

What Types of Mermaid Classes Are Available Through Fin Fun's Mermaid University Affiliate Program?

After you register as a Mermaid University Affiliate, we will provide your instructors with easy-to-follow class outlines and videos for a variety of mermaid classes. These include both mermaid swim training and mermaid exercise classes. Our classes can be offered as a one-time session or tailored for your facility to be taken in multiple sessions.

Who Teaches Fin Fun Mermaid Swim Classes?

Fin Fun Mermaid Swim Classes are taught by the same instructors who teach other swim classes at your facility, usually lifeguards. These instructors will need training on tail care, safety, and the course outline. These training documents and videos are available to all our Mermaid University Affiliates! Simply register your facility in our program and you'll receive this information free!

What Are the Benefits of Exercising Like a Mermaid?

Mermaid swimming provides exercise benefits like other water exercise but is simply MORE FUN! Swimming with a monofin promotes core muscle strength, as you can compare it to swimming with a large flipper. Mermaids around the globe have lost weight and toned various muscle groups from consistent mermaid exercise. The best part? It's easy to learn with our turnkey program!



Join the Fin Fun family by registering now for these benefits!

CONTACT US:
mermaidclasses@finfun.com
FinFun.com/classes
(208) 881-0442 ext. 6

Will Fin Fun Help Our Facility Promote our Mermaid Swim Classes?

We are here to help! Our Mermaid University Affiliates receive free access to high-quality marketing materials to promote their Mermaid Swim Classes and consultation with our experienced staff. Plus, you'll be featured on our class locator page on the Mermaid U site.

Register your pool now for access to:

- Print-ready Poster graphics that you can customize with your own information
- Web banners and graphics for your pool's website and social media
- Mermaid Certification Awards that your facility can print as needed
- Direct access to our qualified and experienced team that has decades of swimming and aquatic teaching experience
- Template for a class sign-up sheet
- Potential for giveaway opportunities at your facility
- Mermaid Swim Class flyer / small print advertisement art



Fin Fun's Mermaid University Affiliate Program

- Increase traffic to your pool
- Increase revenue
- Learn how to safely manage mermaid swimming
- Launch innovative exercise classes
- Easy and affordable to implement

Mermaid swimming is revolutionizing the swim industry. Ride the wave of success with Fin Fun!

Dear Aquatic Facility Partner,

The invention of the Fin Fun® mermaid tail has sparked a mermaid craze around the world! We are honored to provide quality products for hundreds of thousands in more than 180 countries. If you haven't seen one of our tails in action, we are confident you will soon! As a growing aquatic activity, mermaid swimming can be an excellent opportunity for your facility. You can rely on the experts at Fin Fun to guide your staff on how to implement and profit from these swimmable mermaid tails, which are changing the face of swimming.

Swimming pools are expensive to maintain and we know that you're searching for new ways to increase your facility's revenue and boost traffic. Implementing our Fin Fun Mermaid University Classes can have a tremendous impact on your facility's revenue.

We provide a variety of activity options that you can offer, from basic mermaid swimming classes, to mermaid exercise and even Mermaid birthday/pool parties! You can use your own staff to teach mermaid swimming - we have easy-to-follow instructions and criteria for prerequisite skills that class participants must demonstrate before attempting mermaid swimming. Swimming in our tails does not take long to master as long as participants meet the basic criteria and it is also extremely fun!

As a potential partner, we want you to know that safety is our top priority. Our tails and monofins meet the Consumer Product Safety Commission (CPSC) requirements for the United States and are constructed using top quality materials. A Fin Fun mermaid tail has an opening on the bottom of the monofin and the tail to avoid trapping air that could form air pockets. Also, our foot retainers are specially designed to quickly release from feet with a slight tug to remove one foot, and then a quick push and kick to remove the other, yet it will remain snugly on the feet during swimming. The soft, durable neoprene covering is also extremely comfortable and lightweight. Wearing a monofin can also help users swim up to twice as fast, with less exertion required!

Call us today to learn more about this hot new trend and our Mermaid University program that provides you with FREE tools and materials to capitalize on it. Become an affiliate partner and you can join Fin Fun's family of pools that are increasing revenue, teaching children (and adults) to swim safely, promoting a healthy lifestyle and making mermaid dreams come true - because Everyone Deserves to Dream!

Sincerely,
Eric Browning
CEO

JOIN OUR PROGRAM TODAY!

Why Join Fin Fun's Mermaid University Affiliate Program?

Swimming in a mermaid tail is an extremely popular aquatic activity and many individuals and families would like this activity to be available at their local pool. Plus, parents are looking to their local pools to offer classes in mermaid swimming as swimmable mermaid tails explode on the market. Fin Fun invites you to become a Fin Fun Mermaid University Affiliate and offer one or more easy-to-implement mermaid swim classes that provide an opportunity for basic swimmers to advance their skills and advanced swimmers to truly experience swimming like a mermaid. Joining our program is FREE! We'll provide you with all the tools in exchange for utilizing Fin Fun Mermaid Tails exclusively in your classes.

What is a Fin Fun Mermaid Swim Class?

A Fin Fun Mermaid Swim Class allows users to experience swimming like a mermaid. Swimmers learn to wear the mermaid tail and monofin and swim in the dolphin motion of a mermaid. Our classes can be adapted to the needs and demands of each aquatic facility. We offer multiple class levels that can be tailored to fit your needs.



Why Should Your Facility Launch Fin Fun Mermaid Swim Classes?

Fin Fun course outlines and videos are available for several classes including:

Mermaid 101: Basic mermaid swim skills.

- Create a mermaid experience. Approximately 75 minutes of instruction, plus imaginative play activities.
- Include tail care and safety skills.
- Teach basic mermaid movements.

Mermaid Exercise Fun: Mermaid water aerobics.

- A class for all ages. Classes can be geared towards children, adults or teenagers.
- Can be taught in deep or shallow water.
- A fun alternative to basic water aerobics or Aqua Zumba.

Mermaid Party: From birthday celebrations to bridal parties.

- Teach the basic or advanced mermaid experience class as part of the party.
- Provide costuming, props, photos, games, and other mermaid activities.
- Include a party favor keepsake.

Our program delivers a turnkey plan that any aquatic center or pool can successfully implement to bring additional revenue and traffic.

Revenue: Joining the Fin Fun Mermaid University Affiliate Program is FREE and provides an easy way to increase your facility's revenue. We have seen facilities successfully charge a premium for these exciting and unique swim classes. On average, classes are taught by one to two individuals for six to eight swimmers. You can tailor your class pricing to your market!

- Smaller facilities are charging up to \$35 for a two-hour mermaid swim class (includes tail and fin rental)
- Larger facilities are charging up to \$60 for a two-hour mermaid swim class (includes tail and fin rental)



Other alternative revenue opportunities abound

There are many ways to increase your facility's revenue through add-ons to your mermaid swim classes. A few ideas to get your creative juices flowing:

Mermaid Tail and Monofin Rentals and Retail Sales: As a Fin Fun Mermaid University Affiliate, you will have the opportunity to purchase Fin Fun Mermaid Tails and Monofins at a discounted price for rental, or you can purchase our products at wholesale price for retail sale. Fin Fun has a starter package for Mermaid Swim Classes that provides everything your facility needs to offer classes – marketing material, class outlines, and an order form to communicate with us the numbers and sizes of tails and monofins needed.

Shark Fin Rentals and Retail Sales: Watch out, mermaids! Here comes Fin Fun's exclusive Shark Fin! Create a frenzy at the pool with this exciting pool toy featuring comfortable elastic straps that are adjustable to fit any size – even a men's XL! Our signature Shark Fin is made from a soft, ultra-lightweight foam-like material that is durable, easy to swim in, and will provide many hours of fun. This is another opportunity to provide a safe experience at your facility and provide new rental revenue.

Events/Celebrations: From birthday celebrations to bridal parties, holding a Mermaid Swim Party is easy and fun! Fin Fun will provide your facility with instructions for an educational party that will teach attendees how to swim in our tails safely, learn new water games, and provide a magical mermaid experience that will create new users of your pool!

Winter/Summer Mermaid Camps: Looking to capitalize on school breaks by offering an exciting camp at your pool? Implement a mermaid camp during your community's next summer or holiday break! We can help you tailor our mermaid classes for a five-day camp that is the perfect cure for winter blues or an exciting way to celebrate warm mermaid weather!

Mermaid Swim Club: When your mermaid swim population grows, consider creating a mermaid swim club that is membership-based and offers your mermaid swimmers exclusive opportunities including:

- Free pool access when they bring their mermaid tail
- VIP access to certain areas of your pool
- First to receive special offers for new mermaid merchandise
- Opportunity to be invited to special mermaid parties
- Monthly memberships could range from \$25-\$75 per month

Mermaid Storytime: Invite non/early swimmers to the pool to familiarize themselves with the water with a Mermaid Storytime! Children/toddlers can enjoy an aquatic-themed safety story then splash around in your pool.



Are Mermaid Tails and Monofins Safe for Users?

When aquatic centers follow our recommendations for implementing mermaid tails and monofins at their facility, mermaid swimming is safe and fun! Fin Fun has worked tirelessly to develop our mermaid tails with safety as our first priority. Our research and design team has spent countless hours working to create a monofin and mermaid tail combination that is flexible, realistic, safe, and FUN! Plus, our mermaid tails and monofins meet all United States Child Consumer Product Safety Standards!

Fin Fun recommends mastering the following basic skills before swimming in our Fin Fun Mermaid Tails:

1. Back Float 30 seconds: It's important to be able to safely relax and rest in the water if you get tired.
2. Roll from front float to back float: able to turn over, maintain control and be comfortable in the water.
3. Swim 25 meters/yards and breathe unassisted during the swim: no help from the pool sides!
4. Dolphin kick on front 5 kicks, breathe and repeat; This is the basic movement required to swim in a mermaid tail. Swimmers should be competent at it before mermaiding.
5. Dolphin kick on back 5 kicks.