

# Supplemental Materials

for

## Developing Marketing Materials for Legends Sports Leagues

December 13, 2018

**Project Team:**

**Zhidong Ju**

**Evangelos Spanos**

**Trevor Weiler**

**Nick Wright**

**Faculty Advisors:**

**Professor Dominic Golding**

**Professor Lorraine Higgins**

**Sponsor:**

**Legends Sports Leagues**



*These materials supplement the above named project report and are submitted to the faculty of WPI in partial fulfillment of the requirements for the Degree of Bachelor of Science*

## Table of Contents

<b>Part A: Authorship</b>	1
<b>Part B: Sample Interview Preamble</b>	3
<b>Part C: Rob Romo Interview Notes</b>	4
<b>Part D: Joyce Eaby Interview Notes</b>	5
<b>Part E: Wayne Stevens Interview Notes</b>	7
<b>Part F: Stephanie Best Interview Notes</b>	9
<b>Part G: Amy Farabow Interview Notes</b>	13
<b>Part H: Training Curriculum Outline</b>	16
<b>Part I: Training Manual Cover &amp; TOC</b>	19
<b>Part J: i9 Sports Franchise Information eBook</b>	23
<b>Part K: Hi-Five Sports Franchising Brochure</b>	42
<b>Part L: Kyle Rice Interview Notes</b>	50
<b>Part M: David Calabrese Interview Notes</b>	52
<b>Part N: Chuck Barber Interview Notes</b>	54
<b>Part O: Legends Participant Survey</b>	55
<b>Part P: Pickleball Logo Color Variations</b>	66
<b>Part Q: Promotional Video Storyboard Draft</b>	67
<b>Part R: Marketing Brochure</b>	69
<b>Part S: Alumni Event Poster</b>	76
<b>Part T: Video Update Log</b>	77

## Part A: Authorship

<b>Task:</b>	<b>Completed By:</b>
<b>Booklet</b>	
Title Page	Evangelos
Abstract	Evangelos, Nick, Trevor
Introduction	Evangelos, Nick, Trevor
Background	Evangelos, Nick, Trevor
Methods	Evangelos, Nick, Trevor
Results	Evangelos, Nick, Trevor, Zhidong
Recommendations and Conclusions	Evangelos, Nick, Trevor
References	Evangelos, Nick, Trevor, Zhidong
<b>Research</b>	
Recreational sports leagues	Trevor
Legends Sports Leagues	Evangelos, Nick, Trevor, Zhidong
Marketing strategies best practices	Nick
Sponsorships	Evangelos
Franchising	Evangelos
Training material best practices	Trevor
Competitive sports organizations	Evangelos, Zhidong
<b>Data Analysis</b>	
Open-ended survey question coding	Evangelos, Nick, Trevor
Close-ended survey question analysis	Evangelos, Nick, Trevor
Interview themes	Nick
<b>Deliverables</b>	
Franchisee Training Manual	Evangelos, Nick, Trevor, Zhidong
Pickleball Promotional Video	Zhidong
Pickleball Logo	Zhidong

Marketing Brochure	Evangelos, Zhidong
Legends Flyer	Trevor
<b>Supplemental Materials</b>	
Part A: Authorship	Trevor
Part B: Sample Interview Preamble	Evangelos, Nick, Trevor
Part C: Rob Romo Interview Notes	Nick
Part D: Joyce Eaby Interview Notes	Trevor
Part E: Wayne Stevens Interview Notes	Trevor
Part F: Stephanie Best Interview Notes	Nick
Part G: Amy Farabow Interview Notes	Nick
Part H: Training Curriculum Outline	Sent by: Ron Cortese
Part I: Training Manual Cover & TOC	Trevor, Zhidong
Part J: i9 Sports Franchise Information eBook	Found by: Evangelos
Part K: Hi-Five Sports Franchising Brochure	Found by: Evangelos
Part L: Kyle Rice Interview Notes	Nick
Part M: David Calabrese Interview Notes	Trevor
Part N: Chuck Barber Interview Notes	Nick
Part O: Legends Participant Survey	Evangelos, Nick, Trevor, Zhidong
Part P: Pickleball Logo Color Variations	Zhidong
Part Q: Promotional Video Storyboard Draft	Zhidong
Part R: Marketing Brochure	Evangelos, Zhidong
Part S: Alumni Event Poster	Evangelos
Part T: Video Update Log	Zhidong
<b>Roles</b>	
Project Manager/Editor	Trevor
Designer/Publisher	Evangelos
Minutes Taker/Data Analyst	Nick
Developer/Producer	Zhidong

## Part B: Sample Interview Preamble

We are (interviewers names) and we are Worcester Polytechnic Institute students conducting research for Legends Sports Leagues. The goal of our research is to examine how Legends Sports Leagues currently operates, as we will be helping develop training materials for potential franchisees. Your participation in this interview is voluntary and you may choose not to answer a question. Do we have your permission to record this interview with (recording device) to make sure we have your information accurate? Do we have your permission to use your name, title, and organization in our research? We will give you the right to review any information from the interview that is used in the final report prior to publication. We expect this interview to take (number) minutes.

# Part C: Rob Romo Interview Notes

**Interviewer: Trevor Weiler**

**Interviewee: Rob Romo - pickleball player and league advisor**

**11/16/18 phone interview**

- 1. How long have you been with Legends Sports Leagues?**  
8 months.
- 2. How did you first hear about the Pickleball League?**  
Tim, the former pickleball commissioner, going to different venues and talking about the new Legends pickleball league.
- 3. How important do you think that was for Tim to do that?**  
It's extremely important, and I think that human aspect is missing from the league now.
- 4. What is your position in Legends?**  
Advisor to the league.
- 5. How did you get to be an advisor?**  
Knowledge of both pickleball and people.
- 6. Are there any current marketing strategies that are successful in recruiting new members?**  
The only thing, with the exception of email, is word of mouth.
- 7. Is there anything that you suggest?**  
Post on two Facebook pages: DMV Pickleball\* and Pickleball Friends of Arlington.  
\*NOTE: Ron has been posting about Legends on DMV pickleball since 11/16/18.
- 8. Going off of that, we are in the process of making a pickleball promotional video. Would you suggest circulating the video on those Facebook pages?**  
Since it's a promotion of the League, then yes I think that would be helpful quite a bit.
- 9. If you wanted someone (a friend) to play in the Legends pickleball league with you, how would you pitch/describe the league in order to convince them to join?**  
Tell people about the league and the details of the league. It's a very social sport, people like to meet other people and shake hands and make friends.
- 10. We are working with Ron to develop a training manual for potential Legends franchisees. Based on your experience, is there anything that you think a franchisee should know about Legends?**  
Do research on the area for your league such as age distribution, income, venues.
- 11. Is there anything else you think we should know about the pickleball league?**  
Legends could partner with a pickleball manufacturer such as Selkirk, Gamma, Franklin, Monarch, Prince, pickleballcentral.com, to promote each other and bring credibility to the league. Legends could provide tournaments in the area because there is a need there.

# Part D: Joyce Eaby Interview Notes

**Interviewer: Nick Wright**

**Interviewee: Joyce Eaby: Legends' Vice President and Golf Organizer**

**11/9/18 at the Legends office**

**1. What is your role in Legends?**

I set up the first golf season, and I help with different things around Legends.

**2. How did you determine the courses?**

Searched for clubs around the area and contacted them for cooperation on members and venues. Public ones are more likely to cooperate. A problem with golf is the timing afterwork because it is hard to get around this area.

**3. How did you find the first players for the golf league?**

Most people came from inside Legends. Legends did some social media/Google ads thing that didn't get a lot of members. "It was mostly a word of mouth thing."

**4. The golf league in general has not grown like the other sports leagues. What would you say is the reason for that?**

Time is a challenge, the players loved it but it was hard to get to the course in time. People around here are crazy with work. Some people wanted to do Saturdays, but it didn't work.

**New Idea: All Legends Golf Classic**

A fun competition for any Legends player and their families to join, have some cool prizes, maybe donate the proceeds to someone. Could be a fun thing for people to participate in like twice a year..

**5. How would you describe/pitch the league to a friend to get them to join the Golf League?**

It's fun. It's to share the experience of both the camaraderie and the personal relationship. Varying skill levels and competition. It's a nice way to get together and relax, and friends can participate together.

**6. You had a lot of ideas from the past interview to increase membership (promoting family aspect and getting injured players), did any of those strategies get implemented?**

No, but I think it has worked out for pickleball. Because you aren't hampered by the time constraints.

**7. Any additional new ideas?**

To lower costs, maybe they wear t-shirts and don't wear the cool uniforms. I think what's missing there is the money but also the camaraderie (they go out and drink and socialize in the other leagues).

A gathering place, or a large space that can fit basketball and pickleball. That could be something for everybody, can bring people in of all ages throughout the day. Get gym equipment and juice bar. A Legends facility. It could be the place for the parties and build a community.

**8. Can we share that with Ron?**

Yes of course.

**9. Right now we're working with Ron on the franchisee training manual. Anything else you think a franchisee should know from your perspective of starting the league?**

I think every locality is going to be different. Going to have to find the ones that fit the model, and find the facilities

**10. Yeah that's definitely been a common theme with people we've talked to is finding the space to start the league.**

But if they had a facility, start with the most popular thing and anything else you want to add in, then you can branch out from there. That also could lead to **memberships**.

If you're a member, your fee for the leagues (golf, etc.) can decrease.

**11. Any advice you have from someone who would be in your position?**

Get to know the people at the different facilities, even if you don't meet them. Talk on the phone. See how they support you. Getting input from those people was important, knowing the game, etc.

**Idea:** Try to expand it depending on locality to women who stay at home with their kids. Get them into golf. Expand there and make it a family activity. So it's not just a thing at night.

**12. Did you try to leave any marketing anywhere in the golf clubhouse or anything?**

No, but I will definitely do that. They would be helpful for sure. Thank you!

**Another thing about new franchise:**

It's not always obvious where the court is at a venue, so it would be good to have some banners or signs to guide them or people where to pick them up on the way home. This would also be an advertising thing with the website on the banner.

**Continuing on Legends facility idea:**

I think the shared place could have a lot of possibilities. Could tell all current players that we have this space. Go with what's most popular. Boxing, kickboxing, crossfit, spin classes, etc. Follow trends. Modified hoops with a funky game, driving range, anything people are interested in.



# Part E: Wayne Stevens Interview Notes

**Interviewer: Nick Wright**

**Interviewee: Wayne Stevens - Baseball Deputy Commissioner and PWC Representative  
11/16/18 phone interview**

- 1. You said you were the Prince William County Deputy Commissioner.**  
I'm the Baseball Deputy Commissioner and PWC Representative so I deal with PWC on the permits and field usage and anything with the County Parks and Recs.
- 2. How do you reserve the fields?**  
One meeting in Spring and Fall to go over permits with Parks and Recs. Set up slots and times that Legends needs it. Liaison between Legends and the County.
- 3. Any difficulties dealing with parks and rec dept.?**  
No, I built a very good relationship with them. Get to use minor league team's field while they are out of town. Work with County to get good fields.
- 4. How do you find the umpires for the league?**  
I was Chief Umpire for the league in the past and I work for an umpire association. Players that are umpires are not a good thing because players shouldn't have a relationship with any of the teams.
- 5. How do the umpires get paid, are they volunteers?**  
They are volunteers and do get paid. \$75 for home plate umpire per game. \$65-\$70 for bases umpire per game.
- 6. Player umpire option. Would you say the majority of umpires are players and have relationships with the team?**  
Correct.
- 7. From your previous interview you said that players didn't really want to transfer from softball leagues to baseball leagues and discounts weren't effective. Have you seen any changes since then and any more ways to attract members?**  
Not really. The biggest thing for us is word of mouth. We have tried posters and you get a few from that but not as much as word of mouth. Adults come out and try the league and retention from that is about 30%. Most of that is because new players come out thinking it is a recreational sports leagues, but until you get out there and play/watch, you see that these guys get pretty competitive. It's not a softball beer league.
- 8. Do you have any suggestions on how Legends can lower their registration fee or if you think they should?**  
I think if they go to a different umpire association they could lower the fee. Huge savings when teams provide their own uniforms, not the Legends uniforms.  
**New thought:** I believe that Legends should assign a Baseball Commissioner, Deputy Commissioner to handle questions and concerns. President wouldn't have to worry about conflict of interest.

**9. You talked about social events in the previous interview, what made you think those haven't been so successful?**

People think they should be free. This is where the league could benefit from sponsors. It is a tough thing to do. Full time job finding sponsors and bringing in the funding for that.

**10. How do the baseball teams communicate?**

Most of the time team's communicate through the Legends website. Managers could create team Facebook page. Putting pictures through Smugmug works very well. Managers put stats in only if they are ambitious.

**11. Do you have any other ideas that you think would be better for communication?**

The websites got it down. If I send a message out to my team, they get an email and a text message. Best of both worlds.

**12. What are some things you like about the league and what makes Legends different?**

I've been with a lot of different leagues and I think I would have to say the camaraderie. If you love baseball, it really does not matter.

**13. Anything else important for a franchisee to know?**

Have to come up with something for insurance for league. You have them sign a liability form but there's a lot of loopholes there that can get you in trouble. I think that's the biggest setback people are going to have to be a franchisee. It's a hassle and a process to get basketball courts.

**14. Any advice for someone that assumes your position in a new franchise?**

Be open-minded and very patient. Treat people like you want to be treated and things are going to work out. Holding a grudge is not a good thing if you want to grow. Only a select few who play baseball, it's sporadic with membership. The main goal is to keep the current membership happy.

**15. Anything else you think we should know about Legends or the baseball league?**

It would be beneficial for Ron to give up the [baseball] commissioner position. As the president you have to step back and delegate and not let everyone think you have the final/only say/decision on things.

# Part F: Stephanie Best Interview Notes

**Interviewer: Trevor Weiler**

**Interviewee: Stephanie Best - Board of Executives: Youth Commissioner**

**11/7/18 phone interview**

- 1. We saw the interview with the past IQP that you had and saw some of the notes that they took. They said that you've been involved in Legends since the summer of 2013.**

Correct

- 2. Is it also correct that you're the Commissioner of Little Legends?**

Yes

- 3. Could you please explain the process of running a Little Legends season?**

We run for 3 seasons: spring, summer and fall.

Things get busy 2 or 3 months prior to start of the season

Email blast 2 month prior to season start to get interest started.

Monitor registration.

Answer questions about the league I receive from email.

Getting refs to the games, uniform ordering and distribution, helping teams get registered because they have a different registration process than individuals, dealing with late fees when people complain about that, making sure scores are updated, managing practice for coaches, finding coaches, working around coaches' schedules, dealing with playoff brackets.

Need a calendar of what needs to be done when so someone else can do this.

- 4. You mentioned ordering uniforms, could you explain that a little bit?**

We order from the same vendor every year. Count uniform stock and compare it to last year's registration numbers and then order the difference.

Pack up team uniforms beforehand and the coaches or team mom or some team representative will come and pick them up.

Make sure there are no duplicate numbers on the same team.

Quick turnaround because we want to get 8-10 games per season.

- 5. Could you explain the process of making sure the coach is suitable for the league?**

Coaches can make or break a season, even if they lose if they have a good coach it's really not going to matter to the kids.

Prospective coaches fill out a coaching form online that asks if they've had any felonies or sexual misconduct, indictments and their SSN. It would be nice to run a background check but it's very time consuming and also very costly.

Most of the coaches are parents and I'd say about 20% of coaches are adult Legends that volunteer because Ron asks for help and they do it. A lot of the guys have done it multiple seasons and I feel really comfortable and have a relationship with them.

A lot of parents don't volunteer for anything and coaching is the last thing they want to volunteer for because it is a commitment. I will tell Ron I need X amount of coaches for each division and he'll send out an email.

It's hard with registration still coming in because we try to keep it at 8-10 teams and then when we split it up to another team we have to find another coach last minute.

**6. How similar is the process for finding referees for Little Legends?**

That has gotten a lot better lately because Ron has issued more clocks, I think there are about 5 or 6 refs that hold the clocks. They're very reliable.

They're Ron's adult Legends coaches, most of them have great experience. They're adults, so compared to other leagues where my son, who's 15, will ref, you get an experienced ref doing it which is a one of the best parts about this league.

**7. How do you find the referees for the league? Where do they come from?**

The past couple seasons, the same refs have the clocks, so I know they're committed for the season, so when I'm loading the schedule I will plug in one of those refs at each venue to ensure that I have a clock there.

All the refs seem to check the system and games fill up really fast, so I have to kind of block it off to make sure I have someone with a clock out there.

**8. Along that same topic, what's the process behind getting scorekeepers?**

Part of the registration asks if the parents want to participate or not but most cases parents say no. Some roles they can take are team mom (which really means nothing except maybe picking up the uniforms), or building manager (supposed to make sure the place is left as it was when we got there).

Or they can pay a \$25 non participating fee (\$25 not to volunteer) and a lot of parents will actually pay that.

We have started paying people to run the clock and do the book for the finals which is really awesome so the parents don't have to worry about it they can watch their kids play, and they get somebody professional on the clock and book.

**9. With these volunteers, do they show up to the games and then get their task?**

You go with whoever shows up. As the kids get older, the audience gets much smaller. For 7th/8th and 9th/10th there's very few parents there to even get to volunteer. It manages to work out every game but nothing is concrete before you walk into a game.

**10. Are there any tournaments happening in the near future?**

I have never set up a tournament. I know we had a couple 3-on-3's and a couple tournaments and I think the kids have fun, but I'm not sure when Ron's doing another one.

I'm tied up managing the league when Ron is trying to organize the tournaments

We don't get a huge number of kids. A lot of players come from current players and past players because Ron emails the Legends database so it's not going past that much.

**11. Two years ago when you did an interview with the past IQP group, it didn't seem like there was a marketing plan in place at all.**

No there's not

**12. Has anything been tried or do you think that it's necessary to have a marketing plan?**

This fall season is the first drop we've had since I started, I can't tell what the cause is but it's about half of what we had last fall.

Each season I email past coaches and teams to see if they are willing to come back or not, and in the past I have printed out flyers to put on car windshields.

**13. What do you think about social media marketing? Would that help with the younger demographic at all?**

Have to reach the parents. Facebook and other social media. It's grown through word of mouth and that's good because it means the reputation is good.

Fairfax county is getting better about the courts.

**14. So you have to go through the county to get the court space?**

All the courts need permits from the county, and communicating with the county is important for getting better courts.

It is often the case that you get same court as last time.

**15. Do you think Legends should increase its presence on social media?**

I think any social media presence is better than none. Parents are busy and don't have much extra time to post pictures to the Legends page. Maybe if there was some incentive for them, like a discount.

**16. Do you think a lot of parents take pictures of their kids at the games and post them on Facebook.**

None. It's hard to take a good basketball picture. Parents don't take many pictures during games.

**17. We're working with Ron to develop a training manual for potential franchisees. It will include details about recruiting members, scheduling, court reservation, and communications like we just discussed. Based on your experience as the Youth Commissioner, is there anything else you think a franchisee would want to know?**

Find space first, it's going to be difficult to get good venues from the county. Find people with knowledge about sports especially rules and how to run the sport.

**18. If you were trying to describe Little Legends to a friend, how would you describe the league?**

It's a basketball league for 3rd through 10th graders, and it allows a group of kids to stay together and play as a team.

There might also be problem when friends that are good are on a team together and it's lopsided, but the goal is to have every team win or get close to winning at least one game.

**19. Could you talk a little more about the draft process and how it works?**

Start by sorting what's there; put the kids that want to stick together next to each other on the list and tell the coaches to draft them all together. There's an evaluation night where kids go through drills, and the coaches stand there with a paper with the kids' numbers, name, and some other info. Then the draft is right out in the hallway, it's very quick.

In the summer I do the draft, and I sort by what the parents say, eval notes, what kids want to stay together, their height, their school, and more so I can have balanced teams. I'll get a tall kid on each team, try to keep kids from the same school together, things like that. Most of the time it works out.

**20. It seems like it. You've been doing well so far.**

There's a lot of detail to it. You just have to get in there and do it sometimes. It's not that hard to pick up it just takes some time.

# Part G: Amy Farabow Interview Notes

**Interviewer: Trevor Weiler**

**Interviewee: Amy Farabow - Board of Executives: Secretary**

**11/9/18 at the Legends office**

**1. How long have you been with Legends?**

It's been about 7.5 years.

**2. How did you first find out about Legends?**

My son started playing when Ron and I were dating. It's more laid back compared to high school basketball.

**3. Can you describe any roles you've had with Legends?**

I was a parent of a Little Legend, youth commissioner for one season, I'm on the board of directors (secretary), and I was the golf commissioner for a season.

**4. Could you describe the board meetings?**

All the board members, Ron has an agenda: issues going on in each sport; and things that involve money. We all vote on issues. My role as secretary is to take notes.

**5. How often do board meetings happen?**

At least once a year, more if needed, but typically once or twice a year.

**6. Do you have any suggestions to improve the marketing presence or to increase or maintain membership across any leagues?**

Leagues are in same geographical area. Most well known in the Vienna, McLean area. Need more gyms to spread to other areas. It could be done but the biggest expansion is word of mouth, usually within your neighborhood and that's why it's staying localized. Figure out a way to expand WOM.

Golf is tough because it gets dark at night. Ron offered the weekends, people said they wanted to do it, but nobody signed up for the times when we offered. People who did golf really liked it.

Basketball definitely grows through word of mouth, especially with the kids, because kids invite their friends to play, and all the parents talk.

We've tried flyers and facebook and they didn't seem to work.

**7. In a sense, it seems like there is a capacity the way it is right now.**

Right. Each geographical area could be its own franchise.

Ron needs a commissioner for pickleball. Stephanie [Little Legends Commissioner] handles the youth stuff and Ron only gets involved if there's an issue, and it's much better that way.

**8. Getting a commissioner seems like it might be difficult.**

It's not suited for everybody, It's a lot of details and moving parts, you have to be organized and on top of stuff. A lot of people are good at a certain aspect of it but need somebody who wants to do it, is capable of doing it, and enjoys it. Once you do the first couple of seasons it gets much easier, but getting through the first couple of seasons is a challenge.

**9. If another franchise wanted multiple leagues, they should have commissioners for each one?**

I think so. It's a lot for one person. But it can be done.

**10. If you wanted someone to play in Legends, how would you describe/pitch the league?**

It's a laid back fun recreational league but with good competition. And you can come in as an individual or a formed team with a coach which most leagues don't allow. Playing time rules not as strict as other rec leagues, not as free as AAU. Everyone has to play, but not the same amount.

More flexible with accommodating scheduling problems and providing uniform numbers and sizing players ask for.

**11. Is there anything you think we should know about the uniform process?**

A week or two after distribution there's people who don't have a uniform, but it's difficult to enforce everybody getting them on the same day. Parents ask questions, players try on uniforms, and Ron gets to chat with adults, so it serves a purpose.

**12. We're working on a promotional video for pickleball, where do you think the video should be circulated?**

There are pickleball websites to share it, pickleball Facebook groups, maybe a Northern VA group.

**13. We're working with Ron to develop training materials for potential franchisees that would include information on recruiting members, reserving courts and facilities, scheduling, and communication and marketing. Based on your experience with the positions you've had, is there anything else you think a franchisee should know?**

It's going to vary with each franchise, need to track down point of contact for county. The first season is the hardest to get gym space because you're competing with already established rec leagues, but each season gets easier as they get to know you. It's nice to have a separate office space but we didn't have one for years.

**14. In the positions that you've had, is there any advice you'd give to someone in a different Legends franchise who would take on one of those roles?**

Start small, start with one sport and a few teams, figure out how it works, and manage it well. Don't want too many teams and it's chaotic and unorganized.

Try to find schools that have multiple gyms in the same school because it's easier, and oldest leagues get biggest gyms. If you get elementary schools, tell players so they don't find out later and quit.

**15. Do you have any good ideas of how to get the initial members? Ron got the first players for the basketball league through a church bulletin.**

Put a posting in some local gyms, college campuses, schools if possible but need someone on PTA or school board to get it.

For Little Legends, get an email distribution list of the local rec program from contacts in leagues, and don't compete with them, play during their offseason.

**16. Like you said, word of mouth is the big thing, but it's getting that initial group to start spreading the word.**



That's why the franchises are good because I don't think Ron is interested in expanding geographically because it's a challenge for one person.

**17. And obviously Ron would like to put this league in other areas as well.**

Right. The best way to make the training materials is to include lessons learned and recommendations to make things easier.

# Part H: Training Curriculum Outline

## Franchisee Training Curriculum Outline

### Legends Sports Leagues, Inc.

1. Introduction
  - a. What is Legends Sports Leagues?
    - i. Current Sports
    - ii. League Philosophy
  - b. Videos
    - i. Youth Basketball
    - ii. Adult Basketball
    - iii. Baseball
    - iv. Pickleball
2. Homework/Planning
  - a. Research Competition
  - b. Create SWOT Analysis
  - c. Identify Community Need for League
    - i. Estimate Registrants
    - ii. Look for Opportunities
      1. Sport not Covered
      2. Season not Covered
      3. Competition Weaknesses
  - d. Find Venues
    - i. Schools
    - ii. Rec Centers
    - iii. Independent Fields/Gyms
    - iv. Churches
  - e. Document Venue Pricing
  - f. Price Liability Insurance
  - g. Develop Marketing Strategy
  - h. Search for Sports Officials/Pricing
    - i. Referees
    - ii. Umpires
    - iii. Scorekeepers
  - i. Create Pro Forma
3. Start-up
  - a. Create/Customize Legends Website
    - i. Create League Registrations
    - ii. Load Officials Area
    - iii. Load Facilities
    - iv. Add Sports General Information/Rules
    - v. Set up Online Store
    - vi. Start Legends Blog

- vii. Line up Sponsors
    - viii. Load email List
    - ix. Purchase Liability Insurance
    - x. Run Youth Coach Background Checks
  - b. Develop Draft Season Schedule
  - c. Implement Marketing Strategy
  - d. Sign Contract for Venue Space
  - e. Line up Officials
  - f. Announce Registrations
- 4. Season Kickoff
  - a. Close Registrations
  - b. Order Uniforms
  - c. Purchase Equipment
  - d. Assign Free Agents or Hold Draft
  - e. Create/Assign Teams and Divisions
  - f. Submit Rosters/Schedule to County
  - g. Create/Post First 2-3 Weeks of Schedule
  - h. Assign Officials
  - i. Hold Uniform Pick-up
  - j. Create Scoresheets
  - k. Attend Opening Night
- 5. During the Regular Season
  - a. Adjust Teams/Divisions
  - b. Add Free Agents
  - c. Enter/Post Results
  - d. Enter Individual Statistics
  - e. Post Remaining Regular Season Schedule
  - f. Order Prizes
- 6. Post-Season
  - a. Confirm Team Seedings
  - b. Create Tournament Brackets
  - c. Schedule Playoffs
  - d. Hold Finals/Take Pictures
  - e. Post Pictures/Update Blog
  - f. Submit Season Winners to Papers/Blog
  - g. Pay Officials
  - h. Update League Counts
- 7. Tournaments
  - a. Plan Tournaments
  - b. Review Relevant League Tasks
- 8. Other
  - a. Advanced Scheduling – Cactus Software
  - b. Hall of Fame
  - c. Annual Party
  - d. Create Independent Contractor Agreement
  - e. Track Finances/Create Financials Reports
  - f. Customize Code of Conduct
  - g. Customize Bylaws

- h. Organize Training Process
- i. Pitch, Hit, and Run
- j. Homerun Derby
- k. Jr. NBA
- l. Other Charity Events

## Part I: Training Manual Cover & TOC



# Legends Sports Leagues Franchisee Training Manual

Legends Sports Leagues, Inc.  
[www.playlegends.com](http://www.playlegends.com)

# Table of Contents

---

## **1. Introduction**

What is Legends Sports Leagues?

Videos

Adult Basketball

Youth Basketball

Baseball

Pickleball

## **2. Homework/Planning**

Research Competition

Create SWOT Analysis

Identify Community Need for League

Look for Opportunities

Sports not Covered

Seasons not Covered

Competition Weakness

Estimate Registrants

Find Venues

Schools

Rec Centers

Independent Fields/Gyms

Churches

Document Venue Pricing

Price Liability Insurance

Develop Marketing Strategy

Search for Sports Officials and Pricing

Referees

Umpires

Scorekeepers

Create Pro Forma

## **3. Start-up**

Create/Customize Legends Website

- Registering for LeagueAthletics
- Create League Registrations
- Load Facilities
- Add Sports General Information/Rules
- Set up online store
- Start Legends Blog
- Line up Sponsors
- Load email list
- Purchase Liability Insurance
- Run Youth Coach Background Check
- Develop Draft Season Schedule
- Implement Marketing Strategy
- Sign Contract for Venue Space
- Line up Officials
- Announce registrations

#### **4. Pre-Season Kickoff**

- Close Registrations
- Order Uniforms
- Purchase Equipment
- Assign Free Agents
- Hold Draft
- Create/Assign Teams and Divisions
- Submit Rosters/Schedule to County
- Create/Post First 2-3 Weeks of Schedule
- Assign Officials
- Hold Uniform Pick-Up
- Create Scoresheets
- Attend Opening Night

#### **5. During the Regular Season**

- Adjust Teams/Divisions
- Add Free Agents
- Enter/Post Results
- Enter Individual Statistics
- Post Remaining Regular Season Schedule

Order Prizes

**6. Post-Season**

Confirm Team Seedings

Create Tournament Brackets

Schedule Playoffs

Hold Finals/Take Pictures

Post Pictures/Update Blog

Submit Season Winners to Papers

Pay Officials

Update League Counts

**7. Tournaments and Events**

Plan Tournaments

Hall of Fame

Annual Party

Pitch, Hit, and Run

Homerun Derby

Jr. NBA

Other Charity Events

**8. Other**

Advanced Scheduling – Cactus Software

Create Independent Contractor Agreement

Track Finances/Create Financials Reports

Customize Code of Conduct

Customize Bylaws



# Part J: i9 Sports Franchise Information eBook

## How the Business Works



## Franchise Information eBook

## Table of Contents

Introduction .....	2
The Revenue Model .....	3
Why Customers Choose i9 Sports® .....	8
The Labor Model .....	11
The Benefits of Our Business .....	14
Next Steps .....	17



## i9 Sports®: How the Business Works

### Introduction

i9 Sports is the nation's first and largest youth sports league franchise opportunity, with more than 130 franchise locations operating nationwide. Founder Frank Fiume created the company to provide an alternative to community youth sports leagues through a well-defined customer experience that focuses on fun for the kids and convenience for the parents.



**For kids,** i9 Sports offers a fun and safe environment to enjoy their favorite sports with their friends. We emphasize age-appropriate instruction that teaches the fundamentals of each sport and the value of good sportsmanship. We keep things competitive enough to help kids learn new skills and improve their game, without sacrificing the fun factor.

**For parents,** i9 Sports offers a highly organized program and convenient schedule that won't consume their family's life. We focus on providing exceptional communication and a consistent, professional experience that is head and shoulders above other programs.

**For franchise owners,** i9 Sports offers a strong, proven business model with multiple revenue streams and rare advantages. Our industry has steady and perpetual demand regardless of the economy. Our franchise is affordable to start, has low overhead and is inexpensive to scale, thanks to our work-from-home setup, volunteer and part-time staffing model and cost-effective, geo-targeted local marketing strategy.

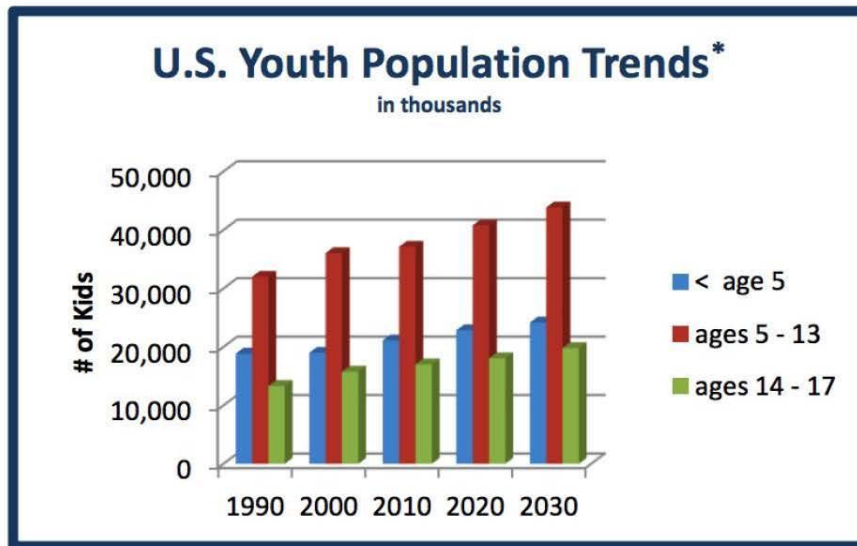


## The Revenue Model

i9 Sports® has created a low-cost, home-based business model that can generate substantial revenue for franchise owners while keeping overhead expenses down. Owners access multiple revenue streams, including registration fees, sponsorships, concessions and merchandise.

For over 14 years, franchisees have used our training, technology, business systems and expertise to build profitable, sustainable businesses that they can be proud of.

### Strong and Consistent Demand



\*U.S. Census Bureau; P25-1104, NP2008-T2

Youth sports is a huge business, with more than 60 million participants annually in the U.S., [according to a study by the National Institutes of Health](#). Regardless of the economy, sports are among the few things with evergreen popularity with kids and teenagers. The chance to hang out with friends, be active and have fun has universal appeal and serves a core need in the community. That's how i9 Sports has stayed relevant for more than a decade, and plans to stay relevant way into the foreseeable future.

Because parents view youth sports as a necessity rather than a luxury, our model has performed well in both challenging economic conditions and our current growth economy. When times are good, parents invest more into their kids. Even when families are cutting back, they



still want to provide the best for their kids, and i9 Sports provides an affordable service that makes their kids' lives better.

i9 Sports® franchisees fill an important niche in the market by offering parents a more convenient option and a superior customer experience compared to park district and travel leagues. We offer kids a healthy mix of instruction, healthy competition and fun. i9 Sports owners treat their customers with the care and attention they deserve, and that helps us stand out and grab market share.

## How We Attract New Customers

For new owners, marketing and customer acquisition are among your first and most important roles. An outgoing personality and strong marketing skills are major assets, but our training and business coaching programs can help you learn sales skills as long as you're willing to put in the work.

We have developed a Marketing Game Plan to help guide your efforts, which start by building brand awareness. Networking, in-person events, digital and guerrilla marketing tactics help you connect with your community and get people to sign up for your leagues. We provide time-tested templates and marketing plans for flyers, postcards, presentations, cross-promotions with local businesses, search engine marketing, social media and more.

We also help you follow up to make the sale. While many of your customers will be ready to sign up right away, others might need a little time to decide. If a customer's not ready to register right away, you can get them to sign up as a member, so they'll receive email messages that keep i9 Sports top of mind for them and help you make the sale.

The most effective marketing involves delivering the right message to the right audience, and that's something we excel at. Our marketing focuses on moms, because [research from Greenfield Online](#) shows that they control 85% of household spending and are the primary decision makers regarding youth sports. We'll teach you how to be where moms and kids are – schools, day care centers, sporting goods stores, quick-serve restaurants and more. Moms are also very active on social media, so we've developed targeted digital marketing strategies for these powerful platforms.

## Referrals, Customer Retention and Repeat Business

Word-of-mouth is critical for your business, and it's one of i9 Sports' biggest strengths. We create raving fans, and nothing builds trust for a new customer more quickly than a positive referral from a friend. When parents and their kids have a wonderful experience with you, they'll talk about it at play dates and school events, encouraging their friends to sign up their own kids so they can enjoy this great experience together.



i9 Sports® franchisees enjoy high customer retention. By providing a positive first experience, parents enroll their kids in multiple sports, over multiple years, creating strong recurring revenue for franchisees and at the same time reducing marketing costs as they are already customers. Our Marketing Game Plan includes tools you can use to boost renewal registrations and encourage customers to try new sports.

## Multiple Sports, Multiple Revenue Streams

With our business model, franchisees offer multiple sports, camps and clinics that span the entire year. Offering multiple sports helps you generate more revenue while tapping into existing efficiencies through relationships you've already built with staff, members of the community, other businesses and the owners of your venues.

Each territory is designed to accommodate multiple venues, based on the density of families in our target demographics. Most franchisees offer our core sports – soccer, flag football, basketball and baseball – at multiple venues, four seasons a year. Even in cold-weather areas, indoor options like basketball and soccer allow you to keep running leagues all year.



## Strong Customer Lifetime Value

Our business model doesn't just create occasional repeat revenue; it's built on predictable recurring revenue that can stretch for years. We refer to a potential "12-Year Lifetime Value" for our customers, since we offer leagues from ages 3-14 (and sometimes take registrations up to age 17). This means potentially up to 12 years of recurring revenue for each kid our franchisees service, and the average American family has two children or more.

Recurring revenue, repeat business and strong word-of-mouth referrals make i9 Sports® sustainable and scalable. Customer satisfaction is a key indicator of customer retention, and our superior customer experience creates strong brand loyalty and passionate fans among your customers.

## Financial Performance

Below is a chart from our 2018 Franchise Disclosure Document detailing the financial performance of mature franchisees (the 85 franchise units open and operating for more than 60 months as of December 31, 2017):

	Revenue	Average	Median
Highest Revenue of All Franchise Units in This Group	\$1,268,351		
Revenue of Top 20% of Franchise Units		\$800,608	\$746,648
Revenue of Top 40% of Franchise Units		\$610,223	\$492,495
Revenue of Top 60% of Franchise Units		\$512,203	\$413,521
Revenue of Top 80% of Franchise Units		\$443,236	\$357,419
Revenue of All Franchise Units in This Group		\$381,584	\$316,318
Lowest Revenue of All Franchise Units in This Group	\$79,416		

### Explanatory Notes:

1. There were a total of 85 Franchise Units operating for more than 60 months as of December 31, 2017.
2. Of the 85 total Franchise Units that were open and operating for more than 60 months as of December 31, 2017, the highest level of revenue achieved by a Franchise Unit in this group was \$1,268,351.
3. There are a total of 17 Franchise Units that comprise the Top 20% of the 85 total Franchise Units described in Chart 1. Of these 17 Franchise Units, 5 (or 29.4%) of the Franchise Units generated higher Revenue than the Average Revenue for the Top 20% of \$800,608, and 12 (or 70.6%) of the Franchise Units generated lower Revenue than



- this average. The Median Revenue for the 17 Franchise Units that comprise the Top 20% of the 85 total Franchise Units described in Chart 1 was \$746,648.
4. There are a total of 34 Franchise Units that comprise the Top 40% of the 85 total Franchise Units described in Chart 1. Of these 34 Franchise Units, 15 (or 44.1%) of the Franchise Units generated higher Revenue than the Average Revenue for the Top 40% of \$610,223, and 19 (or 55.9%) of the Franchise Units generated lower Revenue than this average. The Median Revenue for the 34 Franchise Units that comprise the Top 40% of the 85 total Franchise Units described in Chart 1 was \$492,495.
  5. There are a total of 51 Franchise Units that comprise the Top 60% of the 85 total Franchise Units described in Chart 1. Of these 51 Franchise Units, 16 (or 31.4%) of the Franchise Units generated higher Revenue than the Average Revenue for the Top 60% of \$512,203, and 35 (or 68.6%) of the Franchise Units generated lower Revenue than this average. The Median Revenue for the 51 Franchise Units that comprise the Top 60% of the 85 total Franchise Units described in Chart 1 was \$413,521.
  6. There are a total of 68 Franchise Units that comprise the Top 80% of the 85 total Franchise Units described in Chart 1. Of these 68 Franchise Units, 23 (or 33.8%) of the Franchise Units generated higher Revenue than the Average Revenue for the Top 80% of \$443,236, and 45 (or 66.2%) of the Franchise Units generated lower Revenue than this average. The Median Revenue for the 68 Franchise Units that comprise the Top 80% of the 85 total Franchise Units described in Chart 1 was \$357,419.
  7. Of the 85 total Franchise Units that were open and operating for more than 60 months as of December 31, 2017, 30 (or 35.3%) of the Franchise Units generated higher Revenue than the Average Revenue of \$381,584, and 55 (or 64.7%) of the Franchise Units generated lower Revenue than this average. The Median Revenue for the total of 85 Franchise Units described in Chart 1 was \$316,318.
  8. Of the 85 total Franchise Units that were open and operating for more than 60 months as of December 31, 2017, the lowest level revenue achieved in this group was \$79,416.





## Why Customers Choose i9 Sports®

The most important part of running a successful business is offering a high-margin product or service that the market always wants. Our superior customer experience focuses on convenience, customer service and, most of all, fun.

Kids buy fun. Parents buy convenience. You'll offer both.



### A Focus on Fun

At the end of the day, kids just want to have fun. It is the No. 1 reason kids play sports and the driving principle behind i9 Sports, and our model is designed around making that a viable, replicable business for owners.

Other options don't always provide what kids really want and need. Hypercompetitive teams and leagues play favorites and place kids on the bench. Many kids and their parents don't want that level of pressure. They get frustrated, bored and may leave sports entirely.

The other options also don't provide what parents really want and need. Other leagues, even the less-competitive park district leagues, schedule practices and games multiple times throughout the week, at different venues throughout town, making it difficult for parents to juggle



8

their kids' schedules or make travel arrangements. And the level of competition in travel leagues can stir up negative feelings and unsportsmanlike behavior among parents.

With i9 Sports®, the focus is on making both the kids and parents happy. Everything you'll do as a franchise owner is centered around making the experience more fun and convenient, which satisfies customers and drives revenue.

## Age-Appropriate Instruction

Our model is focused on providing age-appropriate instruction that keeps things exciting for the kids, without being overly competitive. We believe in keeping score, but we don't have tryouts, drafts or cuts, so kids don't have to worry about being left out or "riding the bench" all season. We're dedicated to helping every child learn the fundamentals of each sport they enroll in.

Every kid plays for at least half the game and we rotate them through different positions. This way, they all get the chance to develop their skills and don't get pushed to specialize too early. Our programs are designed to increase the level of instruction and competition according to the age group. This helps kids continually learn new skills appropriate for their specific stage of development and keeps them engaged as they get older.



And they learn more than just how to play the game. We don't just teach kids how to be better athletes, we teach them how to be better people by focusing on a specific sportsmanship value each week. i9 Sports leagues help kids have fun, build character and build long-lasting friendships. Our programs are designed to reward positivity, teamwork and good sportsmanship so the kids have a safe and fun environment, no matter their skill level. Ultimately, your franchise helps build confidence, self-esteem, teamwork and other valuable skills that will benefit the kids throughout their lives.

## Convenience

Most i9 Sports programs are one day per week, usually on the weekend, and both practices and games are held on that same day. This means that instead of spending six or seven hours across multiple practices and games on busy weekdays, families can spend two hours, all at



9

once, on a weekend day. Most games are held at the same location each week, which helps families develop a routine instead of having to figure out where they're going for each game.

This reduces the burden on busy parents in numerous ways. There's less need for them to coordinate their work schedules, navigate rush-hour weekday traffic or figure out arrangements for multiple kids and multiple activities at multiple locations.

This also makes it less likely that kids will drop sports in favor of other obligations or activities. Even as they get older and take on other interests like student government or band, they'll still have plenty of room in their schedule to stick with i9 Sports®.

## Consistent, Safe and Professional Experience

i9 Sports owners emphasize consistency and professionalism in everything they do, and parents are often pleasantly surprised at the level of customer service they receive.

Community programs are often run by staffers who have little stake or interest in the experience provided. This can lead to problems like disorganization, inconsistency from week to week and a lack of timely communication. This can mean that even within the same league, kids on different teams get an uneven experience.

Since we're in the business of youth sports, the customer experience is our top priority. Having a standardized, proven model in place helps i9 Sports owners deliver a consistent experience that addresses nearly every issue a customer might have with their local park district leagues. Every staff member of an i9 Sports franchise goes through our comprehensive training on how to deliver the i9 Sports Experience and receives a background check. This allows us to ensure that whether customers sign up for soccer, flag football, basketball or any other sport, they know exactly what to expect.

Unlike most other leagues, we also help make sure the parents behave as well as the kids do. Just like we do with the kids, we emphasize good sportsmanship among the parents through the i9 Sports Parental Pledge, which prohibits sideline negativity. Instead of getting upset with referees or worrying about turning their kid into the next LeBron James, we help them remember that what's most important now is helping their kids learn, grow and have fun.

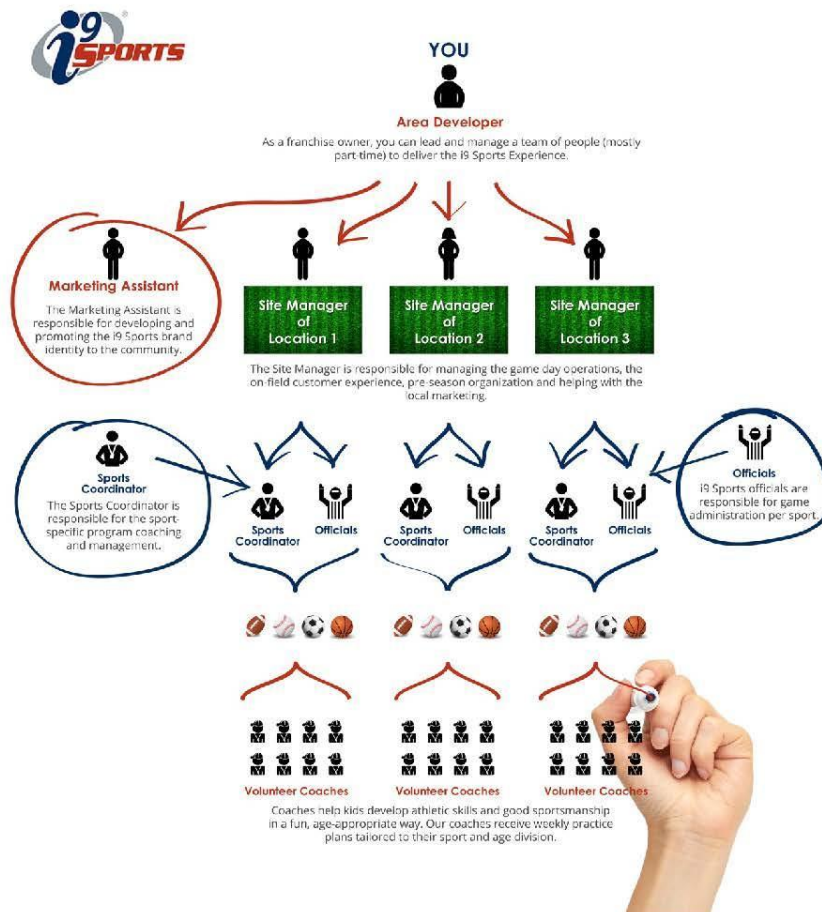
Better communication helps parents get answers when they need them. Predictable and convenient scheduling helps them plan their days and weeks. And on game day, they get a positive and fun experience, facilitated by well-trained staff. With your i9 Sports franchise, you'll provide something the customers really want and need in your local community.



## The Labor Model

i9 Sports® offers a simple, cost-effective and potentially high-margin labor model consisting mostly of part-time employees and volunteer staff. It might be helpful to think of yourself not as a coach or a team manager, but instead as the league commissioner. You'll be leading and managing your team, helping them execute the superior customer experience that i9 Sports is known for.

The information below is based on our standard model of establishing multiple playing venues and offering multiple sports for four seasons a year. As you scale up your business, staffing needs may change. Ultimately, how you staff your business is your decision and responsibility.



## Volunteers

Volunteer labor keeps costs down, margins high and creates a customer base with a vested interest in helping you make your leagues profitable and successful.

Each team in your leagues may have up to two volunteer coaches. Since we don't require any of the parents to volunteer, your coaches will be the ones who are truly dedicated to providing a great youth sports experience. Our training for franchise owners includes techniques to help you recruit and train excellent coaches.

## Part-Time Employees

Franchisees often fill a large part of their payroll roster with part-time employees, keeping labor costs to a minimum.

You'll need one part-time site manager per venue, though you can fill this role at one venue yourself in the beginning stages of the business. Many franchisees also hire a sport coordinator to handle the program coaching and management for each sport your franchise offers; this can be the same person across multiple sports. In the beginning of opening up your franchise you will be doing the marketing; however, as you scale you may decide to hire a marketing assistant to handle the day-to-day brand awareness.

Referees are usually a part-time paid position, and you'll need to staff one referee per game at each venue.



## Safety and Training

Since safety is our top priority, every volunteer and employee goes through a background check and is trained on the latest youth sports safety practices. This protects the kids and offers valuable peace of mind to parents.

Our training for owners runs throughout the first year your franchise is operating, combining face-to-face classroom training, webinars and on-location training. It covers everything there is to know about operations, including:

- Creating a customer-centric culture
- Marketing best practices using the i9 Sports® Winning Game Plan
- Operating your franchise and league programs
- Managing your financials and cash flow
- Securing venues



12

- Using our proprietary Franchise Manager system
- Maintaining your custom i9 Sports website
- Building your own 12-month strategic business plan
- A territory segmentation analysis to help you know where to concentrate your marketing

In subsequent phases of the i9 Sports® franchisee training, you'll learn how to prepare for and execute your opening day event, set up your fields and courts, communicate with customers, build team rosters and schedules, staff your business, train referees and volunteer coaches, fine-tune your marketing and expand your business.

Even if you or your coaches have no prior experience with a particular sport, our training materials are comprehensive and walk you through everything you'll need to know to provide a great experience in your leagues. We provide you with weekly practice plans and "how-to" videos for your coaches tailored to their sport and age group. This ensures a more consistent level of instruction is provided to each child and team.

## Customer Service Center and Ongoing Support

All franchisees have the competitive advantage of using our Customer Service Center. Our professional and courteous staff handle registrations, customer questions and any other call that comes into your franchise. This means you don't have to hire someone or take on the burden of acting as your own front desk; we handle that for you, ensuring that your customers can always get the help they need.

Since every missed call or game of phone tag could be a lost sale, our Customer Service Center has a direct and positive impact on your business growth. Better communication also aids in retention by elevating the customer experience. Our proprietary software allows the Customer Service Center staff to see the program details for your specific franchise, so they can handle customer inquiries and requests as effectively as if they were a local employee.



Our proprietary, comprehensive franchise management software also streamlines the administrative burden and keeps the business organized. It allows you to take registrations, build rosters, schedule games, track your financials and more, reducing the workload for you and your team.

Every franchise owner is also assigned an i9 Sports Business Coach who provides ongoing support, advice and training on every aspect of running and growing your business. He or she will help you set business goals and develop both short- and long-term plans to achieve them.



## The Benefits of Our Business

There is no business that is right for everyone, but the right franchise candidate for i9 Sports® will place a high value on the following business attributes.

### Affordable Investment

i9 Sports is an affordable, home-based investment opportunity. The following chart represents the estimated initial investment to open a single franchise unit, as reported in our 2018 Franchise Disclosure Document:

Expenditure	Amount (Low)	Amount (High)
Franchise Fee*	\$1,500	\$24,900
Territory Fee	\$15,000	\$15,000
Grand Opening Advertising	\$5,000	\$7,000
Insurance	\$1,000	\$1,500
Legal & Accounting Services	\$800	\$1,500
Furniture, Equipment, Inventory and Supplies	\$3,000	\$4,000
Training Expenses	\$1,200	\$2,000
Additional Funds - 3 Months	\$9,000	\$14,000
<b>Total Estimated Initial Investment</b>	<b>\$36,500</b>	<b>\$69,900</b>

We have an aggressive new purchase option for those looking to buy a new i9 Sports franchise. Instead of paying the full Franchise Fee of \$24,900 in one lump sum upfront, the Franchise Fee will be paid in a flat monthly fee of \$500 over a five-year period. This approach offers the key advantages of 1) streamlining and accelerating the financial approval process; 2) enabling franchisees to put less money down upfront, reducing the total startup; and 3) providing franchisees more financial flexibility in the crucial start-up period.

*\*In the 5 Year Area Developer Agreement, the Franchise Fee is not paid as an initial fee upon signing but is paid as an on-going monthly fee over the term of the agreement. The low amount is the Franchise Fee payable during the initial 3 months of operating pursuant to a 5 Year Agreement.*

### No Accounts Receivable; Customers Pay in Advance

Your customers pay up front when they register their kids for a league.



This has a few advantages. First, it means money comes to you before it goes out to most of your vendors. It also lessens the hassle and headaches associated with nonpayment or tracking down invoices. You don't have to worry about customers forgetting or even refusing to pay after services are rendered, and there's no need to spend time, energy or money tracking down what's owed. That makes things more efficient and convenient, for you and your customers.

## Low Overhead and Inventory Costs

i9 Sports® is not only an affordable business to start, it's also an affordable one to run. Our home-based model means you don't need expensive office or storefront real estate, just agreements with the venues where the sports will be played.

We help keep your staffing needs and administrative costs down. As discussed in the labor model section, most of your staff will likely consist of part-time employees and volunteers, and our Customer Service Center means you don't have to take all your own customer calls.

With our vendor relationships, you get preferred pricing on uniforms, equipment, concessions and other materials. You won't have to maintain much inventory, as you'll order supplies on an as-needed basis, ordering only the amount you need for your upcoming leagues.

## Passionate Fans Create Recurring Revenue



i9 Sports is a passion business, and that's not just true of the franchise owners. Your current passionate fans create new fans. Parents and kids love being a part of i9 Sports, and that's a major asset to your growth.





Repeat business is a major part of what makes our model work over the long term. When kids and parents have a great time, they'll be sure to sign up for the leagues again the next year and try new sports. That can create recurring revenue that lasts for years, and most households have more than one kid, so winning one loyal customer can bring along the siblings, too. The consistency of the experience across those sports, leagues and age ranges will reinforce the superior value of what you provide.

There's also a network effect that helps build business. Word-of-mouth is a great way to earn new clients in any business, and that's especially true when the business is focused on kids and parents. Parents talk to each other and kids want to play sports with their friends, so we even allow buddy requests so friends can play on the same teams. As more kids sign up for your leagues, their parents will talk about the great customer experiences you've provided and more of their kids' friends will want to join them.

## Inexpensive to Scale, Exclusive Territories

Our business model is also designed to scale in multiple ways. Once the business is up and running, it tends to sustain itself more easily thanks to the combination of recurring revenue and those word-of-mouth referrals from brand fans.

As your growing brand equity and successful operations earn you more registrations, you can add venues and run more leagues with more teams to further increase your revenues. Your established relationships with the owners of your venues can make it easier to add more locations to have enough room for all the games, and our low-cost labor model makes building your staff simpler as well.

Our franchise territories are exclusive, so you will never face any competition from another i9 Sports® owner. Growth-oriented entrepreneurs can also purchase and open more territories, building on their existing infrastructure and the brand awareness they've built to branch out into other nearby communities.

## In the Business of Fun

This is a fun and rewarding business to be in. The services you'll provide mean a lot to your community. You'll work hard, but that work will help kids build confidence, skills and friendship. When the coaches, the parents and the kids are having fun, so are you.

What more could you ask for than to build a successful business while bringing joy to your community?



## Next Steps

It's easy to tell you how the business works, but more important that we show it. i9 Sports® superior customer experience has proven its worth over more than 14 years in the industry.

More importantly, our model has a proven track record of success for more than 130 franchise owners nationwide, and we encourage you to get in touch with them as you continue to investigate the opportunity.

We hope you understand better how our business works and that you like what you see. We know you're looking for a business that meets your personal goals and objectives. We are looking for franchisees who fit our culture and have the necessary capital and skills to win. Our process is designed to determine if we each fit what the other is looking for.

If you think franchise ownership might be right for you, check out the next steps:

### 1. "Get to Know Each Other" Call

We will arrange a quick call with you to discuss your level of interest in owning an i9 Sports franchise, territory availability, initial qualifications and our process. We will answer any preliminary questions you may have. If we mutually decide to move forward, you will be invited to join a special webinar on what it's like to own an i9 Sports franchise.

### 2. "Owning an i9 Sports Franchise" Webinar

In this special online presentation hosted by an i9 Sports Franchise Development Director, you will see the i9 Sports franchise opportunity brought to life. The webinar will give you an in-depth, behind-the-scenes look at owning an i9 Sports franchise including:

- Day-to-day life of our franchise owners
- How they make money while achieving work/life balance
- The positive influence you will have in your community
- Our marketing tools and strategy
- The proprietary software we created to manage all aspects of the business and our on-going support and training resources

### 3. Franchise Disclosure Document (FDD) Review

Your i9 Sports Franchise Development Director will walk you through an overview of the Franchise Disclosure Document (FDD). We will then send you the full FDD document for your review.

### 4. Qualification and Territory Definition

In this fourth phone call with you, we will discuss any questions you may have from the FDD, review your financial qualifications and discuss the optimal territory size for you and your area. At the end of the call, we will prepare you for telephone calls with existing i9 Sports franchisees and set a tentative date for your Discovery Day to our home office in Tampa, Florida.



### 5. Talk with Existing Franchisees

We will provide you with the contact information for all of our franchisees and encourage you to reach out to as many as you wish. We will even provide you with some sample questions to get you started. This is your opportunity to get your questions answered by those already living the lifestyle that you have envisioned for yourself.

### 6. Discovery Day at Our Tampa Headquarters

Your "Discovery Day" is a visit to our Tampa headquarters in which you will meet face-to-face with the i9 Sports® home office staff. You will meet with our management team and all of those who would be supporting you. Your Discovery Day is a critical opportunity to get to know each other on a personal level and to ensure that any remaining questions have been answered. It is during this final step that both parties make the important decision to move forward.

### 7. Execute Agreements

Once you are home from your Discovery Day you will receive word of our franchise award decision. If you have been awarded a franchise, we will work together to execute the agreements. With the paperwork behind us, your journey in buying a franchise will be complete, and your rewarding life as an i9 Sports business owner will begin!

If you haven't yet scheduled a time to talk with us, please give us a call at **877-262-5730**. We look forward to further discussing the opportunity with you.



*Disclaimer: Nothing disclosed in this document may be construed to constitute the offer or sale of a franchise. It is for information purposes only. Franchises are offered by prospectus only. Any parties interested in purchasing an i9 Sports franchise should contact us so that we may provide these parties with a copy of our current Franchise Disclosure Document. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.*



# Part K: Hi-Five Sports Franchising Brochure



## Youth Sports Entertainment

A UNIQUE FRANCHISE OPPORTUNITY



[WWW.HIFIVEFRANCHISE.COM](http://WWW.HIFIVEFRANCHISE.COM)

# Why Hi-Five Sports?

Hi-Five is your ticket to get in the game with your very own youth sports business. Hi-Five will give you the tools necessary to have your very own Hi-Five Sports Camp. We see our summer multi-sport camp as the "sporty" version of your typical day camp with all the themes and events that go along with it. Hi-Five Sports Franchises also include year round programs to feed into your Hi-Five Sports Camp.

Our desire to be ahead of the industry curve has driven us to create cutting edge programs and marketing solutions. The Hi-Five Sports Zone is the culmination of everything we've built!

With nearly 30 years of operating experience, Hi-Five continues to innovate the youth sports industry with its unique take on "Youth Sports Entertainment".



## HI-FIVE SPORTS CLUBS OPTIONS

### Existing Rec Facility Model

Summers and school days tend to be the slowest times for recreation facilities. We've built programs that turn off-hours into big revenue.

Hi-Five Sports Camps are perfect for winter and spring breaks and days off of school. Beyond that, we also offer preschool team sports classes.

We have our unique spin on flag football and basketball leagues. All these programs feed into Hi-Five Summer Sports Camp.



## HI-FIVE SPORTS ZONE OPTION

### Your Neighborhood Gymnasium!

The Hi-Five Sports Zone is your own small, sports center. At under 10,000 square feet, you get to set up where families live and shop. You run all our fun-filled classes, leagues and camps plus amazing sports birthday parties complete with our mascot Murphy, turning "Murphy coins" into party prizes.

### Home Based Business Model

Locations through revenue shares and/or rentals

Focused on fun and fundamentals, we provide classes, leagues and fabulous sports camps. Our programs are documented step-by-step. We also have face-to-face training and videos on-demand. Fun and sports fundamentals are our main focus for ages 3-13.

We help you build the needed marketing buzz in your community to fill all your programs. We have multiple, easy-to-deploy marketing strategies, including our French Bulldog mascot for community events, school relationship plans, direct mail and community promotion packages.



# Get Started In Two Easy Steps

1

## FUN-FILLED SPORTS CURRICULUMS

The keys to Hi-Five Sports Camp success:

- Fun, unique days
- Parent convenience
- High-quality programs
- Superior parent communication
- Staff training the Hi-Five way

This simple formula can be challenging without the right tools. Hi-Five Sports turns its 25+ year formula into your success through documentation, videos, hands-on training and ongoing coaching.

2

## GREAT CAMP MARKETING

From "street teams" to direct mail and everything in between, Hi-Five Sports is an expert of:

- Marketing the camp every day
- Building awareness through all channels
- Enrolling new customers
- Viral impact in any new market

Hi-Five Sports is all about families and community. We show you how to partner with each in a successful way.



# Franchise Key Points

Exclusive territories in some of the best national markets

Includes your very own website with online registration and reporting technology.  
Great, paid upfront cash flow business

Hi-Five Summer Sports Camp

Low up-front capital needed

Documentation, training and support for success

Proven marketing programs that build buzz and bring in registrations

Preschool sports classes, leagues, school break camps, after-school enrichment, and more

Business administration guidance

Graphic design and web updates

Proven, well-developed sports programs



ROYALTY FEE  
8.5% Gross Sales

CLUBS MODEL  
Initial Fee \$12,900

ZONE MODEL  
Initial Fee \$25,000

BUSINESS ESUITE  
\$125 Per Month

## SUPPORTING YOUR SUCCESS ONLINE

Hi-Five has its own password protected website exclusively designed to support our franchisees.

- Step-by-step program manuals
- Training & promotional videos
- Swag purchasing
- Email and proposal templates for all occasions
- Marketing material templates
- Image & logo galleries
- Marketing plans & supplemental information
- Preferred vendor lists
- Business services
- Contracts and much more...



## Youth Sports Innovation at Its Best



We provide what's new, different, exciting and fun. Kid-sized courts and fields are specifically designed for younger players to build confidence and success. Parent convenience and program quality is our focus. Our mascot Murphy is great for birthday parties and community events. The Murphy Mart exchanges "Murphy Coins" earned from their participation and sportsmanship, into branded prizes.

The Hi-Five Sports Zone is your own small scale, recreational sports center. At under 10,000 square feet, you get to set up where families live and shop. You run all the fun-filled classes, leagues and camps plus amazing sports birthday parties complete with our mascot Murphy and turning "Murphy coins"

into party prizes.

This great resource to your community scales fast, allowing others to rent and connect with schools. We have a whole community launch plan to create the kind of splash at your grand opening that leads to program and birthday party sales, right from day one.

You also get an exclusive territory, so when you've outgrown the building, there's plenty more revenue coming.



"It's such a breath of fresh air to see a business come to the neighborhood that actually makes a positive difference in our community. Tip of the hat to the owners, here's to many more years of serving the Richmond area (and beyond should they choose to expand)." —Daniel

- Sport Camps during school breaks
- Pre-K team sports classes
- K-5th grade sports leagues
- Evening adult sports leagues
- Physical Education outsourcing
- Birthday parties
- Special events venue
- Inflatables
- Large offsite summer sports camp



# Frequently Asked Questions

## WHAT IS THE INITIAL INVESTMENT?

The total estimated initial investment for a Hi-Five Sports Club franchise is between \$17,900 - \$49,150. The total estimated initial investment for a Hi-Five Sports Zone franchise is between \$120,175-\$488,225. A Hi-Five Sports Zone franchise has a higher cost due to buildout and lease costs. These ranges are based on your territory, level of community contacts, franchise type and existing Industry knowledge and experience.

## WHAT ARE THE FEES?

- Hi-Five Sports Club Model Initial Fee - \$9,900 or \$12,900 (existing youth focused businesses and/or sports facilities qualify for the lower rate)
- Hi-Five Sports Zone Model Initial Fee - \$25,000
- 8.5% royalty on gross sales
- \$125 per month for Hi-Five Business eSuite  
Waived for first 6 months of operation

## WHAT IS THE HI-FIVE BUSINESS ESUITE?

This is our proprietary technology that allows you to operate your franchise at a fraction of the cost. Included in the eSuite is the following:

- Your own custom Hi-Five website
- Online registration, credit card processing, and roster reporting
- Website updates & Graphic Design services
- Your own unique franchise landing page that measures your performance and keeps you on track with business objectives

## WHY HI-FIVE SPORTS?

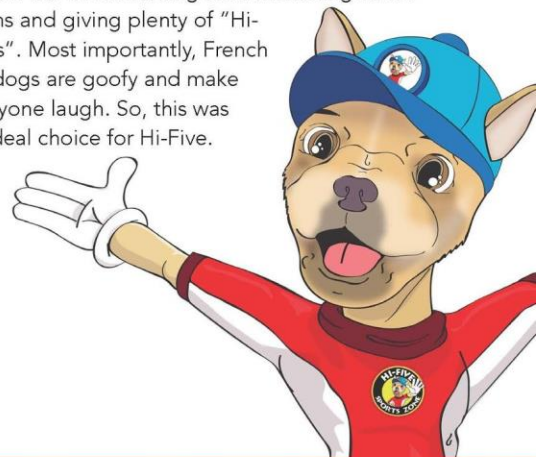
Hi-Five spent 25+ years perfecting the business model across state-lines through its company owned locations. The business model is proven and has a number of employees who have made this their career. We coined the term "Youth Sports Entertainment". We pride ourselves with a unique philosophy of creating family entertainment and running programs with a sense of humor. It's all about fun for children. We expose children to a number of sports in a fun and entertaining way. Down the road they choose "their sport".

## WHAT IS THE TERM HI-FIVE CELEBRITY?

At Hi-Five Sports coaches aren't just coaches. They are local celebrities. You will hear this over and over. We create cartoon bobble heads of our staff, make them lead characters in videos and bring them to celebrity status. Our goal is for all Hi-Five staff to be famous among children in their local communities. When you see children dressed up as a Hi-Five coach for Halloween you accomplished this mission!

## WHO IS MURPHY?

Murphy is our lovable French Bulldog mascot. Murphy was actually the founders dog and passed away several years ago. Immortalized today, you can see him playing sports with children, at local events and on the street leading local marketing street teams and giving plenty of "Hi-Fives". Most importantly, French Bulldogs are goofy and make everyone laugh. So, this was an ideal choice for Hi-Five.



# Frequently Asked Questions (cont.)

## **WHAT PROGRAMS COME WITH MY FRANCHISE?**

A great part of being a member of our club is our management team is made up of entrepreneurs and industry experts that are constantly creating new programs and revenue streams. Once they become available you will have access to all of them. We currently offer the following:

- Hi-Five summer sports camp
- Preschool sports classes
- K-8th grade basketball and flag football leagues
- After-school enrichment programs
- Hi-Five birthday parties
- School-break camps
- P.E. outsource programs
- Specialty sporting events
- And more...

## **HOW DO I SET UP MY WEBSITE?**

A fully functional website with online registration is included in the initial fee. Your Hi-Five Sports Club franchise will be available in our LOCATIONS tab on [www.hifivesportsclubs.com](http://www.hifivesportsclubs.com). Once you click on your location, you have full access to all of your own pages. Linking to your site from our main website will allow customers in other cities to view your site and allow them to tell their friends about your location.

## **DO I NEED TO HAVE MARKETING EXPERIENCE TO BUY A FRANCHISE?**

No you don't! We are experts at marketing youth-sports programs and will train you the Hi-Five way. We have a password protected back-end to our website that hosts all of our logos, marketing materials, contracts and more. Every marketing material is at your fingertips or just a phone call away.

## **DO I NEED TO BE AN EXPERIENCED COACH TO BUY A FRANCHISE?**

No you don't. You will need a basic understanding of sports and be outgoing. Leave the rest to us, and we will turn you into a Hi-Five celebrity in no time! We also have program manuals broken down minute-by-minute for each individual program that will assist you every step of the way. We even have video tutorials for some of our programs as well.

## **IS THERE TRAINING?**

Yes. 2.5 days of training is included in your initial upfront fee at our corporate headquarters in San Francisco, CA. Other arrangements may be made to train at one of our satellite locations as well. We also offer "First Event Onsite Training" in which our training expert will be at your location to oversee your first major event.

## **HOW DO YOU SET UP A TERRITORY?**

We know all regions are different. All cities and suburbs are different as well. With that in mind, we will create custom territories based on your needs and ensure that the total population is under 260,000. Some communities have natural boundaries, while in other cases we use waterways, highways, and major thoroughfares to define them. We will work with you to create the territory that makes the most sense for you.

# Joining Our Club is Only 7 Steps Away!

Your start to a new and rewarding business with a Hi-Five Sports franchise is only 7 steps away!

## STEP 1: CONTACT US!

Let us know you're interested and where you are located. You can contact us via the website contact form, email or phone.

## STEP 2: LET'S TALK! LETS FACETIME!

This is our chance to get to know each other with a brief phone call. We'll answer general questions and point you to additional decision resources. After the call, our management team will discuss if becoming a franchisee is good for both parties. We take this step seriously. Your success is our success.

## STEP 3: FRANCHISE DISCLOSURE DOCUMENT (FDD)

We will send our full franchise disclosure documents so you can learn about all the details, rewards and risks of starting your own business. There is a 14-day period in which you should consult with partners and attorneys. We are happy to answer questions and discuss the full details of the franchise and documents.

## STEP 4: YOU'RE APPROVED!

You made the first cut! Once approved we will set up another call discussing more detailed information. We'll discuss your territory, demographic, types of facilities and conduct a competitive analysis of your area.

## STEP 5: FIELD TRIP TO THE SAN FRANCISCO BAY AREA

This is the final step in the due diligence process. You will get to visit our corporate headquarters in San Francisco and meet with the Hi-Five team face-to-face. We'll also give you a tour of the Hi-Five Sports Zone and our Silicon Valley location. Aside from seeing our programs in action, there is no better place to get to know each other and participate in one of our team building activities.

## STEP 6: LETS DO THIS!

You made the final cut! At this stage we will send you the final contracts and both parties will execute. Now the fun begins!

## STEP 7: UNLEASH THE MAGIC!

You will send us the executed contract along with the Franchise Initial Fee payment which is \$12,900 for a Hi-Five Sports Club franchise (Sports Zone is \$25K). Our design team will work with you on creating your location pages on [www.hifivesportsclubs.com](http://www.hifivesportsclubs.com) and get you set up to start taking online registrations. Our training and operations team will start to work with you on your launch. We will see you on training day! Welcome to the Club!



**WANT TO JOIN THE CLUB?**  
Reach Out Today!



Hi-Five Sports Franchising  
5411 Geary Blvd  
San Francisco, CA 94121

917.749.1667  
[info@hifivesports.com](mailto:info@hifivesports.com)  
[www.hifivefranchise.com](http://www.hifivefranchise.com)

© 2018 Hi-Five Sports Franchising LLC. All Rights Reserved.

# Part L: Kyle Rice Interview Notes

**Interviewer:** Trevor Weiler

**Interviewee:** Kyle Rice - Long time Legends Basketball player. In the HOF  
11/5/18 phone interview

**1. How did you first find out about Legends?**

I saw an ad in a Vienna Presbyterian Church bulletin. Legends Basketball started as 6 teams and 2 of them from VPC.

**2. What was your experience like in the first season? Did you believe it would turn out the way it is now?**

The league met an unmet need from the start, I didn't expect it to grow as effectively as it did, but that speaks to Ron's interest and ability as a marketer and salesman.

**3. What has been your experience with Legends? Anything that you like?**

I like the consistency, how we play almost year round, and Ron is accommodating with scheduling, he is flexible with players who have been around a long time and our requests with game times. He is loyal to players who have been around a long time.

**4. Anything that you think could be better in the league?**

It's fine to pull some young kids up but sometimes the age bands stretch pretty far so there could be more clarity around that. The refs vary in experience and players never know what they're going to get. Maybe that's just human nature.

**5. In your experience, as you've been in the league since the beginning, have you noticed an improvement in the refs at all?**

Refs may be the one area that has gotten a little worse. In the beginning with a small league, all the games had good refs. As league has grown, refs have possibly gotten worse because they have had to get more refs from different places, but it's better to have them than to not. To generalize, refs that seem to be lower quality or less experienced tend to be the ones that have come from the Legends player ranks.

**6. How do you feel about the competition in Legends?**

Competition is "excellent." As I've gotten older and can't play at the top level, it's nice to find competition at the same skill level. The league has enough levels that you can always find the sweet spot of getting good games.

**7. It's one of Legends' goals to be as inclusive as possible. Do you see equal playing time between players?**

I haven't noticed people riding the bench because it's pretty self regulated. If people aren't getting the time they want they can switch teams or stop playing, it's easy to manipulate either way.

**8. In terms of types of information that Legends provides for its players, is there anything that you would like to see displayed more (website, blog, email reminders)?**

"That works out just fine." It's pretty obvious where you're supposed to be and when you're supposed to be there. Website is a little clunky but it's the same format as

youth sports in the area so we're all used to it. It might be weird for someone who doesn't have kids because it's sort of a "non intuitive interface" but we all use it.

**9. Would you like to see more presence from Legends on social media? Do you use social media?**

I do use social media but I get plenty info from emails and the schedule so it wouldn't impact me one way or another.

**10. What would you say to your friends to convince them to join Legends?**

Legends is a professionally run league, things are where they're supposed to be. It's fairly pricey but it's worth it for its constituency. I'm fine paying a little more to know that when I show up for a game there are going to be people there and the refs will be there. Other leagues it's sometimes a little uncertain.

**11. Why did you decide to join Legends?**

I thought it would be fun to play on a church team. For the first few years everyone on the team came out of VPC. I think I'm the only one that is still a VPC person.

**12. Do you have any further suggestions for Legends on how they could attract more members?**

It might be interesting to reach out not to individuals, but to organizations like churches or workplaces and say "gather up seven people, and here's your cost." It's a team building and camaraderie thing and the organization does the marketing for you. The church bulletin was easy because you can say "hey do you want to go play relaxed recreational basketball with your other parishioners?" Those sort of things where you do it as part of a larger social enterprise rather than trying to piece together a bunch of individuals I think will get more cohesiveness to your teams and you kind of get other people doing the marketing for you.

# Part M: David Calabrese Interview Notes

**Interviewer: Nick Wright**

**Interviewee: David Calabrese: Legends' Golf and Pickleball Player**

**11/6/18 phone interview**

- 1. We saw that you have possibly played every season of the golf league, is this true?**

Yes

- 2. How did you first find out about the golf league?**

My son has been doing Little Legends. Email came around that they were doing the golf league. I had been looking to do something like that so it was perfect timing for me.

- a. Why did you join Legends instead of some other league around here?**

My son had joined because he knew someone in Little Legends (a friend who was coaching one of the basketball teams). For me, this is the only golf league I knew of in the area.

- 3. What did you like?**

Golf along with competition.

I like the people. Good group of guys.

- 4. Do you like the format of the golf matches?**

Think this format works best. Makes it a team sport.

Problem with individual play is where you have to be strict with the handicaps. Even on the scramble one of the players could end up being the ringer. Not as fun because too complicated.

- 5. From a player perspective, do you have any suggestions on how to get more members to join the golf league and get it more popular like some of their other sports?**

Just get out there and learn lessons from the Pickleball league that exploded onto the scene.

Flexible format that teams could pick their own days they play matches. A doodle poll.

- 6. Have you noticed anything change in the golf league from the first season to where it is now? Like courses, marketing, etc.?**

Location for matches had been changed to the ones work for most people

One option, is to combine the A and B division since the B league is very light on teams.

Maybe establish some kind of handicap system to balance the competition

- 7. How did you first find out about the pickleball league?**

Email

- 8. What do you like about the pickleball league?**

Fast paced and good exercise, and you can get in and out very quickly. It's close by.  
Easy to fit into schedule.

Mixture of a lot of people. Varies in skill level with some really good teams and other beginners.

**9. What do you think could be improved?**

Weekend game times.

**10. If you wanted a friend to play in the pickleball or golf league, how would you pitch/describe the leagues in order to convince them to join?**

Friendly competition.

Competitive but not super competitive.

It's a good way to expand your networks of people.

**11. We noticed that you seem to have the same partner for both sports during each season. What made you and your partner decide to participate together?**

Yeah, it worked out perfectly. We got matched up together, so did not know each other beforehand and we were on the same skill level. We aren't the best but it's fun and I like that kind of competition.

# Part N: Chuck Barber Interview Notes

**Interviewer: Nick Wright**

**Interviewee: Chuck Barber - Legends basketball HOFer**

**11/17/18 at the annual party (no audio recording)**

**1. How did you find out about Legends Sports Leagues?**

I searched on Google for a rec basketball league after I got out of the army.

**2. How long have you been playing in Legends Sports Leagues?**

Since 2008.

**3. What has been your experience with Legends? What do you like?**

Professional contacts from all backgrounds. I've gotten people jobs and contracts by learning about them and talking while in the league. I also like that the league is structured at the right level.

**4. What can be improved?**

They can possibly lower the prices.

**5. What is your preferred method of communication about Legends events?**

The website and app (SI Play).

**6. What social media sites would you like to see Legends use, if any?**

A basketball Facebook page, linked to the Legends webpage so many people can use it

**7. Do you have any suggestions for Legends on how to attract more members?**

Maybe lower the price, but I know why they have it the way they do.



# Part O: Legends Participant Survey

## **Email Blurb:**

Just a reminder that if you haven't already taken our survey, and want to leave feedback for Legends, please do so by Monday, November 12th!

The survey will take about 8 minutes and would help Legends improve. To take the survey, simply follow the link below. By doing so, you give us consent to use the survey data in our final report. Your name will not appear in the report. You may skip questions you do not wish to answer or exit the survey at any time. Once you complete the survey, you may enter your name into a raffle with prizes including 50% off registration and a six pack of Legends beer!

If you have any questions, please contact our team at: [gr-DC18LSL@wpi.edu](mailto:gr-DC18LSL@wpi.edu), or Legends at [ron@playlegends.com](mailto:ron@playlegends.com).

Survey Link:

[Legends 2018 Survey](#)

Thank you for your participation!

Ron Cortese & The WPI Team

## **Player Survey:**

We are a group of students from Worcester Polytechnic Institute in Worcester, Massachusetts. We are conducting research in collaboration with Legends Sports Leagues to evaluate the League's current marketing strategies. We would be grateful if you would take 8 minutes to answer this anonymous survey. You may skip questions you do not wish to answer or exit the survey at any time. By continuing you give us consent to use the data created by this survey in our final report. If you have any questions, please contact our team at: [gr-DC18LSL@wpi.edu](mailto:gr-DC18LSL@wpi.edu)

1. What is your association with Legends Sports Leagues? (Choose all that apply)
  - Current Player (Active or Planning to Return)
  - Former Player (Non-Returning)

- Parent of a Little Legend
- Legends Official

2. **DISPLAY IF RESPONDENT IS A CURRENT OR FORMER LEGENDS**

**PLAYER**

What is your gender?

- Male
- Female
- Other: \_\_\_\_\_
- Prefer not to answer

3. **DISPLAY IF RESPONDENT IS A CURRENT OR FORMER LEGENDS**

**PLAYER**

What is your age group?

- 18-23
- 24-30
- 31-40
- 41-50
- 51-60
- 61-70
- 70+
- Prefer not to answer

4. **DISPLAY IF RESPONDENT IS A PARENT OF A LITTLE LEGENDS**

**PLAYER**

What is the age group of your Little Legend(s)? (Choose all that apply if multiple children)

- Grades 3-4
- Grades 5-6
- Grades 7-8
- Grades 9-10
- Grades 11-12
- Prefer not to answer

5. **DISPLAY IF RESPONDENT IS A CURRENT OR FORMER LEGENDS PLAYER**

Why did you choose Legends Sports Leagues? (Choose all that apply)

- My friend(s) play(s) in Legends
- For the social aspect
- For the exercise
- As a competitive outlet
- I used to play and wanted to play again
- It was too difficult to organize games on my own
- To play with people at my skill level
- Other (please specify): \_\_\_\_\_

6. **DISPLAY IF RESPONDENT IS A CURRENT OR FORMER LEGENDS PLAYER**

How did you first find out about each of Legends' sports? (Choose all that apply)

	Website	Word of Mouth	Attending Games	Facebook	Email	Unaware of League	Other	If Other (Please Specify)
Baseball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Basketball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Pickleball	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Golf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>

7. **DISPLAY IF RESPONDENT IS A PARENT OF A LITTLE LEGENDS PLAYER**

How did you first find out about Little Legends?

- Website
- Word of mouth
- Attending games
- Facebook
- Email
- Other (please specify): \_\_\_\_\_

8. **DISPLAY IF RESPONDENT IS A CURRENT OR FORMER LEGENDS PLAYER**

How many years have/had you been involved in Legends Sports Leagues?

	Years													Not Applicable	
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	
Baseball														<input type="checkbox"/>	
Basketball														<input type="checkbox"/>	
Pickleball														<input type="checkbox"/>	
Golf														<input type="checkbox"/>	

9. **DISPLAY IF RESPONDENT IS A CURRENT OR FORMER LEGENDS PLAYER**

During which seasons do/did you participate in Legends sports? (Choose all that apply)

- Spring
- Summer
- Fall
- Winter

10. **DISPLAY IF RESPONDENT IS A PARENT OF A LITTLE LEGENDS PLAYER**

How many years has/had your child participated in Little Legends?

- 1-2
- 3-4
- 5-6
- 7-8

11. **DISPLAY IF RESPONDENT IS A CURRENT OR FORMER LEGENDS PLAYER**

How many hours per week during a season do/did you participate in the leagues?

	Hours per Week						Not Applicable
	0	2	4	6	8	10	
Baseball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Basketball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pickleball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**12. DISPLAY IF RESPONDENT IS A CURRENT PLAYER OR PARENT**

How often do you use the following to stay informed about league activities?

	Never	Not Often	Sometimes	Very Often	Always
Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile App (SI Play)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Word of mouth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**13. DISPLAY IF RESPONDENT IS A CURRENT PLAYER OR PARENT**

How satisfied are you with the quality of the following online content?

	Extremely Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Extremely Satisfied	Not Applicable
	Website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile App (SI Play)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify): <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**14. DISPLAY IF RESPONDENT IS A CURRENT PLAYER OR PARENT OR OFFICIAL**

Is there anything about the website that is frustrating and do you have any ideas to improve the website?

15. **DISPLAY IF RESPONDENT IS A CURRENT PLAYER OR PARENT**

Did you know that there is an RSVP option on the website to inform your team if you/your child will or will not be at each game?

- Yes
- No

16. **DISPLAY IF RESPONDENT IS A CURRENT PLAYER OR PARENT OR OFFICIAL**

What would you like to see Legends change (if anything) about any of its online content (email, blog, Facebook, etc.)?

17. **DISPLAY IF RESPONDENT SELECTED BASEBALL IN QUESTION 8**

What division(s) are/were you involved in? (Choose all that apply)

- 18+ Division
- 30+ Division
- 40+/30+ B Division

18. **DISPLAY IF RESPONDENT SELECTED BASEBALL IN QUESTION 8**

How satisfied are/were you with the performance of the umpires?

- Extremely dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Extremely satisfied

19. **DISPLAY IF RESPONDENT SELECTED BASKETBALL IN QUESTION 8**

What division(s) are/were you involved in? (Choose all that apply)

- 18+ Elite Division
- 30+ A Division
- 30+ B Division
- 30+ C Division
- 40+ A Division

- 40+ B Division
- 40+ C Division

**20. DISPLAY IF RESPONDENT SELECTED BASKETBALL IN QUESTION 8**

How satisfied are/were you with the performance of the referees?

- Extremely dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Extremely satisfied

**21. DISPLAY IF RESPONDENT SELECTED PICKLEBALL IN QUESTION 8**

What division(s) are/were you involved in? (Choose all that apply)

- Men’s Doubles - A Division
- Men’s Doubles - B Division
- Women’s Doubles
- Mixed Doubles

**22. DISPLAY IF RESPONDENT SELECTED GOLF IN QUESTION 8**

What division(s) are/were you involved in? (Choose all that apply)

- A Division
- B Division

23. How satisfied are you with your experience in the following areas of Legends Sports Leagues? (Please answer all that are applicable)

	Extremely Dissatisfied	Somewhat Dissatisfied	Neither Satisfied nor Dissatisfied	Somewhat Satisfied	Extremely Satisfied	Not Applicable
Baseball	●	●	●	●	●	●
Basketball	●	●	●	●	●	●
Youth Basketball	●	●	●	●	●	●
Pickleball	●	●	●	●	●	●
Golf	●	●	●	●	●	●
Overall	●	●	●	●	●	●

24. **DISPLAY IF RESPONDENT SELECTED “EXTREMELY DISSATISFIED” OR “SOMEWHAT DISSATISFIED” FOR QUESTION 23 ABOVE**

You answered “Extremely dissatisfied” or “Somewhat dissatisfied” for one or more of the options above. Please explain your selection so that Legends can improve the experience of its members.

25. **DISPLAY IF RESPONDENT SELECTED “EXTREMELY SATISFIED”, “SOMEWHAT SATISFIED” OR “NEITHER” FOR QUESTION 23 ABOVE**

What are/were your favorite parts of the Legends experience?

26. **DISPLAY IF RESPONDENT IS A FORMER LEGENDS PLAYER**

What made you leave Legends Sports Leagues? (Choose all that apply)

- Too long of a commute
- Moved away from the area
- Scheduling conflicts
- Too expensive
- Competition was too weak
- Competition was too strong
- Other (please specify): \_\_\_\_\_
- Prefer not to answer

27. How likely are you to recommend Legends Sports Leagues to a friend or relative?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

28. **DISPLAY IF RESPONDENT IS NOT A FORMER PLAYER**

Do you have any recommendations to increase membership in Legends Sports Leagues? (Choose all that apply)

- Better advertising
- More regular season games
- Less regular season games



- More discounts on registration fees
- Other (Please specify): \_\_\_\_\_

29. **DISPLAY IF RESPONDENT IS A CURRENT OR FORMER LEGENDS  
PLAYER**

Have you participated in another recreational sports league besides Legends?

- Yes. Name the league(s): \_\_\_\_\_
- No

30. **DISPLAY IF RESPONDENT SELECTED YES FOR QUESTION 29 ABOVE**

Based on your experience with other leagues, what could Legends do better?: \_\_\_\_\_

31. Do you play golf? (Does not have to be in Legends Golf League)

- Yes
- No

32. **DISPLAY IF RESPONDENT SELECTED “YES” TO PLAYING GOLF  
ABOVE**

Legends is currently looking for interest in its Spring 2019 Golf Season. How likely are you to participate in this league?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

33. **DISPLAY IF RESPONDENT SELECTED “EXTREMELY UNLIKELY” OR  
“SOMEWHAT UNLIKELY” FOR GOLF 2019 SEASON QUESTION ABOVE**

What would Legends need to do in order for you to be more likely to play in its Golf League?

34. Legends is considering offering a discount of 20% off the registration fee for players who register for pickleball or golf as an additional sport. Would you be interested in this deal?

- Yes
- No

35. Legends is also considering new programs, Three Sport Legends and Four Sport Legends, for players who have played three and four Legends sports, respectively. Being in this program would give you access to discounted registration fees and recognition on the Legends website. How likely would you be to try more sports if these programs were available?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

36. Are there any other sports you would like to see Legends offer? (Choose all that apply)

- Flag Football
- Volleyball
- Soccer
- Ultimate Frisbee
- Ping Pong
- Tennis
- Badminton
- Other (please specify):\_\_\_\_\_

37. Is there anything else you would like Legends to know?

38. Would you like to provide additional information by participating in an interview with the WPI team?

- Yes
- No

39. **DISPLAY IF “YES” IS SELECTED FOR PARTICIPATING IN AN INTERVIEW**

Please provide your name and email below to be contacted by the WPI team to set up an interview. (Please note: Your response to this question will be separate and your survey responses **will remain anonymous.**)

- First Name: \_\_\_\_\_
- Last Name: \_\_\_\_\_
- Email: \_\_\_\_\_

40. If you would like to be entered in a raffle with prizes including 50% off registration and a six pack of Legends beer (21+), please provide your name and email address below. (Please note: Your response to this question will be separate and your survey responses will remain anonymous.)

- First Name: \_\_\_\_\_
- Last Name: \_\_\_\_\_
- Email: \_\_\_\_\_

# Part P: Pickleball Logo Color Variations



Black+Blue



Black+Orange



Black+Red



Blue+Orange



BlueGreen+Orange



Dark Red+Blue



Dark Red+Orange



Green+Orange



Green+Blue



Green+Red



Legends Pickleball Grey



Orange+Blue

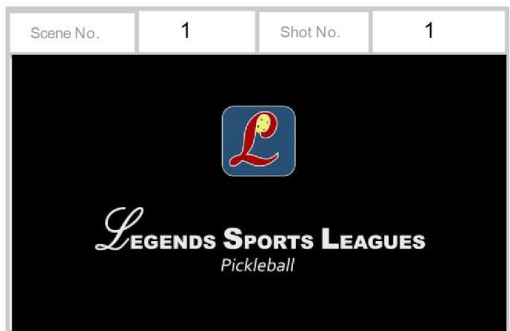


ORANGE+RED



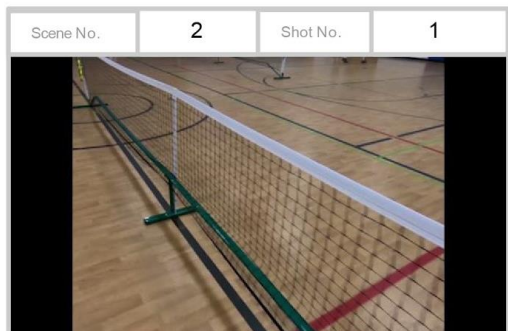
Purple+Red

# Part Q: Promotional Video Storyboard Draft



Legends sports Leagues opening (pickleball)

Time: 0.00 – 5.00



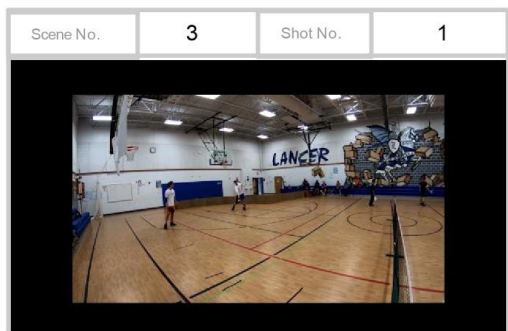
Show the pickleball field (BGM start)

Time: 5.00 - 10.25



Legends Sports Leagues T-shirts

Time: 10.25 - 13.12



Short clips of good game plays

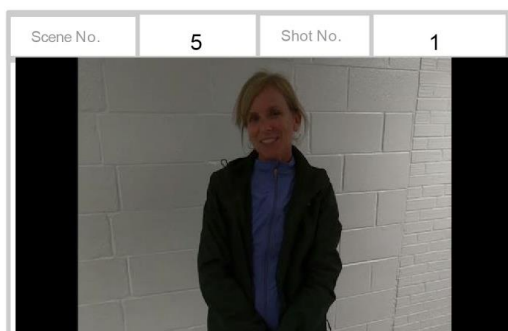
Time: 13.13 - 27.26



Transition from clips of plays to testimonials

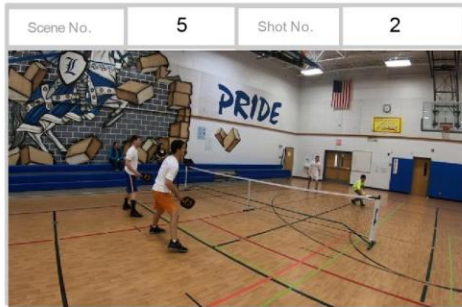
BGM fade out

Time: 27.27 - 29.05



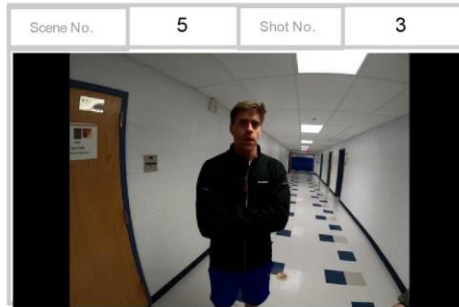
Testimonial 1

Time: 29.06 - 48.24



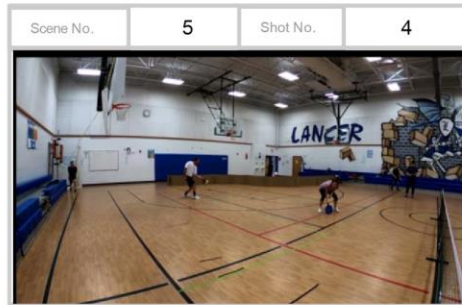
Clips of plays covering the testimonial frames but keeping the soundtrack of testimonial

Time: 29.07 - 48.24



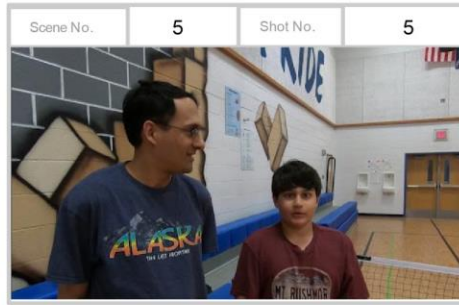
Testimonial 2

Time: 48.25 - 1.09.14



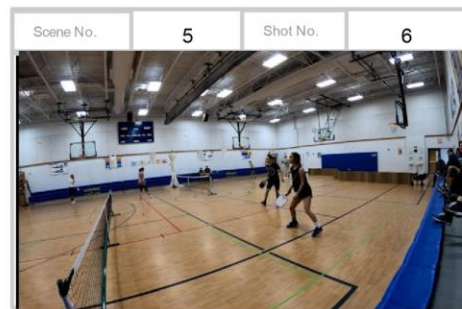
Clips of plays covering the testimonial frames but keeping the soundtrack of testimonial

Time: 58.05 - 1.09.14



Testimonial 3

Time: 1.09.15 - 1.13.12



Clips of plays covering the testimonial frames but keeping the soundtrack of testimonial

Time: 1.13.12 - 1.25.08



Ending, website and logo fade in

Time: 1.25.08 - 1.30.00

## Part R: Marketing Brochure



Join our team!

An opportunity to franchise with  
Legends Sports Leagues



[WWW.LEGENDSPORTSLEAGUES.COM](http://WWW.LEGENDSPORTSLEAGUES.COM)



## LEGENDS SPORTS LEAGUES

Our Legends Sports Leagues franchise offers you the opportunity to be part of a unique and exciting business venture. As owner and operator of a Legends Sports League franchise, you will specialize in developing and managing organized sports leagues for basketball, baseball, golf, pickleball, or other sports and organized recreational events within a specific geographic area.

Take a look at the Legends opportunity, and let's talk further!

Sincerely,

Ron Cortese  
Founder of Legends Sports Leagues



Legends  
Basketball



Legends  
Golf



Legends  
Baseball



Legends  
Pickleball







# LEGENDS SPORTS LEAGUES

## WHY LEGENDS?

### Competitive Advantages

- New franchise, with popular territories available
- Unique offering in the marketplace
- Competitive franchise and royalty fees



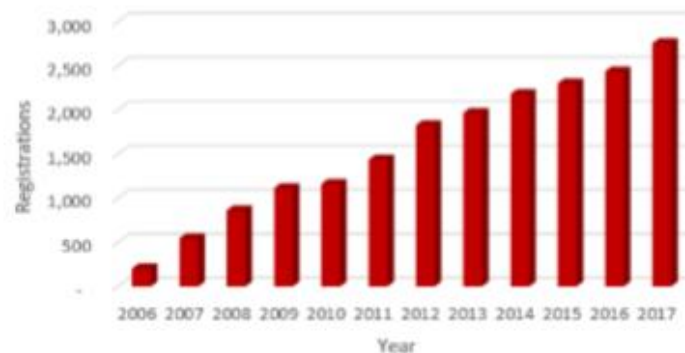
### Easy Start

- Streamlined business model
- Comprehensive marketing program
- Detailed operations manual
- Centralized services / software
- Training program

### Cost Effective

- Lower working capital requirements
- Solid income potential
- Recession resilient
- Can be operated while working another job or career
- No/Minimal Inventory
- Ongoing support services for the term of your agreement

## Growth in Legends Sports Leagues Memberships



Legends Sports Leagues, Fairfax has increased its membership from 204 participants (2006) to 2,756 participants (2017). Our success reflects the growth of recreational sports leagues across the US, which has grown by 55% since 2010 (Time Magazine, 8/24/2017)





# LEGENDS SPORTS LEAGUES

## LEGENDS FRANCHISE

Our franchise offerings include sports leagues for youth teams and adult teams within a geographic area. As a franchisee, you will operate within a specific territory, choose which sport or sports to include, and design each sport for either youth and/or adult participants. It is possible that there could be two LSL franchisees operating the same sports leagues in a single territory, one offering youth leagues and one offering adult leagues. For each sports league that you operate, you may also offer sports tournaments. We will work with you, if you join our Legends team, to determine the best opportunity for you. We want to do everything we can to assure your satisfaction and success as a member of the Legends family.



## Our Ideal Franchisee

The ideal candidate for a Legends Sports Leagues franchise should have a love for organized sports, an interest in serving the community, and the ability to sell our services. As a prospective franchisee, you should have the potential to learn business management skills and to handle the demands of the business. And financially, you must have available or be able to obtain, a minimum of \$30,000 as a liquid cash requirement.



## Financial Investments

A typical franchise can be started for between \$26,100 and \$49,100 depending on the number of sports the franchisee chooses.

Royalty Fee	Clubs Model	Zone Model
8% Gross Sales	Initial Fee \$15,000	Initial Fee \$25,000





## Legends Opportunities

### 1. Use of the Name / Trademarked Logo

### 2. Information Systems

We provide a software helpful for the automation of many of the franchisees' daily tasks. Franchisees can use the company's time-tested POS system to monitor critical components of the operation.

### 3. Corporate Internet presence and internal Intranet

- Franchisee consultation
- Access to the Operations Manual and important forms
- Information on the franchisee's business and location
- Newsletters to keep franchisees informed
- Online message boards
- Training / Educational programs, podcasts and videos
- Access to vendors / Preferred pricing on supplies
- On-line Learning / Training Systems for franchisees and employees
- Links to the franchisees' local sites

### 4. Protected Territory

### 5. 2-day Training Workshop and individual consultation for starting and operating a franchise

### 6. Marketing / Advertising Program

We provide print and online content / templates that can be adapted for all the relevant events that a franchise will provide.

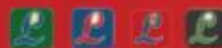
### 7. Guidelines for using appropriate marketing media

### 8. Start-Up Inventory (software, equipment, and supplies)

We help franchisees in purchasing their start-up inventory, supplies, software and equipment.

### 9. Research and Development

- New procedures / methods / policies
- New equipment
- New supplies
- Upgrades of computer software/hardware.





## Legends Franchise start-up timetable

An average franchisee will be able to start the business within 60 days of signing the Franchise Agreement. This will allow enough time to schedule and complete the 2-day training program, to order and receive the necessary equipment and supplies, and to set up the office. The following is an approximate timetable for new franchisees:

<i>Franchise Timetable</i>	
<i>Item</i>	<i>Complete By:</i>
<i>Sign Agreement</i>	Day 1
<i>Order Inventory, Supplies &amp; Equipment</i>	Day 5
<i>Complete Training Program</i>	Day 25
<i>Hire &amp; Train Any Staff</i>	Day 45
<i>Begin Start-up Marketing Program</i>	Day 50
<i>Make Final Preparations</i>	Day 55
<i>Commence Operations</i>	Day 60

## Cost to Start a Legends Franchise

Overall, our start-up costs are low compared with other service franchises, which are estimated as follows:

<i>Cost to Start a Legends Franchise</i>		
<i>Category</i>	<i>Range</i>	
	<i>Low</i>	<i>High</i>
<i>Franchise Fee</i>	\$15,000	\$25,000
<i>Equipment and Supplies</i>	\$500	\$1,000
<i>Technology / Management Systems</i>	\$2,000	\$3,500
<i>Start-Up Marketing / Advising</i>	-	\$1,000
<i>Insurance Premiums</i>	\$500	\$2,500
<i>Professional Fees</i>	\$2,000	\$3,000
<i>Licenses and / or Bonds</i>	\$500	\$1,000
<i>Training Expenses</i>	\$600	\$2,100
<i>Working Capital</i>	\$4,000	\$10,000
<b><i>TOTAL</i></b>	<b>\$26,100</b>	<b>\$49,100</b>





## Frequently Asked Questions

### *Do I need business experience to run a Legends Sports League franchise?*

Knowledge of how franchises operate, and prior business experience are assets for those interested in the Legends Sports League franchise opportunity; however, experience in the sports industry is not a prerequisite. We provide a comprehensive training program and thorough operations manual.

### *Where should I locate my business?*

Potential franchisees will be pleased to know that they can operate their business out of a home office or office space. Currently, we hope to launch Legends Sports League franchises in counties throughout several Mid-Atlantic states, including:

- Virginia
- Maryland
- District of Columbia
- Delaware
- Pennsylvania
- New Jersey
- Florida

### *How does a Legend Sports League franchise differ from other business opportunities?*

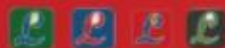
As noted, different franchised companies offer different services to franchisees. A Legends Sports League franchise requires a modest initial investment (37,600\$ on average) compared to typical service franchises (56,750\$ on average) and allows for more flexible hours compared to others (approximately 20 hours per week). The Legends Sports League business model contains built-in efficiencies to reduce corporate overhead, making it easy to manage with few (if any) employees. Operating a Legends Sports League can be done on a part-time basis, allowing franchisees to enhance income from

an existing job. And with no or minimal inventory, there are fewer assets to manage that will age or depreciate.



## Contact Us

Interested in learning more? Email us at: [ron@playlegends.com](mailto:ron@playlegends.com). Let us know the best way to reach you, and let's have a conversation! You may also call us at: (703) 255-5165



# Part S: Alumni Event Poster

## Worcester Polytechnic Institute

### Developing Marketing Materials for Legends Sports Leagues

#### Legends Sports Leagues

Zhidong Ju (ME), Evangelos Spanos (IE), Trevor Weller (CS), Nick Wright (MGE)

Advisors: Dominic Goldring, Lorraine Higgins

Sponsor Liaison: Ron Cortese

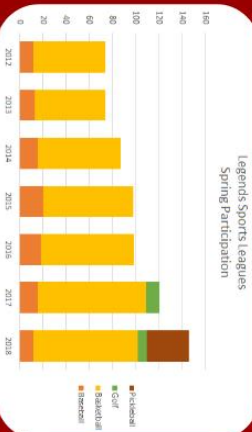
#### About Legends

- Not-for-profit organization
- Founded in 2006 in Northern Virginia
- Baseball, basketball, golf, and pickleball
- Grown to over 2,500 participants

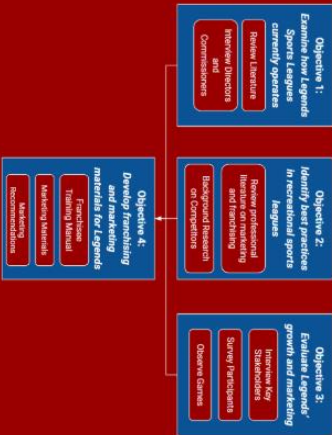
#### Legends Wish List

- Increase membership in Virginia
- Franchise beyond DC Metro area
- Develop pickleball marketing tools and franchise training manual

Membership for Legends Sports Leagues sports has been steadily increasing



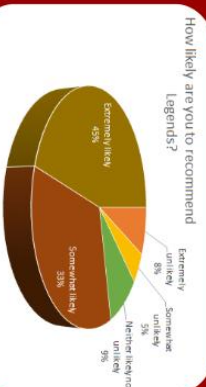
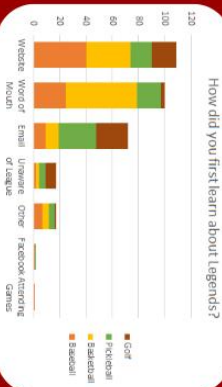
#### Methodology



#### Deliverables

1. Franchisee Training Manual (Figure to the right)
2. Pickleball Marketing Materials (i.e. Pickleball Promotional Video & Logo)
3. Marketing Recommendations

#### Survey Findings



#### Favorite parts of Legends

- Organization of the league
- Camaraderie and Teamwork
- Interaction with people

**Title of Franchisee Training Manual**

**Franchisee Training Manual**

**Table of Contents**

**1. Introduction**

**2. Franchisee Training Manual**

**3. Franchisee Training Manual**

**4. Franchisee Training Manual**

**5. Franchisee Training Manual**

**6. Franchisee Training Manual**

**7. Franchisee Training Manual**

**8. Franchisee Training Manual**

**9. Franchisee Training Manual**

**10. Franchisee Training Manual**

**11. Franchisee Training Manual**

**12. Franchisee Training Manual**

**13. Franchisee Training Manual**

**14. Franchisee Training Manual**

**15. Franchisee Training Manual**

**16. Franchisee Training Manual**

**17. Franchisee Training Manual**

**18. Franchisee Training Manual**

**19. Franchisee Training Manual**

**20. Franchisee Training Manual**

**21. Franchisee Training Manual**

**22. Franchisee Training Manual**

**23. Franchisee Training Manual**

**24. Franchisee Training Manual**

**25. Franchisee Training Manual**

**26. Franchisee Training Manual**

**27. Franchisee Training Manual**

**28. Franchisee Training Manual**

**29. Franchisee Training Manual**

**30. Franchisee Training Manual**

**31. Franchisee Training Manual**

**32. Franchisee Training Manual**

**33. Franchisee Training Manual**

**34. Franchisee Training Manual**

**35. Franchisee Training Manual**

**36. Franchisee Training Manual**

**37. Franchisee Training Manual**

**38. Franchisee Training Manual**

**39. Franchisee Training Manual**

**40. Franchisee Training Manual**

**41. Franchisee Training Manual**

**42. Franchisee Training Manual**

**43. Franchisee Training Manual**

**44. Franchisee Training Manual**

**45. Franchisee Training Manual**

**46. Franchisee Training Manual**

**47. Franchisee Training Manual**

**48. Franchisee Training Manual**

**49. Franchisee Training Manual**

**50. Franchisee Training Manual**

**51. Franchisee Training Manual**

**52. Franchisee Training Manual**

**53. Franchisee Training Manual**

**54. Franchisee Training Manual**

**55. Franchisee Training Manual**

**56. Franchisee Training Manual**

**57. Franchisee Training Manual**

**58. Franchisee Training Manual**

**59. Franchisee Training Manual**

**60. Franchisee Training Manual**

**61. Franchisee Training Manual**

**62. Franchisee Training Manual**

**63. Franchisee Training Manual**

**64. Franchisee Training Manual**

**65. Franchisee Training Manual**

**66. Franchisee Training Manual**

**67. Franchisee Training Manual**

**68. Franchisee Training Manual**

**69. Franchisee Training Manual**

**70. Franchisee Training Manual**

**71. Franchisee Training Manual**

**72. Franchisee Training Manual**

**73. Franchisee Training Manual**

**74. Franchisee Training Manual**

**75. Franchisee Training Manual**

**76. Franchisee Training Manual**

**77. Franchisee Training Manual**

**78. Franchisee Training Manual**

**79. Franchisee Training Manual**

**80. Franchisee Training Manual**

**81. Franchisee Training Manual**

**82. Franchisee Training Manual**

**83. Franchisee Training Manual**

**84. Franchisee Training Manual**

**85. Franchisee Training Manual**

**86. Franchisee Training Manual**

**87. Franchisee Training Manual**

**88. Franchisee Training Manual**

**89. Franchisee Training Manual**

**90. Franchisee Training Manual**

**91. Franchisee Training Manual**

**92. Franchisee Training Manual**

**93. Franchisee Training Manual**

**94. Franchisee Training Manual**

**95. Franchisee Training Manual**

**96. Franchisee Training Manual**

**97. Franchisee Training Manual**

**98. Franchisee Training Manual**

**99. Franchisee Training Manual**

**100. Franchisee Training Manual**

# Part T: Video Update Log

The video version starts formally with V0.5, work before V0.5 are mainly preparation work such as getting familiar with Adobe Premiere, select useful clips from the footages (good rally, smashes, long distance shots, chasing the ball to back court etc...), select testimonial clips. Other content for V0.5 are created by Adobe After Effect and Photoshop, the soundtrack used Adobe Audition to reduce the noise (not working well as expected)

## V0.5 brief overview

V0.5 is the first version created as a version to show people, starting with Legends Opening to nice shots and rallies from plays, with a transition "Hear From Our Players" in the middle and testimonial selections

## V0.5 - V1.0 update (more footages)

1. Rearrange everything, adding a lot of clips not only nice shots but also camaraderie parts, move the clips around
2. Reselection of testimonials
3. Cut short clips of the nice parts in testimonials
4. Added music (Evangelos selection), AWOLNATION-sail instrumental HD version
5. Trying to adjust video fitting the rhythm
6. Added name card for testimonials
7. Added slow motion for two smashes
8. Remove "Hear From Our Players"
9. Fixed some "shaking" video clips
10. Added a ending including Legends logo and website

## V1.1 update

1. Fixed every clip to scale, trying to keep the same along the video
2. Rework on the clips going above the testimonials, trying to get the speaker's frame of plays on there when their testimonial are showing
3. Fixed the issue of clips need "nest" in order to stabilize
4. Fixed the issue of the stabilizing clips still appear weird in some places (the frame "bend" a lot)

## V1.15 update (small update on V1.1)

1. Added "Camaraderie" "Sportsmanship" "Inclusiveness" and "Become a Legend!" in the later part of video
2. Increase the volume of father and son (Neil and Kalen)
3. Fixed some issues of the text not fitting the name card and does not go along with the effect

V1.20 encoded version of V1.1, using Adobe Media Encoder CC 2018 (size from 217 MB -> 109 MB)

#### V1.3 update (Requirements from sponsor)

1. Dave, Neil and Kalen name update
2. 10-11 clip replaced with a different group of players' play
3. 53-56 clip replaced with interviewee clip
4. 1:10 Cathy testimonial brightness increased 15%
5. 1:27 ending website link switched

#### Answering sponsor's requirements

1. 34 - 37 clip remain the same  
This clip is the best clip among the long shot clips we had taken during the games.
2. 59 - 1:01 clip remain the same  
This clip is a nice smash from your partner, it is one of the best shots we got.
3. 1:17 - 1:25 clip remain the same  
This is also the best we've got with both paddles together and shaking hands.

#### V1.4 update

1. Time 0:10 - 0:15 reorganize, fit rhythm of BGM and added small clips
2. Testimonial player name card font change (currently using Trajan pro)
3. Time 0:41 - 0:45 clip replace with better edition
4. Time 0:50 - 0:54 added short clips
5. Time 1:03 - 1:20 replace testimonial with rally, according to Ron's feedback
6. Time 1:21 - 1:28 increase brightness

#### V1.45 update

1. All testimonials volume gain by 5-7 dB
2. Key words flashing on screen 5 in total  
"Family Sport"  
"Social Sport"  
"Multigenerational"  
"Recreational Sport"  
"Balanced Competition"

#### V1.50 update

1. "Camaraderie" "sportsmanship" "Inclusiveness" and "Become A Legend" font color change to white.

Final version, Encoded