

GLOBAL TRADITIONAL

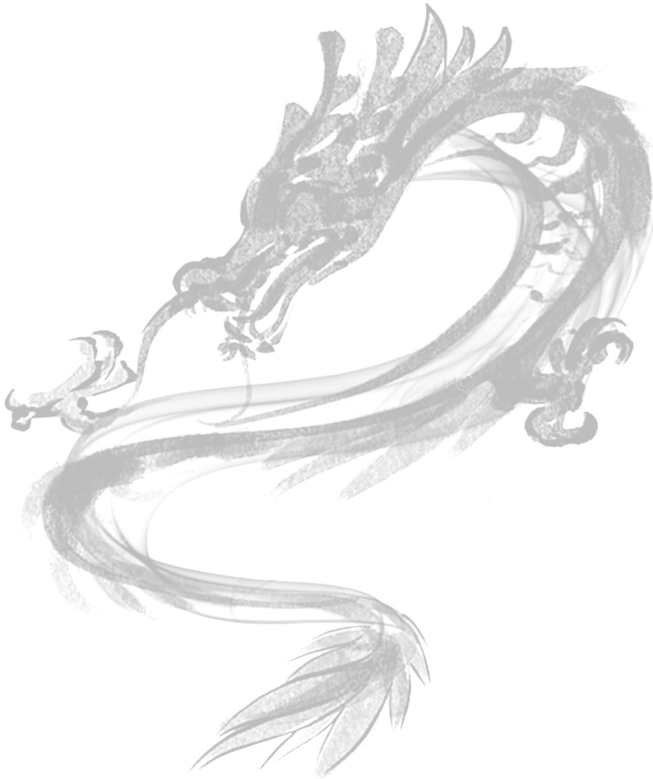


LICENSEE OPERATIONS GUIDE

V.1

UPDATED AS OF JULY 24, 2023

GSHIM MEANS "WISDOM AND HEART"
FOLLOW THE WISDOM
FOLLOW THE HEART
AND YOU'LL NEVER BE LOST
ON YOUR JOURNEY



The contents of this booklet are to act as a reference guide.
All content is subject to change without prior notice. Please refer to your license
agreement for all contractual questions.



Welcome to GTMA, Global Traditional Martial Arts! This manual aims to provide you with the necessary information to successfully operate your GTMA Licensed school or club. We want to take a moment to outline what you can expect from GTMA Headquarters and the organization's leadership.

Our exceptional growth at GTMA can be attributed to our leadership's ability to distinguish between business matters and martial arts concerns. School owners of any rank can confidently reach out to GTMA HQs with inquiries about billing or costs, knowing they will be treated with respect and dignity, regardless of the person's martial arts rank.

Accessibility and open communication are central to our values at GTMA. Our Founding Grand Masters take pride in personally contacting school and club owners, rotating among themselves to ensure consistent communication. As a GTMA Licensee, you can expect to hear from one of them monthly, as they are genuinely interested in your achievements and challenges.

To facilitate communication, we employ various channels:

1. Private Facebook Group: Our primary communication channel due to its speed and convenience. We strongly recommend all licensees join this group, and you can also invite important staff members.
2. Email List: Our secondary communication channel, where major announcements are replicated from the Facebook group.
3. Licensee Section of Our Website: This dedicated private section is exclusively accessible to GTMA Licensees. Ensure you have an account set up to access this area. We request that only Licensees access this section. If you want to grant access to staff members, they should use your login credentials. This allows you to revoke access if necessary by changing your password immediately. This section contains pricing details, licensee-sensitive materials, and serves as a reference for various resources like form videos, PDFs, and marketing collateral. We welcome suggestions for additions or improvements.

We strive to be accessible and available to all our licensees. The following page is a contact list of everyone at GTMA HQs. We are honored to be part of your martial arts journey. Thank you for choosing us.

#thejourneycontinues



Important Headquarter Contact Information

President, Master's Representative

Apprentice Grand Master Kathy Lee

kathylee@gtmaonline.com

Cell 501 952-3322

Licensing and Operations:

Chief Master Sean Smith

s.smith@gtmaonline.com

Cell: 501-247-7326

Instruction:

Chief Master Ken Reynolds

kreynolds@gtmaonline.com

Cell: 501-348-1066

Merchandise:

Amanda Woodward

merchandise@gtmaonline.com

Phone: 501-612-4934

Tournaments:

Senior Master Kelly Harman

Ms. Sarah Worsham

Contact via email only:

tournaments@gtmaonline.com

A suitable team member will respond promptly to your inquiry.



Operations Partners

Fuji Mats

GTMA Discounted Pricing for all classroom mats.

If your business is insured with Mr. Glen Melson and Corporate Risk Advisors, you may be eligible for a 5% insurance credit when you use Fuji Mats in your academy

Contact Jon Larson

C- 763-258-39178

Email- jon@fujimats.com

Website Partner – 97 Display

GTMA Licensee Preferred pricing and have GTMA Licensed content for your website; www.97display.com

Contact and let them know you are a GTMA Licensee

U.S. Center for SafeSport

All GTMA Licensees are eligible to complete a FREE SafeSport Trained Core Course.

Contact CM Sean Smith to be able to access the SafeSport Trained Core Course under GTMA's affiliation.

GTMA Benefit Center powered by Decisely

Access to Affordable Health Plans through Decisely. Many other plans and HR products are available to GTMA Licensees.

Begin by entering your information at GTMABenefits.com

Carlos Machado Jiu Jitsu

GTMA preferred pricing on CMJJ affiliation. Curriculum and support for a full BJJ program.

Contact Roger Perez

C- 214646-3148

Email- cmjjonboarding@gmail.com

Liability Insurance Preferred Vendor – Glen A. Melson – Corporate Risk Advisors

Mr. Melson can provide General Liability, Sexual Misconduct and Workers Compensation coverage, as well as other insurance products for your business.

Contact information

W – 770-971-2828

C – 404-273-6259

Email – gmelson@cr-advisors.com

Lori Rogers

Travel Agent

(305) 602-8383



Merchandise Ordering and Partners

GTMA Licensee Pro Shop - *Licensees only*

This website features all of the official GTMA uniforms, Shadow Moogi© products, official GTMA sparring gear, weapons, and other exclusive merchandise. Students cannot order directly from this site - they must order through their licensee.

Please contact Amanda Woodward with any questions
merchandise@gtmaonline.com
www.gtmalicenseeps.myshopify.com

GTMA Pro Shop - *Public*

This shop is for anyone to order apparel and non-rank related merchandise. Designs will be updated, so many seasonal items will be in rotation. Students and parents can order directly from this site. All licensees make 25% of the net profits of sales originated from their site.

Please contact Amanda Woodward to set up your school's shop
merchandise@gtmaonline.com

The Bold Look

The Bold Look is our exclusive color belt vendor partner that offers GTMA preferred pricing. You must contact our representative Brandy Lopez to ensure preferred pricing.

Brandy Lopez
305-810-7266
Brandy.lopez@boldlook.net

One Source Marketing

One Source Marketing is our preferred vendor that is licensed to embroider official GTMA Black Belts. Set up your account at
www.gtmacustomapparel.com

Sparring Sports

Sparring Sports offers re-breakable boards, contact bags, targets and foam sparring gear licensed with GTMA logos. You must create an account at
gtmagear.com.



GTMA Licensee Fees/Costs & Responsibilities

License Fees:

1. **Club License Fees:** \$200 per month for locations testing 50 or fewer students per testing cycle.
2. **School License Fees:** \$400 per month for locations testing 51 or more students per testing cycle.

Licensee Referral Bonus Program:

- Licensees receive a credit towards their monthly license payment for every referral that signs up and pays their 1st payment.
- The credit amount is equal to the payment made by the referred licensee.
- For example, if the referred licensee is a club and pays \$200 for their first payment, the referring licensee will receive a \$200 credit.

License Terms & Renewal Process:

- All GTMA Licenses are valid for 1 year.
- License renewal is a simple process involving a renewal agreement.
- Club and School Licenses can be canceled with a 30-day notice, with outstanding fees becoming due upon written notice.
- Cancellation must be in the form of email or written notice.

New Member Fees:

- A \$25 fee is charged to the licensee when a student tests for rank in GTMA for the first time.
- Licensees are limited to a maximum of 120 new member fees per calendar year.
- A licensee can pay the 120 x \$25 new member fee in a lump sum at the beginning of the year and receive a 10% discount.

Black Belt Fees:

- A \$100 fee is charged when a student tests for 1st, 2nd, or 3rd Degree Black Belt.
- Licensees are encouraged to charge an appropriate amount during the member's black belt test to cover the GTMA Black Belt fee.
- Licensees processing 10 1st Degree Black Belts receive a free process for a 2nd or 3rd degree in the same calendar year.



GTMA Licensee Fees/Costs & Responsibilities cont.

Processing Rank Testing & New Members:

- Testing data must be submitted to GTMA HQ within 1 week after the physical testing takes place.
- Licensees will be invoiced for processing fees once the testing data has been processed.
- Student data audits will be conducted monthly to ensure timely submission of testing data.

License Territories:

- GTMA does not sell specific territories with licenses but considers proximity to existing locations.
- Existing GTMA Licensees will be notified if an inquired location is within 10 miles and given an opportunity to object.
- GTMA considers factors like population density and travel before awarding a new license.
- GTMA reserves the right to revoke a license and cancel existing contract for any reason

Use of GTMA Logos, Pictures, and IP:

- Licensees have the right to use GTMA logos and IP for marketing purposes.
- Licensees cannot use GTMA logos, pictures, or IP for resale without expressed written permission by an authorized member of GTMA Headquarters
- GTMA logos and patches may be used on clothing for resale ONLY if the Licensee's logo is larger and present, and only purchased and manufactured from an Approved GTMA Vendor.
- GTMA logos and patches may be used for a limited run of GTMA Sanctioned Tournament Shirts with prior approval.

*Resale items must be purchased wholesale from a
GTMA Approved vendor.*



GTMA offers a wide range of programs and services to cater to licensees of all sizes. Here is an overview of what is available to you as a GTMA licensee.

Programs:

1. GShim Taekwondo Curriculum - No Cost: Included with License Fees

- 6 Color Belt Taekwondo Forms
- 6 Color Belt Weapon Forms (Jahng Bahng)
- 9 Black Belt Taekwondo Forms
- Variety of Black Belt Weapons Forms (work in progress)
- as of July 2023: Fan, Sword, Jahng Bahng, Single Ssahng Jeol Bahng, Double Ssahng Jeol Bahng

2. Shadow Moogi Program- No Cost: Included with License Fees

- Designed for Preschool Age Students
- 6 Characters within the program
 - Supporting Items and Merchandise:
 - Uniforms with Character patches
 - Program Book for students
 - Stickers that coincide with the book
 - Coloring Sheets
 - Leadership Tenet Story Books
 - Character Toys/Dolls
 - T-Shirts
 - Many items still being developed

3. Dragon Squad Program- No Cost: Included with License Fees

- Designed for School Age Students
 - 6 Characters within the program
 - Older versions of the same characters in the Shadow Moogi Program
 - Supporting Items and Merchandise:
 - T-Shirts
 - TV Show in development
 - Many items still being developed

4. Leadership Program- No Cost: Included with License Fees

- Based on Mind/Body/Soul
 - Leadership Tenets / Health and Nutrition / GShim Taekwondo
 - Manual for instructors
 - Supporting Videos for instruction
 - Supporting Items and Merchandise:
 - Clothing Line (upscale and differentiate from GTMA Martial Arts)
 - T-Shirts with Leadership Tenets
 - Nutrition and Health items
 - Shadow Moogi Books based on Leadership Tenets



- GTMA Leadership Jr. International Council:
- Pre-teens and teens can represent their GTMA Licensed location in this prestigious council.
- Clubs have 1 representative in each lower and upper council.
- Schools have 3 representatives in each lower and upper council.
- Sector, National, and International events are being developed for participation in this council.

- 5. GTMA Hero Program (Tournament Circuit)** - No Cost: Included with License Fees (individual athletes charged \$25 per season for point tracking and eligibility for year-end titles/awards)
- Athletes competing on the GTMA Hero Sanctioned Tournament Circuit can track their points for titles or awards.
 - Color Belt athletes: Top 10% of their divisions recognized and awarded as upcoming champion contenders at the end of the season.
 - Black Belt athletes: Top 10 in their respective divisions compete at the Tournament of Champions for the Global Champion Title.
 - Global Champion winners in the 4 traditional divisions (Forms, Traditional Weapons, Stick Sparring & Free Sparring) are eligible to compete in the Grand Champion Tournament to determine the best Overall Traditional Martial Arts Athletes.

Services:

- 1. Wholesale Merchandise** - No Cost: Included with License Fees
- Wholesale pricing for resale in your Licensed Academy
 - Offers official GTMA uniforms, training weapons, training gear, and select merchandise for GTMA programs and active wear.
- 2. Customer-facing Website (GTMA Spirit Proshop)** - No Cost: Included with License Fees
- Website selling items personalized to your GTMA licensed location's logos and specifics
 - Monthly themed T-shirts rotated for sale to your customers
 - Encourages follow-up traffic and additional purchases
 - Customers place and pay for orders on your website, and we take care of boxing and shipping directly to them
 - No upfront cost for any item to be sold
 - Licensee earns 25% of all profits on items sold on their site.



3. GTMA Benefits Center powered by Decisely - Cost: Your choice to participate. If used, structured fee invoiced and paid directly to Decisely

- Exclusive benefits center for GTMA Licensees, providing access to:
 - Health Insurance
 - Dental Insurance
 - Accident Insurance
 - Vision Insurance
 - HR Services

At GTMA, we take pride in offering top-level programming and services to our Licensees. If you have any questions regarding our programs or services, please don't hesitate to reach out to our Licensee Department.



Participating and Hosting GTMA Hero Sanctioned Tournaments

Tournament Participation

Participating in GTMA Hero Sanctioned Tournaments is highly recommended for students of all ranks and ages. Our Founding Masters have worked diligently to establish GTMA tournaments as thriving hubs of competition and camaraderie. These events offer invaluable opportunities for students to forge new friendships and for GTMA instructors to gather and connect in person. We encourage you to ensure your students are well-informed about and actively participate in local, national, and international tournaments!

Registering and Competing

Use Uventex Sports Hub to register. Follow these steps:

1. Create a Uventex profile for your first event.
2. Update profile manually throughout the season by providing accurate rank and height information.
3. Refrain from creating multiple accounts. Use the same account for all future registrations.

GTMA Hero Program

The GTMA Hero Program allows athletes to register and pay a \$25 fee that covers the entire season.

1. Enables point tracking for students who wish to compete for title and award opportunities.
2. Students can join the Hero Program at any time during the tournament season as points will only be counted once a student has enrolled in the Hero Program.
3. The program must be renewed each tournament season to continue participating in title and award opportunities.

Title/Award Eligibility

Color belt athletes can earn recognition & awards by accumulating points throughout the tournament season and placing in the top 10% of their division.

Black Belt Athletes are eligible to compete for the title of Global Champion if they rank in the top ten among their competitors at the end of the season. Any Black Belt Athlete who secures first place in any traditional event (Forms, Traditional Weapons, Stick Sparring, or Free Sparring) at the Global Champion Competition Finals is eligible to compete in the Grand Champion Tournament.



The qualified competitors will participate in all four traditional events, earning points based on their placements. The competitor with the highest total points will be crowned the "Grand Champion."

Gear, Weapon, and Uniform Requirements

While it is highly encouraged for competitors to wear official GTMA uniforms and gear, no student will ever be turned away from regular competition for not doing so. However, starting from the 2024 Global Celebration, competitors qualified for the Global Champion Tournament and the Grand Champion Tournament must wear the official GTMA Tournament Uniform and official GTMA Sparring Gear during the respective competitions. It is crucial that all weapons and gear are in suitable condition for competition.

Hosting a GTMA Hero Tournament

Bid applications to host a GTMA Hero Sanctioned Tournament traditionally open 6 months to 1 year prior to the start of the tournament season. Please refer to the current Bid Application policies for instructions on how to apply and become eligible for hosting, along with the associated costs.

GTMA Hero Sanctioned Tournaments are closed events, meaning that all participants must be GTMA students at a licensed GTMA location with a GTMA number. Hosting a tournament is a business venture for the host, and the risk and rewards fall on you. While your GTMA family wants to support your event, the responsibility of promoting it lies with you as an individual.

Inviting vs. Confirming Attendance of School Owners and High Ranks

While personally inviting someone to your event is noble and appreciated, no senior should ever expect an invitation or have their expenses covered. If you do invite a senior, it would be appropriate to offer to pay for their hotel.

Asking school owners and seniors if they will attend your event should not be seen as an invitation or an expectation for their expenses to be covered. Feel free to contact area school owners to get an idea of how many competitors they might bring, understanding that the actual number may vary. Clear communication is essential for building our GTMA Tournament Circuit.

By participating in and hosting GTMA Hero Sanctioned Tournaments, we come together as a community to celebrate the spirit of GShim Taekwondo, foster healthy competition, and strengthen our bonds. Let us continue to support each other and make these events memorable for everyone involved!



National Testing Requirements

Current Rank	Midterm Cost	Test Cost	Midterms Required to Test
1 st – 3 rd Degree	\$100	\$200	3
4 th – 6 th Degree	\$100	\$300	4
7 th – 8 th Degree	\$100	\$400	4

5 elements

- Forms, weapons, stick sparring, sparring, board breaks
- Sparring and/or stick sparring can not be substituted for any other element.
 - If a student cannot participate in full contact sparring and/or stick sparring due to medical reasons, testers should formally request with their instructor's permission, to perform in non-contact sparring and/or stick sparring
- Weapons may be any color belt or black belt weapon form
(required after 7/29/23)
- Board Breaks (see chart below)

Ages 35 and under	3 board breaks (2 kick techniques, 1 hand technique)
Ages 36 and above	2 board breaks (1 kick technique, 1 hand technique)
Females all ages Males 12-17	Blue boards
Males 18 and older	Brown boards

Uniform

Testers/midtermers must wear either the Ceremonial Dragon Uniform OR Fuji Tournament Uniform AND an approved GTMA Black Belt.

By 2025, all testers/midtermers must wear the Ceremonial Dragon Uniform AND an approved GTMA Black Belt

Additional Testing Information

Testing & midterms for the rank of 1st – 3rd degree may be done in at a local GTMA Licensee level are not subject to National Testing Pricing (please see licensee fees/cost & responsibilities).

Testing for the rank of 4th degree and higher must be approved by GTMA HQs & at a major GTMA Organizational Event (ie Global Championships, National Camps, etc.). Approval for high rank testing at other events subject to approval.

Uniforms

1. Training Uniform

- To be worn for in-school, camp, and event training
- GTMA patch is required and to be worn on the left chest
- School patch is optional and to be worn on the right shoulder



MASTER

4&5TH BB

1-3RD BB
INSTRUCTOR

1-3RD BB
INSTRUCTOR
TRAINEE

1-3RD BB

WHITE/
COLOR BELT

2. Ceremonial Dragon Uniform

- To be worn at testings, tournaments, and black belt events
- No image alterations allowed
- Approved GTMA black belt required



PRESIDING
GRAND MASTER

GRAND
MASTER

CHIEF
MASTER

SENIOR
MASTER

MASTER

5TH
DEGREE BB

4TH
DEGREE BB

1-3RD
DEGREE BB



Apprentice Gold Stripes are sewn directly under the epaulette



[illegible]