

2026 Back to School Promotion

What is happening?

The Back to School Spectacular is a month long promotion for both new and existing customers that includes deals on enrollments, class cards, PNOs, and birthday parties.

When is it happening?

Offers only valid from September 15 – October 15

Special Offers

Offer	Price	Rules
New and Returning Customer Enrollment Special	First month: \$59 Second month: \$79 Third month: \$99 Then normal pricing. Save \$141 (37%) over regular prices.	Applies to standard enrollment tier. Customers may choose to upgrade to the unlimited tier for \$20 more per month (ie \$79/\$99/\$119) New customers defined as a customer that has not been enrolled for at least one year. First class date must be before November 15. First month payment must be made within promo window. (They cannot wait until a start date outside the window to pay) Customer will remain enrolled after initial 12 weeks at the current standard enrollment rate (\$126), unless they choose to upgrade to unlimited. The customer must inform us in advance of the desire to cancel per

		our 30 day notification policy.
12 Weeks of Unlimited Classes	\$339 Save \$99 (23%) over regular unlimited prices.	Customer will remain enrolled after initial 12 weeks at the current unlimited enrollment rate (\$146). For currently enrolled customers, 12 week window must begin on the next billing date. For new or returning customers, 12 week window must begin before November 15. Payment must be made during the promo window. Customers must inform us if they wish to downgrade. The customer must inform us in advance of the desire to cancel per our 30 day notification policy.
3 Class Credits Special	\$99 per bundle Save \$21 (18%) over regular prices.	No limit on number of packs they can buy. Valid for 1 year after purchase.
PNO/Camp Special	\$55 per session credit Save \$10 per (15% off)	Usable at any PNO, summer or winter camp. Valid for 1 year after purchase. Good for 2027 summer camp. Customer must contact us in order to apply their credits to a PNO or camp session. No limit on the number of sessions they can buy.
Birthday Party	\$65 off Deluxe or Premier party (up	Only applies to NEW party bookings.

Savings	to 11% off)	Parties booked prior to Sep 15 are not eligible. Party must be booked during promo window using the promotion code to be eligible for discount.
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Processes

Customers will receive emails and Facebook/Instagram Posts informing them of the specials.

Customers will link to individual articles on the My Gym website for each offer that provides addition details and a form to complete to receive the offer. Exception is for the Class Card and Birthday Party Savings; Customers can book directly.

New and Returning Customer Enrollment Special

- * Respond to customer to determine class and start date
- * Enroll customer in the class requested taking an initial payment for the first month of \$59 (or \$79 is that upgrade to enrolled.)
- * Manually edit the next payments for the customer on the Class Payments popup for the child. Set next payment, for second month, to \$79 and the following payment to \$99. Ensure the standard rate is \$126 going forward. Optionally enable unlimited.

12 Weeks of Unlimited Classes

- * Respond to customer to determine class and start date
- * Take miscellaneous payment on the account of \$339 using the note "Back-to-School 12 Weeks Unlimited offer"
- * Manually edit the next payment date on the Class Payments popup for the child. You will need to calculate 12 weeks from their current next due date. For example, if a currently enrolled customer has a next payment date of September 21, you will change the next payment date to December 14 (12 weeks after Sep 21).
- * Ensure unlimited is enabled on the account.
- * Ensure the first payment after the 12 week window is accurate considering the unlimited addon.

3 Class Credits Special

* Customers can purchase the class cards themselves during the promo. No promotion code is required. Regular pricing will be updated during the promo window.

PNO/Camp Special

- * From the Camp Cards tab on the account, select "Purchase Camp Card"
- * Chose "Promotional Camp Credits". Select the number of sessions they are purchasing. Ignore '# Siblings'. Set the end date to one year out from the purchase date.
- * Complete the purchase.

When the customer is ready to book, they will need to contact us. We will need to "convert" the credit:

- * Add a new camp credit to the account for the specific camp type, ie PNO, at \$0.
- * Edit the "Promotional Camp Credits" to reduce the number of available by the quantity added of the other type.
- * Schedule the PNO/camp for the customer using the newly added credits.

Birthday Party Savings

* Customer should book the party themselves online using the promo code DELUXE65 (for Deluxe parties) or PREMIER65 (for Premier Parties).

Articles

The following articles will be created on mygym.com:

Promotion Overview

<https://www.mygym.com/springfield/articles/15961>

New and Returning Customer Enrollment Special

<https://www.mygym.com/springfield/articles/2656>

12 Weeks of Unlimited Classes

<https://www.mygym.com/springfield/articles/4967>

PNO/Camp Special

<https://www.mygym.com/springfield/articles/5960>