



FRANCHISEE INFORMATION

NO ONE DOES IT LIKE MOTIV8SPORTS



KICK-START YOUR OWN SUCCESSFUL BUSINESS WITH MOTIV8SPORTS

Motiv8sports is the leading sports entertainment and education provider for children in Australia. As a Motiv8sports franchisee you will be delivering sports events and programs designed to educate, empower, entertain and most importantly motivate children from 3 to 15 years of age.

Over 16 years we've built a culture that develops self-esteem, sportsmanship, teamwork and leadership. We utilise sport, music, dance, drama, food, digital and visual media to motivate children while

promoting a strong anti-bullying message, encouraging acceptance and inclusion in all we do.

Motiv8sports is a dynamic and ever-evolving leader in innovation across the kids sporting industry. Offering a unique opportunity that is driven by quality, reputation and exceptional experience Motiv8sports sets itself apart from competitors with a success-proven model for franchisees.

Since 2001 we've been the curators of originality. We've built a cutting-edge brand with influences from street, surf and skate cultures that appeals directly to our target market.

If you can match our passion for sport and motivating kids to have a go, then we offer a unique business opportunity in an expanding market.

WHAT MAKES MOTIV8SPORTS PROGRAMS DIFFERENT?

EXTREMELY AFFORDABLE WITH LOW SET-UP COSTS

View our financial information to see just how affordable a Motiv8sports franchise can be. Unlike other business opportunities there are no expensive fit outs, machinery or commercial equipment, extensive signage or building costs.

NO FIXED LOCATION, LEASE HOLDING OR EXPENSIVE FIT OUT

As we hire venues specifically for each of our events there is no need to secure a fixed premises avoiding the associated rent in advance, security deposits, fit out, ongoing rent and utility expenses. You only pay for venues as you use them keeping overheads low.

SIMPLE TO RUN FOLLOWING PROVEN SYSTEMS

Our unique events package and innovative array of activities have been developed and refined over 16 years. Our franchise model is systemised to allow franchisees to focus on the core revenue generating activities of the business. We've done all the testing, taken the risks, made the costly up-front mistakes and fine-tuned a product that directly appeals to our target market.

Nearly two decades of IP have been systemised and built into our franchisee platform Planet8 to ensure a commitment to the company vision, lasting values, brand development, marketing direction and cultivating success.

MULTIPLE REVENUE STREAMS

If approved as a Motiv8sports franchisee you gain access to our 8 amazing revenue streams including Camps, Clinics, Tournaments, Parties, In School, Team Training, Elev8 and Apparel. You control your earnings by operating as many events as needed to reach your income goals.

FULLY SOURCED AND BRANDED PREMIUM EQUIPMENT AND APPAREL

Benefit from our group buying power and receive all the equipment required to get up and running in one simple transaction. We've sourced and branded everything you need ensuring the highest quality standards. Our events are like nothing else in the market combining fun, functionality and professionalism through our extensive range of premium equipment and apparel.

OWNER OPERATED, OR INVESTOR MANAGED

Our preference is to partner with highly motivated individuals ideally suited to operating a Motiv8sports location. However due to the highly systemised nature of our business and the extensive back end support available many investors are drawn to the franchise opportunity. In these cases we work closely with you to secure the right nominated representative to operate the business on a day-to-day basis.

LIFESTYLE FOCUSED

Motiv8sports provides a business model where lifestyle is a key to your success. We encourage a work-life balance ensuring you avoid burnout and remain constantly motivating, encouraging and uplifting for your campers and staff. Our franchise model and extensive range of ever developing marquee sports provides variety so you don't become stale, flat and un-engaging from repeating the same activities.

FULLY SUPPORTED BY A TEAM OF INDUSTRY EXPERTS

Our team of experts combine 16+ years of operating Motiv8sports business with 15+ years of franchise experience resulting in a truly holistic support structure. We've literally seen it all and we're determined to provide our franchisees with every opportunity for success. We are constantly reviewing and improving our systems, developing new sports and ensuring quality control across the network in order to maintain our position as the market leader.





LARGE TRADE AREAS FOR LONGEVITY OF SUCCESS

Unlike many franchise systems that jam an outlet on every corner we understand that the keys to your success are longevity and the ability to operate multiple camps per holidays. We use Local Government Areas as our territory boundaries ensuring access to a large geographical and population catchment. We are not aiming for 400 mediocre franchisees but rather a limited number of highly successful franchises operating profitably over an extended period.

EXTENDED CUSTOMER LIFECYCLE

Our exclusive Pathways program extends the lifecycle of every customer. Campers work their way through milestones linked and incentivised by event attendance. From Rookie, through Pro to All Star and eventually the Hall of Fame we have a proven model that massively increases retention and repeat business. In time campers have the opportunity to become staff fulfilling your recruitment needs with a fully trained and already inducted team member.

PRIME TERRITORIES NOW AVAILABLE ACROSS ALL STATES

Its early days for Motiv8sports meaning there are prime territories now available. However, interest has been incredible and desirable trade areas are in demand. Where multiple applications are received for the one territory we will grant exclusive rights to the candidate deemed most suitable after completion of the application process.

THE MOTIV8SPORTS STORY

Established by David and Andra Hemmings in 2001 Motiv8sports is the result of hard-work, dedication and a desire to motivate our youth through sport. David and Andra have been the driving force of Motiv8sports, using their experience, knowledge and energy to inspire the next generation. Since our inception over 100,000 children have experienced the energy, passion and exhilaration that is Motiv8sports and in that time we've witnessed multiple campers who started their journey in Kindergarten now work as adult coaches at our sports events!

After years of enquiries regarding franchise opportunities in 2017 David teamed with Dave Hundt, a seasoned franchise executive, and Motiv8sports Franchising was formed.

You will not find a team more passionate about motivating both kids and franchisees. We are committed to success in everything we do and understand the growth of our business will come by ensuring every single Motiv8sports event is extraordinary in every way.



NO ONE DOES IT LIKE MOTIV8SPORTS

Partner with Motiv8sports and you'll discover a company passionate about motivating children to a higher level of self-belief. We create events that motivate children to play where no one sits on the bench and everyone is treated like a superstar. A fresh and pure approach provides children with motivating experiences. Since starting in 2001 we have had multiple competitors try and copy or replicate the Motiv8sports experience.

THERE IS ONLY 1 MOTIV8SPORTS AND CHILDREN WHO ATTEND OUR EVENTS EXPERIENCE THE REAL DEAL.

NO ONE DOES IT LIKE MOTIV8SPORTS!

INNOVATION

Motiv8sports takes an innovative approach to sport. We are the future of sport and professional in our approach to having fun. We invent and modify sport to motivate children of all ages and activity levels. We don't follow an out-dated formula still used by so many PE teachers and coach's. Motiv8sports is designed for a wide range of skill levels. Each event is designed to leave children wanting more and maximum participation is crucial to our success. We avoid activities that involve monotonous drills and skills. Each one of our innovative future sports is a high energy experience designed to compete for attention with computer games and TV. We provide children with a sports dreamland where they are part of the action regardless of ability.

MORE THAN JUST SPORT

We've built a culture that develops self-esteem, sportsmanship, teamwork and leadership. We use sport, music, culture, dance, drama, food, digital and visual media to motivate children. Motiv8sports is about that look you see on the faces appearing in all our photo's. That look is priceless and as a franchisee it should be

your highest priority to see that look of passion, excitement and determination on your campers at every event.

THE BEST COACHING TEAM

Motiv8sports franchisees are a select crew dedicated to their love of sport and their ability to deliver knowledge to children in a positive way. Each franchisee brings with them a unique energy and professionalism vital to our success. Constant training, accreditation and professional development make this group of role models an unbeatable team. All our team members are first aid accredited and have undergone the Working with Children checks.

THE BEST SAFETY & SUPERVISION

When you join Motiv8sports you should know that duty of care is our number one priority. Our success and reputation as a company can be attributed to our best practice procedures employed at every event. World class coaching, systems, discipline, care, guidance and responsibility are key ingredients to the environment we provide.

REVENUE LINES



MULTI-SPORTS CAMPS

The heart and soul of the Motiv8sports system is our Multi-sports camps. These non-sleepover events are aimed at Kindy to Year 6 children. Our multi-sports camps range from 2 to 3-day events and occur between the hours of 8.30am to 3.30pm daily. We design our sports events for all abilities and focus on the energy and effort rather than a child's sporting ability. Children who attend Motiv8sports Camps learn about teamwork & sportsmanship in an environment fuelled by great leadership and constant motivation. We take sport and maximum participation to a new level with our innovative array of trademark sports. In a calendar year we perform 4 x amazing camp formats including: SUPERCAMP, MOTIV8SPORTS OLYMPICS, MEGA CAMP & SUMMER CAMP.

RECOMMENDED PRICING

\$135 (incl. GST) 3-day camp fees

\$100 (incl. GST) 2-day camp fees

PARTICIPANTS

60 – 240 per camp

4 x 3-day camps per year

4 x 2-day camps per year

CHAMPIONSHIP TOURNAMENTS

To complement our multi-sports camps Motiv8sports developed 2-day Hybrid sports tournaments. We recognise that children love competing and testing their skills against other like-minded children. Our tournaments allow friends to form teams for competition in an environment free of sideline banter and technical feedback. All tournaments have an atmosphere similar to X-games with live DJ's, competition uniforms, event schedules, leader boards and officials. Example tournaments include our hugely popular two day 4 on 4 Soccer Tournament or 4 on 4 Basketball showdown. Children register in teams of 4 in one of the three age categories and compete as a team over the course of two days. Each team receives a custom uniform as part of their registration and a chance to qualify for the yearly Champion of Champions tournament.

RECOMMENDED PRICING

\$500 (incl. GST) per team

PARTICIPANTS

18 – 36 teams

8 tournaments per year

SPORTS CLINICS

Motiv8sports After School Sports Clinics are 8-week events that take place on school grounds weekly from the conclusion of school until 4.30pm. Over the course of 8-weeks children experience a wide variety of non-contact team sports where they learn about teamwork & sportsmanship in an environment fuelled by great leadership and constant motivation. Our Motiv8sports after school clinics are revolutionary in building long term relationships with primary schools to promote healthy lifestyle choices amongst children.

RECOMMENDED PRICING

\$100 (incl. GST) per student

PARTICIPANTS

50 – 90 students per school

4 schools per term

4 terms per year



CELEBR8 SPORTS PARTIES

Motiv8sports sports party packages are out of this world with most weekends selling out well in advance. We're looking for franchisees who deep down love to party. We offer 3 unique party styles;

MOTIV8SPORTS SUPER SUNDAY SPORTS PARTY

A Motiv8sports Party is a two-hour multi-sports event designed for children aged from five up. Each party is full of non-stop sports action divided into 5 x 20 minute sessions. A typical Motiv8sports Party includes the following: M8S Wet & Wild Challenge (in hot months only), Flag Ball Battle, Ultimate League, Gauntlet, Sponge Wars, Bubble Soccer, Super Soccer, Super Sports Challenge and Party FACE Off. In our busier locations each two hour timeslot consists of five parties run simultaneously. Each party receives their own area/marquee allocated to them and experience 20 minutes with each of our 5 sports entertainers. We also include a party photographer and BBQ /cook. Each party has the atmosphere of a major sports event with the intimacy needed to make each birthday boy/girl feel special.

RECOMMENDED PRICING

\$450 (incl. GST) per party

PRIVATE SPORTS PARTY

Our Private Sports Party option is the same 2 hour event as our Super Sunday Sports Party with a twist - we come to you. Initially most franchisees provide private parties until such stage as they've built their business and can no longer meet demand. At that point they commence promotion of Super Sundays however private parties always remain an option for additional revenue.

TEAM OR CLUB SPORTS PARTY

Our team/club sports party is a brilliant 90-minute event designed for sporting teams. To break up the monotony of a long seasons training we encourage teams to hire Motiv8sports to run a Team Challenge night. These 90-minute events are great for team bonding and give club coaches a break where they can get involved and have some fun with their players.

PARTICIPANTS

4 – 10 parties per month

IN-SCHOOL EDUCATION AND ENTERTAINMENT

We also offer several in-school education and entertainment programs, including:

YEAR 6 BIG DAY IN

Big Day In is an action-packed event designed & performed by Motiv8sports for student's celebrating the end of life as a primary school student. Why go on an unsocial outing to the movies or have a picnic when you can get wet, wild & messy in an atmosphere fuelled by participation, teamwork & leadership. This is an exclusive event where students have fun in a safe and positive manner. The best part is that students forget that they are actually learning valuable life skills on a day they will remember for the rest of their lives. Most years our Big Day In events book out with some schools now in their 15th consecutive year of hiring Motiv8sports to perform.

RECOMMENDED PRICING

Negotiated with the school/s

YEAR 5 ELEV8 LEADERSHIP DAY

Our Elev8 Leadership event is designed for Schools looking to develop leadership qualities in their students. In Year 5 students are often identified for positions of potential Leadership such as School & House Captains. Motiv8sports provides schools with the ultimate 1-day in-school event sure to challenge, educate and empower every single student. This event provides teachers with a fantastic opportunity to welcome our independent staff to facilitate leadership driven activities. Teachers can sit back and assess each students' true leadership potential.

PARTICIPANTS

25 - 150

VIP CHRISTMAS PARTY

This annual event is an invitation only V.I.P day designed for children who have attended at least one Motiv8sports event during the calendar year. Children who attend the VIP BBQ will experience an amazing day of sporting fun, games and wicked water challenges. This day is great value and each ticket includes a BBQ lunch, Christmas gift and a visit from Santa. The day is massive and by far our biggest performance of the calendar year.

RECOMMENDED PRICING

\$50 (incl. GST) per child

PARTICIPANTS

150 – 300

YEARLY CALENDAR



CREATE A FULL SCHEDULE OF EVENTS, YEAR ROUND

As a Motiv8sports franchisee you have the ability to operate as many or as few events as suits your lifestyle and earnings goals. A typical year for most franchisees looks like:

<p>JANUARY</p> <p>3 Day Summer Camp 4 on 4 Tournament 2 Day Sports Camp 4 on 4 Tournament Sports Parties</p>	<p>FEBRUARY</p> <p>Sports Parties School Clinics</p>	<p>MARCH</p> <p>Sports Parties School Clinics</p>	<p>APRIL</p> <p>3 Day Super Camp 4 on 4 Tournament 2 Day Sports Camp 4 on 4 Tournament Sports Parties</p>	<p>MAY</p> <p>Sports Parties School Clinics</p>	<p>JUNE</p> <p>Sports Parties School Clinics</p>
<p>JULY</p> <p>3 Day Mini Olympics 4 on 4 Tournament 2 Day Sports Camp 4 on 4 Tournament Sports Parties</p>	<p>AUGUST</p> <p>Sports Parties School Clinics</p>	<p>SEPTEMBER</p> <p>Sports Parties School Clinics</p>	<p>OCTOBER</p> <p>3 Day Mega Camp 4 on 4 Tournament 2 Day Sports Camp 4 on 4 Tournament Sports Parties</p>	<p>NOVEMBER</p> <p>Sports Parties School Clinics</p>	<p>DECEMBER</p> <p>Sports Parties School Clinics VIP BBQ Year 6 Big Day In</p>

With experience and approval additional camps and tournaments may be offered.

FINANCIAL INFORMATION

The costs associated with starting a Motiv8sports franchise are as follows (all costs exclude GST):

START UP COSTS

Franchise Fee	\$10,000
Training Fee	\$12,000
Equipment Package	\$77,000
<i>(Initial startup fees structured for maximum tax advantage)</i>	
Legal Costs	\$1,500 (payable only on execution of a Franchise Agreement)
Initial Marketing Expenses	\$500 - \$5,000 (as determined by you)
Business Licenses	\$0 - \$2,000 (depending on how you structure your business)
Insurance	\$500 - \$5,000 (monthly or yearly options available)
Vehicle	\$0 - \$30,000 (transporting equipment to and from venues)
Training Accommodation	\$0 - \$2,000 (conducted in Sydney, NSW)
Working Capital	\$0 - \$10,000 (many franchisees continue working until their business replaces their previous earnings)

ONGOING SERVICE FEE

Motiv8sports does not charge any percentage of revenue fees. There is simply a flat monthly service fee of \$2,000 + GST so that each franchise owner is rewarded for their higher efforts. A set fee builds a stronger relationship between the business owner and Franchisor and enables each franchisee to budget more effectively.

MARKETING FUND

Advertising and promotion are essential components in the development of the Motiv8sports franchise network and image. The Marketing fund is again a flat monthly fee of \$500 + GST and is utilised for promoting the Motiv8sports brand both nationally and locally. Activities may include;

- Digital Marketing
- Social media content development
- Production of brochures and advertising artwork
- Distribution of press releases to the media
- Production of promotional literature
- Graphic design services
- High-quality advertising materials
- Regional and national 'Champion of Champions' events
- Upgrades to the website to improve user experience and promote relevant marketing campaigns

The net result enhances the dominance of Motiv8sports in the market and expands customer awareness.

PLANET8

As part of your franchise induction you will be granted access to our amazing back end platform affectionately known as Planet8. Planet8 will quickly become your go-to resource centre and one of the most valuable tools for running a successful franchise. Planet8 provides you with cloud based continual access to:

Detailed training videos on every aspect of the Motiv8sports business

Event templates and instruction guides

Marketing collateral and promotional material

Staff employment and recruitment resources, forms and documents

Preferred supplier pricing with our equipment and apparel vendors

Operating procedures and policies

Social media content and imagery

Strategic local area marketing activities and training guides

Detailed business management information and reporting



PROPRIETARY PROPERTY SPORTS & CHALLENGES

Perhaps the most valuable aspect of Planet8 is access to the Sports and Challenges that have been developed and refined over 16 years, guaranteeing your campers will find them absolutely awesome. Each of our sports is branded and we provide detailed training on set up, delivery and the equipment needed. We also provide your staff with access to certain areas of Planet8 ensuring their confidence and competence while greatly assisting your training process. Examples of just some of our exclusive sports include:



Additionally we have designed a range of customised challenges sure to engage, educate and entertain every camper:



BECOMING A FRANCHISEE

1. DETERMINE OUR COMPATIBILITY

Motiv8sports offers an innovative business model and carefully crafted brand. As experienced franchisors we understand that a critical component of our franchises' success is the people we partner with. We want to make sure that the opportunity we offer is the right fit for you and that you are the right fit for our business model.

2. APPLICATION

Once you've determined if Motiv8sports is the business for you, head to the Apply Now section of this website and complete the online form. The application also serves as a confidentiality agreement and allows us to discuss openly the business opportunity and provide you with additional information.

3. INITIAL INTRODUCTION

One of our team will call you for an informal conversation and preliminary discussion about the brand, business model and your experience. This is a great opportunity to answer any initial questions you may have plus gives us a greater insight about your interest in Motiv8sports.

4. APPROVAL STAGE 1

You will be notified if your application has been approved and we'll then send you our Detailed

Starting and even enquiring about a business can seem overwhelming. While detailed our franchisee application and approval process is very straightforward and we'll support you every step of the way. Our 10 Step Process includes:

Information Package, which includes a Financial Information Document, Profit + Loss Spreadsheet Template, and Disclosure Document.

5. DISCOVERY MEETING

We will organise a face to face meeting at our offices in Sydney, NSW. This is an opportunity for both parties to get to know each other a little better plus go through any further questions you have from the information package you received.

6. MOTIV8 EXPERIENCE DAY

You may be asked, or you can request, to spend a day at one of our Motiv8sports camps or tournaments. The Experience Day is an opportunity to ensure that all potential new partners are not only the right cultural fit; they also understand the requirements of running a successful business and have the necessary motivations to become brand ambassadors. This program is facilitated by one of our Directors at an agreed Motiv8sports location.

7. FINAL APPROVAL

Based on your Discovery Meeting and Experience Day you may be granted final approval to operate your own Motiv8sports location. At this point, and only when you feel completely committed and confident about wanting to join the Motiv8 team, you will be issued a Motiv8sports Franchise Agreement and asked to make a \$1500 + GST non-refundable payment for legal fees.

The Franchise Agreement provides you with in depth information about the Motiv8sports franchise model and outlines the roles, responsibilities and obligations of both parties. At this time you may also elect to pay a \$2500 + GST fully refundable deposit to secure your preferred franchise territory.

8. SEEK INDEPENDENT ADVICE

In order to finalise the application process we recommend that you have both the Disclosure Document and Franchise Agreement reviewed by an accountant and/or solicitor. Collate any questions they may have and return to our legal team for comment and /or action.

9 SIGN AND RETURN DOCUMENTS

To officially become an Motiv8sports franchisee you will return a signed Franchise Agreement with payment for the initial Franchise Fee.

10. TRAINING

During your comprehensive initial training you will learn how to run a successful Motiv8sports location. Our business has been designed to be completely systemised, drastically improving your chances of success. A combination of theoretical training at our offices and on location training provides you with a thorough understanding of the Motiv8sports business model.



**APPLY
NOW**

Complete our online application form in this document. This application serves as a confidentiality agreement and allows us to discuss openly the business opportunity and provide you with additional information.

CLICK HERE TO DOWNLOAD THE FORM

Otherwise for a confidential, no obligation discussion contact Dave on **0438 118 884**



motiv8sports

MOTIV8SPORTS.COM.AU