vynzomedia

Strategic Growth and Marketing

Partnership Proposal

Date / November 22 , 2026

Company/ COAST Performance Rehab

Prepared specifically for authorised review by **COAST Performance Rehab**

ynzo.ca

1281 Hornby St 636, Vancouver,
BC V6Z 0G8
Email: hello@vynzo.ca
Phone Number: +1 778 809 5074

BUSINESS PROPOSAL FOR INTEGRATED MARKETING OFFICE

To:
Management
COAST Performance Rehab
British Columbia, Canada

Date of Issue: November 22 , 2026
Reference: VM/COAST/IMO/112226

Dear **COAST Performance Rehab Management,**

Following our review of COAST Performance Rehab's public marketing presence and the strategic audit prepared by Vynzo Media, we are pleased to submit this proposal for an Integrated Marketing, Brand and Growth Office partnership.

Our proposed model is designed to support COAST not as an isolated external agency, but as an extension of the clinic's existing management and marketing structure.

The objective is to bring brand strategy, social media, content, production, SEO, AEO, performance marketing, communications, PR, ATL and BTL coordination, ground marketing, vendor management and ongoing marketing operations under one coordinated system with a clear point of accountability.

Through this partnership, we aim to strengthen consistency across COAST's marketing activities, improve visibility across digital and search channels, and better connect the clinic's clinical capabilities with patient and public communication.

COAST will retain final authority over clinical information, sensitive communication, patient related matters, major brand decisions, budgets and public communication. Vynzo Media will manage the agreed day to day marketing planning, coordination and execution within an approved working framework.

Our role is not to remove COAST's control, but to reduce the operational burden required to turn strategy into consistent, professional execution.

Prepared for your consideration,
Business Development Department
Vynzo Media

VM/CONT/IMO/0902266

Corporate Notice

Vynzo Media operates in Canada under LEZNIT SOFTWARE CORP., a corporation incorporated under the Business Corporations Act of British Columbia, Canada, Corporation Number BC1550068. This proposal has been prepared and issued through the Vancouver office of Vynzo Media for an Canadian client engagement with COAST. All services, operational arrangements and related obligations remain subject to the final mutually executed agreement between the relevant parties.

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1. Executive Summary

Vynzo Media proposes an Integrated Marketing, Brand and Growth Office for COAST Performance Rehab 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 COAST'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. COAST 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 COAST 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 COAST priorities change.
- External vendors and specialist suppliers may be sourced, coordinated and managed by Vynzo Media following COAST approval.

2. Our Understanding of the Requirement

COAST 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 COAST 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 disconnected set 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 COAST 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 COAST does not depend on ad hoc content creation.
- Reduce the burden of coordinating multiple marketing suppliers, production teams and physical execution requirements.
- Give COAST access to additional specialists without permanently increasing the fixed team where the need is temporary.

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3. Fifteen Day 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 COAST 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 COAST 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, care teams, 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 COAST.

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 COAST 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 COAST 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. COAST 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 through mutual approval 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	Social creative, campaign design, service communication, event design, advertising creative support and recurring marketing collateral.
Video and Motion Specialist	Reels, clinician videos, service videos, educational edits, campaign edits, motion graphics and content adaptations.
Photographer and Videographer	clinician shoots, portraits, service photography, facility photography, video capture and visual library development.
SEO and AEO Specialist	Organic search, service discoverability, clinician discoverability, content SEO, technical coordination, AEO and AI search visibility.
Marketing Operations and Activation Manager	Ground marketing, printing, vendor sourcing, office visits, activations, event logistics, promoter coordination, material delivery and field execution management.

POC and onsite integration
The Brand and Growth Strategist will act as the primary POC. During mobilisation and the early integration period, onsite visits may be more frequent to understand COAST's management team, care teams, clinicians, approvals and current operating rhythm. Once the working model is established, the POC will coordinate clinic visits as agreed where required, with additional visits where operationally necessary.

Content mix

- COAST may add an ongoing specialist where the need is recurring and strategically important.
- COAST may remove or reduce a specialist role that is not required for the agreed scope.
- A role may be replaced with another specialist where the operational value and workload remain reasonable.
- Temporary specialists may be activated for a campaign, launch, event, crisis, technical requirement or specialist production need.
- Any material increase or reduction in recurring team capacity will be agreed before the change takes effect.

7. Monthly Deliverables and Production Capacity

Area	Flexible Creative and Service Scope
Social content	Clinician education and clinic content as mutually agreed
Additional design	Design and campaign support within mutually agreed priorities and available resources
Video production	Video production scheduled for agreed needs
Photography	Photography planned for agreed clinic priorities

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Reactive production	Responsive creative shoots and timely adaptations subject to the mutually agreed working scope
Platforms	Facebook, Instagram, LinkedIn, YouTube and X
Search	Ongoing SEO and AEO support
Audit	Monthly marketing audit and priority review
Reporting	Monthly performance and activity review

Content mix
Monthly content may include clinician content, service communication, educational content, campaigns, health awareness, corporate communication, LinkedIn communication, event communication, trust building content and other approved marketing priorities. The exact mix will follow the monthly priority plan. A single core creative adapted for different platforms will not be counted as several completely new core assets.

Additional design requests
Additional design requests may include flyers, posters, invitations, certificates, standee artwork, event creative, clinician announcements, recruitment creative, simple brochure requirements and presentation visuals. These requests use the same available creative capacity.

Production capacity
Creative production may include clinician education, service videos, and interviews, facility content, campaign content, brand communication and PR related production.
A production session can support multiple useful assets. Planned photography work may cover clinician portraits, facilities, services, teams, corporate imagery, campaigns and visual library development.

Care setting visuals can document practitioner expertise, service environments and patient experience for service pages, community campaigns, educational posts and a coherent visual library.
Responsive requests can be considered whenever clinic priorities change.
Work depends on capacity and timelines. Any changes are discussed with clinic leads and priorities can be adjusted with mutual agreement.

8. Search, Communications and Marketing Operations

SEO and AEO

- Organic search monitoring
- Keyword and content opportunities
- Service discoverability
- clinician discoverability
- On page recommendations
- Content SEO
- Technical issue identification and coordination
- AEO content direction
- AI search visibility review
- Search performance review

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 scope agreement collection and approved supplier coordination

Where an activity requires an external resources, Vynzo Media will communicate the estimated requirement for COAST approval before material expenditure is committed. Following approval, Vynzo Media may manage the supplier and execution on behalf of COAST.

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. COAST 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.
operational review	Relevant scope agreement or resources information is obtained.
Approval	COAST approves the external budget where required.
Execution	Vynzo Media coordinates the approved supplier or specialist.

Quality review	Vynzo Media reviews delivery within the agreed marketing scope.
Reporting	Relevant execution information is communicated to COAST.

10. Flexible Capacity and Add On Menu

The partnership is designed to be adjustable. COAST may rebalance available monthly capacity or activate additional specialist support without rebuilding the entire engagement.

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 operational 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 scope agreement.

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 work may be planned separately through mutual approval of the relevant specialist scope and appropriate resources for the requirement.

11. Performance Marketing and Paid Media

A Performance Marketing and Paid Media Specialist is included in the recommended team configuration for planning, readiness, tracking review and performance oversight. Because active campaign workload can vary materially across priorities, campaign execution is coordinated only where the approved scope requires it.

Campaign Objective and Scope	Vynzo Media Support Role
Discovery and readiness	Validate the setup
Audience and channel planning	Creative planning
Campaign implementation	Reporting and review
Learning and optimization	Refine the focus
Longer term development	Approach depends on approved goals, access, and mutually agreed project scope

Where required, campaign setup and tracking support can be planned according to agreed objectives. Existing setup will be reviewed before additional implementation work is proposed.

Paid media principle

Paid media activity begins only after a review of the brief, technical readiness and approvals.
Campaign activation remains subject to COAST approval and agreed objectives.

12. Governance, Approval and Performance Principles

COAST 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.

COAST 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 COAST 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 resources, platform changes, service availability, service clarity, 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 operational 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 COAST 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
- operational information
- Internal documents
- Custom audience information
- Marketing data
- Non public operational information

Client privilege principles

- COAST specific strategic work developed from confidential information will not be deliberately transferred or reproduced for another Vynzo Media client in a manner that exposes COAST confidential competitive strategy.
- COAST data and custom audiences will not be reused for another client.
- COAST 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

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

COAST specific intelligence stays COAST specific.

14. Separate Technology Support

Where COAST requires technology, software, application, web platform or digital infrastructure support, these services will not be delivered as part of Vynzo Media's marketing scope. They may instead be delivered through LEZNIT SOFTWARE CORP., Vancouver, British Columbia, Canada, under a separate technical scope and scope agreement.

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 benefit to COAST is coordinated communication between marketing and technology while maintaining clear strategic, operational and approval separation.

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15. Partnership Principles and Key Terms

Integrated Marketing, Brand and Growth Collaboration

Scope agreed jointly before activation

Our recommended collaboration is shaped around COAST clinic priorities and confirmed requirements. The team, channel focus and delivery model remain adjustable as each location and clinic priorities develop. Any change to activity, team involvement or production support will be discussed and approved in advance. All work follows mutually agreed scope and approval.

Recommended collaborative capabilities

- Recommended configurable specialist team
- Brand and growth strategy and primary POC
- Management of Facebook, Instagram, LinkedIn, YouTube and X
- Clinician content, educational posts and community stories
- Flexible social, clinic and campaign design support as needed
- Flexible video capture and postproduction support
- Clinic photography and authentic team storytelling
- Responsive production support as agreed for new priorities
- Creative direction, video, motion, photography and standard recurring production equipment
- SEO and AEO support
- Performance marketing planning and readiness
- Core PR and communications support
- Marketing operations, ground coordination and vendor management
- Monthly audit, reporting and ongoing account planning

Additional work subject to approval

- Paid media planning under an approved campaign brief
- Campaign optimization where included in the agreed scope
- Local awareness programs and community communication
- Printed materials and clinic collateral
- Community creator and partner collaborations
- Photographers, clinicians and approved creative talent
- Event venue and clinic location coordination
- Event and community representation
- Regional activation support and operational resources
- Out of home visibility and location campaigns
- Specialist public relations and communications support
- Sensitive communications and review workflows
- Production location and equipment coordination
- Additional shoot requirements by prior agreement
- Travel and on location planning for approved activities
- Community event creative and production coordination
- Separate web and platform improvements where requested
- Other mutually approved specialist services

Final service agreement

The final agreement should confirm the intended work, responsibilities, approvals, governance, access and data privacy, confidentiality, ownership of created material, platform permissions and decision authority, the clinic teams involved, practical dependencies, review processes, requested changes and reasonable handover arrangements before any work begins.

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16. Commencement

Formal recurring operations are expected to begin following completion of the initial mobilisation and readiness period, subject to the required platform access, availability of relevant COAST representatives, confirmation of priority services and completion of the initial approval structure.

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 COAST'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 presents Vynzo Media's proposed strategic, operational and service approach for COAST Performance Rehab, informed by public research and proposed collaboration priorities.
Any refinements relating to team structure, service mix, production capacity, additional requirements, reporting, approval 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

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United Kingdom
Vynzo Media Ltd
Company No. 16889451
71 to 75 Shelton Street, Covent Garden, London, WC2H 9JQ
Telephone: +44 7397 085272

Canada
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