



SPORT-BASED CHILD DEVELOPMENT

COMPANY INFORMATION

SuperTots Sports Academy

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FREQUENTLY ASKED QUESTIONS (CONT.)

Why should I franchise with SuperTots Sports Academy?

- » 40 years of experience & brand power
- » Top name in the youth sports industry
- » Comprehensive training
- » Marketing support
- » Turnkey program
- » State-of-the-art technology

What will I receive as part of the SuperTots Sports Academy franchise system?

Prior to the commencement of your business, you will receive two days of extensive training at SuperTots University and two days of on-site sales training. You will also receive, among other things, a comprehensive operating manual, detailed sports program manuals, a staff training video, and the rights to use SuperTots trademarks.

What sports can I offer? What age groups can I service?

Our sports offerings currently include soccer, basketball, volleyball, hockey & cheerleading. We are constantly evaluating demand for other sports and may expand offerings in the future. SuperTots programs are professionally designed for children ages 18 months-5 years.

Do I need prior industry experience?

No, you do not necessarily need experience in sports or child development. We look for franchisees who have strong business management skills, a positive attitude and a desire to help children, and a commitment to providing great customer service.

How much is the initial franchise fee and what is it for?

The initial franchise fee is \$32,500. If you purchase multiple territories, each additional unit has a fee of \$22,750 (30% discount). This fee funds our pre-opening support of your operation and your initial training. Existing Franchisees will be given discounts.

How much is the initial investment?

The estimated initial investment required ranges from \$30,000 to \$64,350 for a franchise. As with any new business venture, it is important that you have adequate working capital.

What is the term of the franchise agreement?

The initial term of your SuperTots franchise agreement is seven years, with four optional subsequent five-year terms.

How big are the territories?

The size of a territory is based on the number of elementary schools in your area which could equate to approximately 30 schools and 150,000 in population. We will work with you to create and define each territory.



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FREQUENTLY ASKED QUESTIONS (CONT.)

Does SuperTots Sports Academy offer a discount for U.S. Military Veterans?

Yes. To honor those men and women who have served in the U.S. Military, SuperTots offers a discount of 30% off the Franchise Fee.

Does SuperTots Sports Academy offer any financing?

Because of the low franchise fee, we do not offer financing at this time.

Are there ongoing fees paid to the franchisor?

Yes. Franchisees in the SuperTots Sports Academy system pay a 9% royalty based on gross revenue with a yearly guaranteed minimum. The fee helps to fund our ongoing support services and the continued development of new products, services and systems.

» Year 1 minimum = \$6,000

» Year 3 minimum = \$10,800

» Year 2 minimum = \$8,400

» Year 4+ minimum = \$13,200

Where will I run programs?

With our help, you will create partnerships with local schools, private sports facilities, day cares, parks and recreation facilities, sports clubs, churches, JCC's, HOAs and other sports facilities.

Are there any marketing fees?

Franchisees are required to spend 3% of gross revenue on local marketing efforts.

What training will I receive?

We will provide you with two days of detailed training at SuperTots University prior to the date when you commence your business. There is no additional charge for this training service, but you must pay any travel and living expenses while attending the training. We will also provide two days of trainings in your territory. You will also receive ongoing support throughout the term of your agreement.

What about ongoing support?

We provide ongoing support service to you via phone, email, webinar, and on-site visits to your territory. We regularly update our operations manuals with new procedures and other information designed to improve operations for all franchisees. We are also available to conduct ongoing training programs.

Is there a technology fee?

Yes, \$100/month that goes toward your website creation/maintenance, google ad word campaign and local Internet marketing.

What is the best time of year to start a SuperTots franchise?

Our business focuses on year round programming so you can start making money during any part of the year.

What are the next steps?

Call or e-mail today and we will start the process. You can get your franchise up and running in less than a month!