vynzomedia

Business Partnership Proposal

Date / November 23, 2026

Company / Vitality Integrative Health

Prepared specifically for review by Vitality Integrative Health

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BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To: Leadership

Vitality Integrative Health

Richmond, British Columbia

Issued: November 23, 2026

Reference: VITALITY / VYNZO / 2026

Dear Vitality Leadership,

Following an independent review of Vitality Integrative Health and its public digital presence, Vynzo Media is pleased to present a proposed integrated growth partnership. Our recommendations focus on both Richmond clinics and a clearer route from discovery through useful content, local search visibility, patient confidence and booking.

The proposed partnership would support Vitality as a coordinated extension of the clinic's existing leadership and marketing capabilities, rather than as a disconnected external agency.

Our proposed approach connects social media, educational content, creative production, local search, reputation, performance marketing readiness and reporting through a single accountable plan.

The goal is clearer information for patients choosing a location, service and practitioner, with practical measures for evaluating enquiries and bookings. Vitality retains approval over clinical claims, sensitive content, service details and brand decisions.

Vynzo Media would coordinate approved work and collaborate with clinic leadership and practitioners. Priorities, external resources, consent safeguards and local coordination would be agreed before any activity begins.

This is a preliminary proposal to support discussion. It does not assume an existing appointment relationship, marketing budget, or guaranteed outcome.

Yours sincerely,

Business Development Department

Vynzo Media

VYNZO / VITALITY / 2026

Research led strategic partnership

Corporate Notice

Vynzo Media operates in Canada through LEZNIT SOFTWARE CORP., a British Columbia corporation. This preliminary strategic proposal is prepared for Vitality Integrative Health in Richmond, British Columbia. Final operating arrangements and responsibilities require a mutually approved agreement.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for Vitality Integrative Health that brings strategy, content, production, social media, search visibility, performance marketing, communications, marketing operations, PR and ground execution into one coordinated working model. The purpose is not to replace Vitality's existing management or marketing team. The purpose is to extend its capacity, reduce operational complexity and create one clear point of accountability for the agreed marketing operation. Vitality will retain final authority over clinical information, sensitive communication, major brand decisions and approved budgets. Vynzo Media will manage day to day planning, coordination and execution within the agreed framework.

What this changes

- Marketing activity will be guided by business priorities and patient needs rather than a fixed content calendar alone.
- One Brand and Growth Strategist will act as the primary POC for Vitality and coordinate the wider specialist team.
- Content, production, search, performance, communications, PR and ground activity will follow one connected monthly priority plan.
- Every month will include a review of what is working, what is not and where the next cycle should focus.
- Specialist resources may be added, removed or replaced by mutual agreement when Vitality priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following Vitality approval.

2. Our Understanding of the Requirement

Vitality requires a marketing partner that can support both strategic direction and practical execution. The requirement extends beyond social media publishing into regular production, Clinician communication, search visibility, paid growth, brand consistency, PR support, ATL and BTL coordination, printing, activations, Clinic visits, vendor coordination and ongoing performance review.

The current opportunity is particularly important because Vitality has strong clinical capabilities and institutional depth, while parts of its digital and social communication require a more consistent and coordinated operating rhythm. For this reason, the proposed model is designed as a managed marketing operation rather than a fixed package of isolated services.

Operating principle

Vynzo Media brings the people, systems, production capability and execution management required to operate the agreed scope.

Primary objectives

- Build a consistent and current content system around Vitality services, Clinicians and patient needs.
- Improve the connection between awareness, search, consideration, Clinician discovery, booking intent and ongoing brand trust.
- Restore a stronger and more consistent communication rhythm across key digital and social channels.
- Improve service and Clinician discoverability through SEO, AEO and structured search content.
- Use monthly evidence to increase attention on stronger opportunities and reduce low value activity.
- Provide regular production capacity so Vitality does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give Vitality access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. agreed Mobilisation and Readiness Period

Following formal approval, Vynzo Media will require approximately fifteen calendar days before full recurring operations begin. This is a structured preparation period, not an inactive waiting period.

The objective is to prepare the assigned team specifically for Vitality so that recurring work begins with context, clear priorities and an agreed baseline rather than generic output.

Mobilisation Area	Planned Work
Team workshops	Internal workshops for the assigned Vynzo Media team covering Vitality services, brand context, communication priorities, Clinic requirements and operating expectations.
Current state review	Review current social channels, content, available marketing data, search visibility, production assets and ongoing campaigns.
Patient journey review	Review visible touchpoints from discovery and consideration through Clinician search, enquiry, booking, visit and follow up to identify communication gaps and opportunities.
Service and Clinician mapping	Map priority services, Clinicians, departments, upcoming campaigns and time sensitive requirements.
Approval mapping	Confirm the relevant clinical, brand, budget and management approval structure.
Production planning	Prepare the first shoot schedule, content priorities and initial asset requirements.
Measurement baseline	Establish the first reporting baseline so future results can be compared against a clear starting point.

4. Baseline Audit and Launch Production

At the start of full operations, Vynzo Media will complete a baseline marketing review and an initial production capture. This establishes the starting position of the account and provides current visual material for the first recurring content cycle.

Baseline review

- Current social media presence and content performance
- Service and Clinician visibility
- Search and AI search visibility where measurable
- Keyword opportunities
- Current content gaps and repeated content patterns
- Patient discovery, consideration and booking touchpoints visible through available data
- Brand consistency across active channels
- Immediate communication and campaign priorities
- Operational issues that may affect marketing performance, including approval speed, asset availability and production access

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Initial production capture

The launch period will include an initial coordinated production session to capture current Clinician service, facility, institutional and brand material. The exact production plan will be agreed during mobilisation and will be used to establish a stronger starting content library for Vitality .

5. Monthly Marketing Audit and Priority Cycle

The monthly plan will not remain fixed simply because it was agreed at the beginning of the engagement. Vynzo Media will review what is performing, what is not, where patient attention appears to be changing and where Vitality should increase or reduce marketing focus.

Monthly Step	Decision Question
Review	What worked well and should receive more attention?
Diagnose	What underperformed and needs to change?
Prioritise	Which services, Clinicians, campaigns or patient segments should receive greater focus next?
Identify friction	Where is the patient journey showing weak communication, missed opportunity or unnecessary complexity?
Reallocate	Which activity should be reduced, replaced or postponed so available capacity is used more effectively?
Approve	Which priorities require Vitality management, clinical or budget approval before the next cycle begins?

Monthly operating cycle

Audit first. Prioritise second. Execute against the agreed priorities. Review again before the next cycle.

6. Operating Model and Recommended Team

The recommended starting configuration contains a specialist team designed specifically for an integrated healthcare marketing operation. The structure is intentionally configurable. Vitality may request that a specialist be added, removed or replaced, or may rebalance recurring capacity between service areas. Material changes in recurring capacity will be confirmed commercially before implementation.

Recommended Role	Primary Responsibility
Brand and Growth Strategist (Primary POC)	Main contact, brand and growth planning, monthly priorities, management coordination, approval flow, onsite integration and overall account direction.
Creative Communications and Production Director	Campaign concepts, scripting, storyboards, shoot direction, communication quality, Clinician talking points, creative supervision and PR communication support.
Social Media and Content Lead	Facebook, Instagram, LinkedIn, YouTube and X management, calendar planning, publishing, content coordination and channel review.

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Creative Designer	Campaign visuals, service information, creative adaptation and approved marketing assets.
Video and Motion Specialist	Clinician videos, patient education, stories, motion design and relevant campaign edits.
Photographer and Videographer	Clinic photography, practitioner portraits, treatment education and media library planning.
SEO and AEO Specialist	Local and service SEO, search reporting, AEO direction and technical collaboration.
Marketing Operations and Activation Manager	Approved local activation support, vendor coordination, production logistics and liaison.

Point of contact and local coordination

A designated Vynzo contact would coordinate planning, reporting and approvals with the Vitality team. Any Richmond clinic visit, local representative or onsite activity requires a mutually agreed arrangement and appropriate access. No standing onsite frequency is promised.

Flexible specialist support

- Additional expertise can be included when justified by an agreed objective.
- Resources can be adapted when the scope or available capacity changes.
- Clinicians retain review rights over treatment claims and patient imagery.
- Onsite production, external vendors and approvals are separately coordinated.
- Work is delivered within mutually agreed responsibilities and capacity.

7. Monthly Deliverables and Production Capacity

Area	Flexible activity based on agreed scope
Social content	Clinician approved education and local stories
Additional design	Campaign visuals and clinic communication
Video production	Practitioner led filming and editing as needed
Photography	Team, clinic and service photography as agreed

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Reactive production	Responsive creative when approved and feasible
Platforms	Channels selected for verified audience relevance
Search	SEO and AEO work aligned with approved priorities
Audit	Evidence review and prioritization
Reporting	Reporting on agreed activity and outcomes

Content mix

Content may include useful service education, practitioner introductions, location stories, patient questions, campaign communication and community initiatives. Formats and cadence follow the approved priorities and available clinical review.

Additional creative support

When relevant, collateral can include printed clinic information, event materials, recruitment creative, approved patient education and campaign assets. Requests remain within the agreed production workflow.

Production approach

Video production may include clinician led education, service explanations, patient questions, practice stories, campaigns and location specific content. The sequence, cadence and format will depend on confirmed priorities, access, clinical review and mutually agreed capacity rather than preset volumes or guaranteed output.

Photography and production planning

Approved shoots may cover practitioner portraits, clinic environments, treatment explainer visuals, interview formats and other useful content for the patient journey. All activities are planned with Vitality teams and remain flexible by project scope.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring and search intent research
- Keywords, headings and service page optimization
- Local clinic information and internal navigation
- Content structure and technical issue validation
- Clinician approved FAQ and helpful search answers
- AEO and AI search visibility assessment
- Progress reports using supported performance evidence

SEO is a progressive activity and sustainable ranking improvement may require time depending on competition, website condition, search authority and content availability. No fixed ranking position will be guaranteed.

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PR and communications support

- Press release drafting
- Corporate announcement support
- Clinician communication angles
- Expert commentary concepts
- Thought leadership planning
- Campaign communication
- PR campaign concepts
- Media communication materials
- Reputation communication support
- PR event communication

Dedicated media relations, senior PR consultancy, crisis communication or specialist press engagement may be added when required.

ATL, BTL and ground execution

- Printing coordination and production support
- Flyers, brochures, standees, banners and signage
- Outdoor campaign coordination
- Vendor sourcing and coordination
- Clinic visits and material movement
- Campus, corporate and community activation coordination
- Event and booth logistics
- Promoter and temporary manpower coordination
- Shoot logistics
- Field visits and reporting
- External collection and approved supplier coordination

Where an activity requires an external cost, Vynzo Media will communicate the estimated requirement for
External coordination and spending require Vitality approval before orders are placed. Where agreed, Vynzo may manage relevant supplier communication and reporting on behalf of the clinic.

9. Production Equipment and Vendor Management

For regular agreed production, Vynzo Media will arrange the standard camera, lens, lighting, audio, stabilisation and routine production equipment reasonably required for planned work. Vitality will normally provide reasonable access to the relevant facility, Clinician staff member or location under its control. Specialist equipment, studio rental, professional talent, large production crews, advanced sets, special permits and other exceptional production requirements may require a separate approved budget.

Vendor management process

Stage	Approach
Requirement	The required resource, supplier or specialist is identified.
Sourcing	Vynzo Media identifies a suitable supplier, specialist or authorised vendor.
Commercial review	Relevant or cost information is obtained.
Approval	Vitality approves the external budget where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

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Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting and relevant execution updates are communicated to Vitality in the agreed review format.	

10. Flexible Capacity and Add On Menu

The proposed operating model is adjustable. Vitality and Vynzo can reallocate agreed resources, review additional specialist support or refine the focus without assuming automatic capacity.

How customisation works

Option	How It Works
Reallocate	Use available monthly capacity differently. Example: fewer static assets and greater video or campaign focus.
Add specialist	Add a recurring or temporary specialist without changing unrelated service areas.
Remove specialist	Reduce a recurring specialist role where it is no longer required and agree the revised commercial structure.
Add capacity	Preserve the existing monthly plan while adding extra design, production, onsite or specialist capacity.
Separate project	Commission a large campaign, launch, activation, film or technical project through a separate .

Main Add On categories

Add On Category	Examples
Content and Production	Additional video shoot, additional photography, extra edited video capacity, Clinician production pack, premium campaign film, brand film, studio production, event coverage, advanced motion graphics, specialist crew or equipment.
People and Specialist Capacity	Additional designer, editor, content resource, onsite resource, senior strategist, senior PR specialist, technical specialist, activation coordinator or temporary campaign team.
PR and Communications	Dedicated media relations campaign, press launch, press conference, executive positioning, Clinician media positioning, reputation response support or crisis communication specialist.
Ground Marketing and Activation	Campus activation, corporate activation, community activation, event management, promoter team, booth production, roadshow, health awareness activation or large campaign logistics.

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Digital and Technology	Paid media campaign support, advanced tracking, landing page, campaign microsite, technical SEO project, advanced analytics, CRM support or marketing automation.
Special Projects	New service launch, new facility launch, large awareness campaign, employer branding, research project, corporate campaign or major brand initiative.

Additional capabilities may be scoped separately where appropriate and approved by Vitality. No automatic commitments or unapproved external activation are assumed.

Performance activity begins with verified demand, consent appropriate tracking, clinical approval and appointment availability. Search or social advertising can be considered when the agreed team has a clear objective and reliable measurement. No campaign performance or advertiser activity is assumed from public sources.

Activity area	**Operating principle**
Campaign readiness	Agree goals and lawful conversion measurement
Audience and search intent	Focus on relevant, clinically appropriate demand
Creative and messaging	Use approved claims and suitable destinations
Ongoing optimization	Review real performance with the clinic
External coordination	Activate only within a separately agreed scope

Paid media readiness principle

The decision to advertise should follow confirmation of account access, consent, capacity, campaign policy and the ability to evaluate meaningful appointment outcomes. The clinic retains approval over any activation and external resources.

12. Governance, Approval and Performance Principles

Vitality **approval retained**

- Clinical information
- Sensitive medical communication
- Major campaigns
- Major brand decisions
- Sensitive public statements
- Patient related sensitive content
- Additional external budgets
- Significant public communication

Once an approved strategy, campaign direction and working framework are established, Vynzo Media should

have reasonable operational freedom to execute routine work efficiently, including publishing, routine adaptations, routine production planning, routine SEO activity and approved vendor coordination.

Vitality **responsibilities**

- Timely approvals
- Accurate service information
- Clinical validation
- Relevant Clinician and team availability
- Facility access
- Required platform access
- Internal coordination
- Patient permission where applicable
- Approved external budgets

Where a required Vitality dependency is delayed, affected timelines may reasonably move accordingly.

Performance principle

Vynzo Media will seek to achieve the strongest reasonable outcome within the approved budget, available resources and agreed scope. Marketing results are affected by factors outside the direct control of any marketing partner, including market demand, competition, advertising costs, platform changes, service availability, quality, website experience, response time and approval timing.

For this reason, Vynzo Media does not guarantee a predetermined number of bookings, patients, leads, rankings, impressions, revenue or other commercial outcomes. Vynzo Media is responsible for disciplined execution, active optimisation, transparent communication and clear reporting.

13. Privacy, Confidentiality and Client Privilege

Vynzo Media will treat non public Vitality information received through the engagement as confidential client information and will apply reasonable access controls appropriate to the work being performed.

Protected information may include

- Business information
- Internal strategy
- Campaign information
- Performance information
- Service information
- Internal research
- Patient journey insights
- Commercial information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- Vitality specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes Vitality confidential competitive strategy.
- Vitality data and custom audiences will not be reused for another client.
- Vitality confidential campaign information or non public results will not be published as a case study without appropriate approval.
- Authorised vendors and specialists will receive only the information reasonably required for their assigned work and should remain subject to appropriate confidentiality obligations.

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Where required, Vynzo Media is prepared to enter into appropriate Non Disclosure Agreements (NDA) and Data Processing Agreements (DPA) relating to the agreed scope.

Healthcare communication discipline

Vitality retains clinical authority over medical information. Vynzo Media may prepare scripts, communication, campaigns and content using information provided or approved by Vitality . Medical claims and sensitive clinical communication should be reviewed by the appropriate Vitality representative before publication where required.

Patient related content should only be used where appropriate permission and approval are available. Vynzo Media will seek to minimise unnecessary access to patient information where that information is not required for marketing execution.

Confidentiality principle

Vitality specific intelligence stays Vitality specific.

14. Separate Technology Support

Where approved technology, applications or digital infrastructure support would help Vitality, Vynzo can scope this work separately. Responsibilities, privacy access and operational ownership should be agreed independently of routine marketing activity.

Potential areas of support

Capability	Clinic **Relevant Application**
Website & Web Applications	Website development, web applications, performance improvements, content management and digital experience enhancement.
Mobile Applications	Patient facing, partner facing or internal mobile application development where required.
UI/UX & Product Design	User research, journey mapping, interface systems, prototyping and usability improvement.
Custom Platforms & Portals	Patient portals, internal tools, operational dashboards and workflow driven systems.
Integrations & Automation	API development, system integrations, workflow automation and data syncing.
AI & Machine Learning	Practical AI use cases, intelligent automation, recommendations and analytics where appropriate.
Managed Ops & Support	Ongoing maintenance, monitoring, incident response, security best practices and operational continuity.

The value is coordinated marketing and technology planning, while keeping commercial approvals, data protection and operational responsibility clear.

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15. Partnership Scope and Key Principles

Integrated Marketing, Brand and Growth Collaboration

The proposed engagement is configured around Vitality Integrative Health and the needs of its Seafair and Minoru clinics. Priorities, specialist involvement, review rhythm and any production activity will be confirmed through mutual discussion.

Included areas of focus

- Brand and channel planning with a clear primary contact
- Facebook, Instagram and LinkedIn improvements where approved
- Clinician led educational content and creative production
- Search visibility, service pages and local clinic optimization
- Technical crawl verification and accessible website experience
- Appropriate reputation, listing and community communication
- Consented and privacy conscious appointment journey measurement
- Paid channel readiness review where appropriate

Optional specialist support

The clinic may request approved specialist expertise for production, search, technology coordination, multilingual communication or community activations. The scope remains adjustable and no fixed output volumes are promised.

Working and approval principles

Vitality retains authority for clinical accuracy, patient consent, brand decisions and final publication approval. Vynzo Media coordinates strategy and execution within the agreed workflow and reports on evidence supported results.

Final service agreement

Any engagement will be governed by mutually agreed responsibilities, scope, approvals, privacy standards, access and an appropriate handover. No specific capacity or financial commitments are made in this proposal.

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16. Commencement

Work would begin after Vitality and Vynzo agree on priorities, necessary access, relevant representatives, the approval process and a realistic mobilisation plan.

During this mobilisation period, Vynzo Media will prepare the assigned team, review the current marketing environment, align on communication priorities, establish the working approval flow and prepare the initial content, production and reporting framework.

The first recurring month will begin with the agreed priority plan, launch production schedule and baseline reporting structure. From that point onward, the monthly audit and performance review will guide the next cycle of priorities, resource allocation and areas requiring increased or reduced attention.

The working model is intended to remain flexible. If Vitality's priorities, campaigns, service focus or operational requirements change, the agreed monthly plan may be adjusted through mutual discussion while maintaining continuity across the wider marketing operation.

17. Acknowledgement

This proposal records Vynzo Media's recommended commercial, operational and service structure for Vitality Integrative Health based on the scope currently discussed and reviewed.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, commercial terms or implementation responsibilities may be incorporated into the final mutually agreed service agreement.

For and on behalf of Vynzo Media
Business Development Department
Issued through the Vancouver Office

VM/PRAAVA/IMO/0902266

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