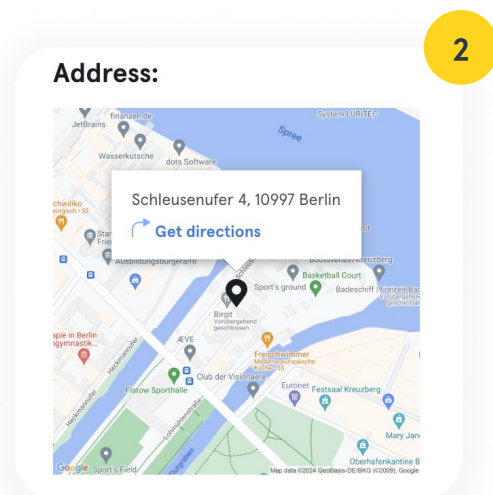
**Your Offer - District A**

**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 > Merchant Information."

## 2. Address Details

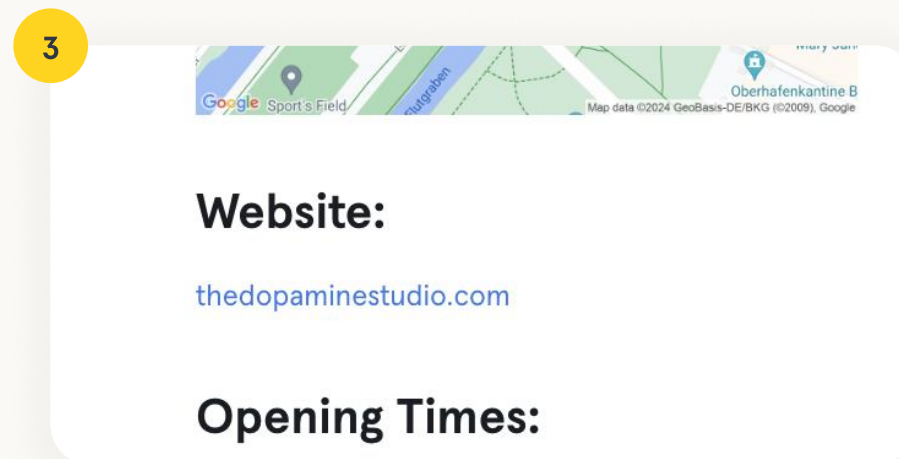


Your address is key to being displayed correctly in the Urban Sports Club app. Especially for hidden locations, it makes sense to check your address! On one hand, many of our members search for new locations in their area using the map function, and on the other hand, our members use your address details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

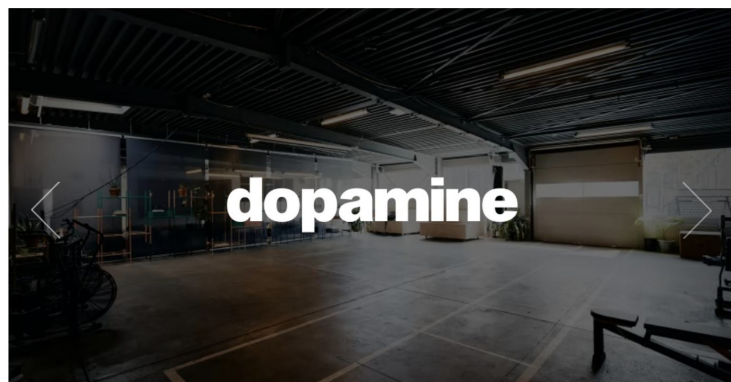
So far, only your website will be forwarded to the Urban Sports Club app. The e-mail and telephone number are currently only used for internal purposes.

# 4. Your Profile Pictures

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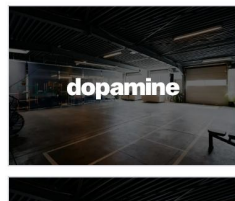
## the dopamine studio

**Highlight**  
Boxing Sports, Fitness, Functional Training, Wellness, Yoga



✓ Courses

✖ Free Trainings



17:30 – 18:30

M L XL

**DOPE BOXING –  
OUTDOOR**

Boxsport

### 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:

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

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Boxing, Ice Bath and Sauna in Kreuzberg

Step into the Dopamine Studio and immerse yourself in professionally guided classes, or simply unwind and rejuvenate in our invigorating Barrel Sauna and Ice Bath facility during one of our guided recovery sessions.

Please come at least 15 min early. If you come late, you will not be able to join the class.

OUTDOOR workouts: Some of our classes are hosted outdoors. Usually the classes are marked with "outdoor" in their title. However, please bring appropriate weather proof clothing in case the class is outdoor so you can take part no matter the location of the class :)

We train in ALL weather conditions unless the weather is so drastic that we deem it unsafe, in that case we will of course cancel the class.

Practical info:

DOPE Boxing courses:

The ultimate fusion of boxing mastery and an exhilarating, sweat-inducing workout. Led by coaches with real-life boxing experience, our classes guarantee the highest level of instruction. Prepare for an adrenaline-pumping session where the focus is on learning the basics of boxing through partner work and pad training. Guaranteeing you a sweaty workout that will leave you with a delightful surge of dopamine.

## 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:

 You will need to download the Adidas app in order to check in to our location:  
<https://apps.apple.com/de/app/adidas/id1266591536?l=en-GB>

Once you have downloaded the app, for a faster check in you can pre check in with the app using this link: <https://shorturl.at/fmrvW>

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

Please come at least 15 min early. If you come late, you will not be able to join the 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 details
- Information on required items (e.g., towel or yoga mat)
- Potential rental fees
- Information on the meeting point / directions
- Information on exceptions to opening hours
- Information on your house rules
- 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.

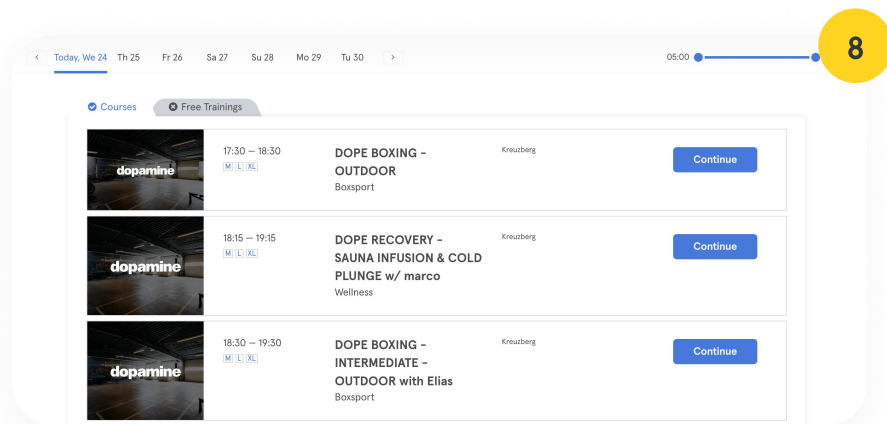
The opening times are listed in your profile and visible to Urban Sports Club members. Ensure that changes in opening hours, such as holidays or during vacations, are appropriately updated in your Urban Sports Club profile. This helps create an optimal experience for Urban Sports Club members, ensuring 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:

If your studio is completely closed at any time, make sure that your opening hours reflect this and that none of your classes are visible or bookable during this time in the class schedule.

# 8. Your Offer & Schedule



Your class schedule is an integral part of your Urban Sports Club profile. Here, members can see which activities they can check into at your location. This can be free training (e.g., equipment training in a gym or a sport like tennis) or individual classes.

You can manage your class schedule at any time through our [Partner Portal](#). More information can be found in our [Help Center](#).



## Important:

Many of our members search for classes through the activity page in our app. Therefore, it is particularly important that your class schedule is always current and accurate. If you don't have classes listed, our members cannot find you through the activity search.

A detailed view of a class listing for 'DOPE BOXING - OUTDOOR'. The listing includes a 'dopamine' logo, a time slot of 17:30 - 18:30, and a 'Continue' button. A yellow circle with the letter 'a' points to the class title, and another yellow circle with the letter 'b' points to the class picture. The interface also shows 'Courses' and 'Free Trainings' tabs at the top.

**a. Class Title**  
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.

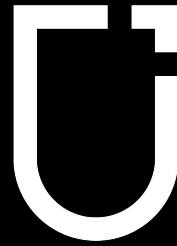


# Our Language - Inclusivity and Diversity

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](#)**