



FAMILY
— **APPROVED** —
GLOBAL

OFFICIAL PARTNER BENEFITS GUIDE

*Become a More Than a Business.
Become a Trusted Family Partner.*

EVERYTHING YOUR BUSINESS RECEIVES AS A CERTIFIED FAMILY APPROVED
PARTNER

WELCOME TO FAMILY APPROVED NETWORK

Joining Family Approved means far more than receiving a certificate. It means becoming part of an international ecosystem dedicated to helping businesses grow while creating better experiences for families.

Our mission is to generate measurable value for our partners through visibility, trust, strategic partnerships, marketing support and continuous business development.

Everything in this guide is designed to help your business grow — long after certification day.

YOUR CERTIFICATION PACKAGE

Every certified partner receives:

OFFICIAL FAMILY APPROVED CERTIFICATE

OFFICIAL WINDOW STICKER

DIGITAL CERTIFICATION BADGE

PARTNER WELCOME PACKAGE

BUSINESS LISTING WITHIN THE FAMILY
APPROVED NETWORK

OFFICIAL CERTIFICATION ANNOUNCEMENT

ANNUAL CERTIFICATION

VISIBILITY

Visibility doesn't stop after certification. It continues throughout the entire partnership.

PROMOTION & VISIBILITY

Your business will be promoted through:

FAMILY APPROVED WEBSITE

FAMILY NAVIGATOR

FAMILY MAGAZINE

OFFICIAL SOCIAL MEDIA

MEDIA CAMPAIGNS

PRESS RELEASES

BUSINESS INTERVIEWS

PROMOTIONAL VIDEOS

SEASONAL CAMPAIGNS

FAMILY DEAL CLUB



GRAND OPEN CEREMONY

Every new certified partner may receive an official Family Approved Launch Event. This may include:

RIBBON CEREMONY

WELCOME COCKTAIL

MEDIA COVERAGE

PHOTOGRAPHY &
VIDEO

SOCIAL MEDIA
CAMPAIGN

PRESS
ANNOUNCEMENT

Your certification deserves to be celebrated.

FAMILY DEAL CLUB BENEFITS

As a certified partner, your business gains access to the Family Deal Club community. Examples include:

EXCLUSIVE MEMBER OFFERS
COMPLIMENTARY PRODUCTS
SEASONAL PROMOTIONS
FAMILY PACKAGES
BIRTHDAY BENEFITS
CHILDREN'S PROMOTIONS
LOYALTY CAMPAIGNS

Helping businesses increase customer loyalty and family engagement.

BUSINESS GROWTH SUPPORT

Family Approved continuously works to help partners grow. Support may include:

MARKETING CONSULTATIONS

EDUCATIONAL WORKSHOPS

BUSINESS PROMOTION

BUSINESS DEVELOPMENT INITIATIVES

STRATEGIC PARTNERSHIPS

FAMILY-ORIENTED CAMPAIGNS

NETWORKING OPPORTUNITIES



PARTNER REINVESTMENT PROGRAM

Partnership should create long-term value. At the end of every annual certification period, eligible partners may receive support through the Family Approved Partner Reinvestment Program.

SUPPORT MAY INCLUDE:

- Furniture
- Equipment
- Interior Improvements
- Family-Friendly Upgrades
- Marketing Materials
- Business Development Projects

The contribution is determined according to the annual partnership agreement and program conditions.

FAMILY APPROVED IMPACT FUND

Every certification creates positive impact. A portion of each annual partnership contributes to the Family Approved Impact Fund.

THE FUND SUPPORTS:

FAMILIES

YOUNG ENTREPRENEURS

FAMILY STARTUPS

EDUCATIONAL PROJECTS

COMMUNITY DEVELOPMENT

SOCIAL INNOVATION

Every partner becomes part of something much bigger than business.

GO FURTHER

Each investment is governed by its own agreement.

STARTUP SUPPORT PROGRAM

Partners who wish to create even greater impact may voluntarily participate in additional startup investments.

Where appropriate and agreed by contract, additional commercial arrangements — such as equity participation or revenue-sharing — may be established separately for individual startup investments



**SUPPORTED STARTUPS
PUBLICLY RECOGNIZE
EVERY CONTRIBUTING
PARTNER AS AN OFFICIAL
SPONSOR OR
DEVELOPMENT PARTNER**

RECOGNITION

AWARDS & RECOGNITION

Certified partners are eligible to participate in:

FAMILY APPROVED AWARDS

BUSINESS EXCELLENCE
AWARDS

INNOVATION AWARDS

FAMILY EXPERIENCE
AWARDS

CUSTOMER CHOICE
AWARDS

COMMUNITY IMPACT
AWARDS

Celebrating businesses that continuously
raise standards.



CONNECT



EVENTS & NETWORKING

Partners receive priority invitations to:

CONNECT. COLLABORATE.
GROW.

FAMILY FAIR

FAMILY FESTIVALS

MEDIA EVENTS

PARTNER MEETINGS

NETWORKING
EVENTS

BUSINESS
CONFERENCES

EDUCATIONAL
SEMINARS

AMBASSADOR PROGRAM

Partners and ambassadors may receive rewards for introducing new certified businesses and Family Deal Club members. Program details, commission structures and eligibility requirements are provided separately under the official Ambassador Program Terms & Conditions

**HELP US GROW THE FAMILY
APPROVED COMMUNITY.**



WHY COMPANIES JOIN

BECAUSE TRUST BUILDS LOYALTY.

BECAUSE FAMILIES REMEMBER POSITIVE
EXPERIENCES.

BECAUSE STRONG COMMUNITIES CREATE
STRONGER BUSINESSES.

BECAUSE RESPONSIBLE COMPANIES LEAD THE
FUTURE.

TOGETHER WE BUILD MORE

Family Approved is more than certification.

MORE THAN PROMOTION.

MORE THAN NETWORKING.

It is an international movement connecting businesses, families and communities through trust, quality and shared values.



FAMILY

APPROVED

GLOBAL

BECOME A FAMILY APPROVED PARTNER

Join businesses committed to excellence, trust and the future of families.

FAMILY APPROVED GLOBAL

Building Trust. Raising Standards. Creating Better Futures.