



Partnership Program @ BMS

Bournemouth Music School Partner Program – Terms & Conditions

1. Introduction

Welcome to the Bournemouth Music School Partner Program ("**Program**"). These Terms and Conditions ("**Terms**") govern the participation of individuals and entities ("**Affiliates**") who wish to promote the services of Bournemouth Music School Ltd ("**BMS**", "we", "our", "us"). By joining the Program, you agree to be bound by these Terms.

2. Definitions

Term	Meaning
Affiliate	An individual or entity accepted by BMS to promote BMS lessons or packages under this Program.
Student	A person who purchases lessons or packages from BMS.
Parent / Guardian	The paying adult for a Student under 18.
Package	A pre-paid block of lessons (e.g. 10×30-min studio lessons for £185, 20×1-hr studio lessons for £600, etc.). <u>Bournemouth Music School Ltd</u>

Subscription Plan	A rolling monthly plan (e.g. 4×1-hr lessons for £160 per month). <u>Bournemouth Music School Ltd</u>
Commission	The monetary reward payable to an Affiliate for qualifying referrals as set out in section 3.
Corporate Partner	A school, university, or organisation that signs a services agreement to purchase lesson packages for multiple students.

3. Commission Structure

3.1 Student Referrals

- **Standard Packages & Subscriptions** – The Affiliate earns **20 % of the net revenue** (lesson fee minus VAT, if applicable) from the first Package or first month of a Subscription Plan purchased by a referred Student within 90 days of referral.
- **Ongoing Subscriptions** – Months 2-6: Affiliate earns **10 % of net revenue** per month. From month 7 onward no Commission is due.
- **Free Trial Lessons** do **not** trigger Commission. They serve only as an attribution window starter. Bournemouth Music School Ltd

3.2 New-Client Sales – Packages and Individual Lessons

Product Sold to a New Client	Retail Price ¹	Affiliate Share (first sale only)	Payout Example
Package – 10 × 1-hour lessons	£300	25 % of package fee	£75
Package – 20 × 1-hour lessons	£600	25 % of package fee	£150
Package – 10 × 30-min lessons	£185	25 % of package fee	£46.25
Single 1-hour lesson	£30	50 % of lesson fee	£15
Single 30-min lesson	£18	50 % of lesson fee	£9

Key points

1. **Eligibility window** – Commission is payable only on the *first* qualifying purchase made by a client who has not bought from BMS in the previous 12 months. Follow-on purchases by the same client earn no further commission unless a new 12-month gap occurs.

2. **Basis of calculation** – Percentages apply to the net amount actually received by BMS (lesson fee minus VAT, if applicable, and after any promotional discounts).
3. **Attribution period** – The first purchase must occur within 90 days of the referral click / coupon use to qualify.
4. **No stacking** – If a client books an individual lesson *and* a package in the same checkout, only the **higher** commission amount is paid.
5. **Corporate sales** – Bulk purchases by schools or organisations are governed by clause 3.3 (unchanged).
 - Examples are illustrative; actual values depend on package mix.

4. Payment Terms

- **Calculation** – Commission is calculated on the last UK business day of each calendar month for all payments cleared in that month.
- **Disbursement** – Paid via BACS to UK Affiliates or by international transfer/PayPal for others within five UK business days after calculation.
- **Minimum Threshold** – £50; lower amounts roll over to the next month.
- **Adjustments** – Refunds, chargebacks, or lesson credits reduce Commission in the next cycle.
- **Tax** – Affiliates are responsible for their own tax filings; BMS will issue remittance statements suitable for UK self-assessment.

5. Responsibilities of Affiliates

5.1 **Accurate Representation** – Describe BMS lessons, pricing and benefits truthfully and only use BMS-approved creatives.

5.2 **Compliance** – Adhere to CAP Code, ASA guidance, GDPR and any local regulations on advertising or children's services.

5.3 **Ethical Conduct** – No spam, coercive sales, incentives to under-age prospects, or misleading "guaranteed pass" claims.

5.4 **Brand Integrity** – Use BMS trademarks only as authorised; do not register confusingly similar domains or social handles.

5.5 **Reporting** – Provide campaign performance data on request; cooperate with any audit.

6. Term & Termination

Either party may terminate participation with 14 days' written notice. Commissions accrued up to the effective termination date remain payable, subject to section 4.

7. Intellectual Property

BMS grants a non-exclusive, revocable licence to use its trade name, logo and approved marketing assets solely for Program participation. All goodwill vests in BMS.

8. Limitation of Liability

BMS is **not liable** for indirect, incidental, special or consequential losses (loss of profit, reputation or data). Maximum aggregate liability to any Affiliate in any six-month period is capped at the **total Commission paid** to that Affiliate during that period.

9. Governing Law & Jurisdiction

These Terms are governed by English law. The courts of England & Wales have exclusive jurisdiction over any dispute.

10. Amendments

BMS may amend these Terms by giving 30 days' notice via email or partner portal. Continued participation after that notice period constitutes acceptance.

11. Contact

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