

START YOUR OWN LEAGUE

2017 INFORMATION PACK



OUR SPORTS



OUR MEMBERS



THE OPPORTUNITY

As Sydney's most comprehensive provider of adult co-ed recreation experiences, Urban Recreation offers an unparalleled opportunity to build your own community and business. Work with a brand that is well-known, respected, and has a proven model and a history of success. Our current member base is over 5,600 and growing daily. Our leagues are profitable, and our member experience is paramount. This is an opportunity to join a fast growing company in a way that will give you freedom and high-potential. You will have the generous, and intimate support of our Australian and Canadian founding teams.

NOT YOUR REGULAR SPORTS CLUB

Our sports leagues are unique to any other Sydney based leagues because we offer a relaxed, social environment for our members to learn and play conventional and new sports. We focus on quirky and different sports leagues, only hire amazing staff and friendly referees, and pride ourselves on our diverse social calendar of events and activities.

OUR REACH



**1,000 HITS ON
WEBSITE WEEKLY**

**20 EVENT HOSTS
DRIVING FOOT
TRAFFIC TO VENUES**



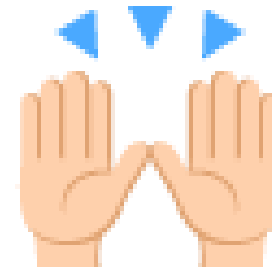
**2,000 LIKES ON
FACEBOOK**



**700 FOLLOWERS
ON INSTAGRAM**

**1,000 ACTIVE
MEMBERS
PARTICIPATING IN
OUR LEAGUES AND
EVENTS EACH
WEEK.**

**5,600+ URBAN REC
MEMBERS
GROWS 30+ DAILY**



THE FUTURE IS BRIGHT

THE ABILITY TO RUN YOUR OWN BUSINESS WITH LOW RISK

This is the perfect way to turn your passion for sport and business into a nice side-gig! Who know's...it might turn into something bigger for you - it did for us.

LOCATIONS WE ARE INTERESTED IN, RIGHT NOW

We are looking for League Managers in St George, Sutherland Shire, Northern Beaches, North Shore, and Parramatta. You will sign a licence agreement per location, and sport agreed with us.

ADDITIONAL SPORTS

While we have our core sports, we are not adverse to trying new things. If you have a passion for a new sport, then let's hear about it. We are always keen to offer non-traditional sports, in non-traditional venues.



OWNING YOUR OWN LEAGUE, BEING YOUR OWN BOSS...

In order to run your own league, you need to share the vision of Urban Rec and what we are working towards. You should ooze the Urban Rec spirit, have confidence, possess the tenacity to stick it out, and commit to making your league a success. As your own boss, some main responsibilities include:

Find and secure your own venues - with a brand like Urban Rec, this should be easy

Attend our 'League Owner Training' - Learn the magic recipe

Buy & supply your own league equipment (\$200)

Co-invest in a marketing campaign for the launch (\$500)

Pay licencing fee of \$500 for 'Starter Pack' (including signage, uniforms, etc)

Host promotional tournaments

Recruit staff and team members

Recruit teams and individuals to play in your league

Find and negotiate clubhouses and sponsorship deals

Monitor league performance, and member experience

Attend promo events as nominated by UR, as an ambassador of the brand



WHAT YOU GET FROM URBAN REC

- Access to our uber-easy and functional website
- The support and help from a team who have done it all
- Starter Pack including signage, uniforms, etc
- The ability to market your league to all 5600+ Members
- Urban Rec brand licencing
- A pre-determined co-marketing strategy for your league
- Login to our designer templates and material in Canva
- Login to social media channels for promotional activity
- Staff recruitment, and training (by UR)
- Annual and seasonal social events

YOUR INVESTMENT

FIELD & EQUIPMENT

You will be responsible for sourcing the field and location. The costs and commitments of this will vary depending on your supplier.

The equipment is usually a low-cost investment, but depending on the sport and facility, you may need to buy more.

\$500 FOR PROMO

Urban Rec will co-invest in a tailored marketing and promotional campaign for your league.

The suggested minimum spend is \$500, so we need to know you are committed to getting the word out, especially if you are in a new area.

\$500 FEE FOR A STARTER KIT

Urban Rec will charge a \$500 upfront licencing fee. This is a one-off payment for our investment in getting you set-up and trained.

We will also supply you with a 'Starter Kit' that includes staff uniform, signage, content, swag, and other important content.

MIN \$1000 INVESTMENT FROM YOU

EARNING POTENTIAL



	League Location No 1	League Location No 2	
Turnover (Inc GST)	5,280	4,756	< This amount presumes 6 teams, at \$880 and will vary
GST	480	432	
Turnover (Ex GST)	4,800	4,324	
Urban Rec Hosting Fee	1,056	951	< This amount is 20% of Turnover payable to Urban Rec
Field Hire	1,000	908	< This is an estimate, and will vary depending on hirer
Staff (Ref)	880	880	< You can choose to host the first few leagues to cut costs
Equipment	100	130	< This is a generous estimate
Prizes	120	120	< We generally give out prizes at around \$10pp (10 players)
Marketing	150	0	< Depending on your initial investment, you may not need this
Insurance	0	0	< Urban Rec will cover your Liability and Insurance
Total expense before GST	2,250	2,038	
GST on expenses (Claimable)	125	105	
Total Expense after GST	2,125	1,933	
Total	2,675	2,286	< This is your total net amount for the league, after costs are paid

20% LICENCING FEE PAYABLE TO URBAN REC

THE NEXT STEP

“

***Alone we can do so little;
together we can do so much***

- Helen Keller

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DO YOU GIVE A DAMN ENOUGH?

If you are interested to learn more, please contact us and we will arrange a time for a preliminary meeting. In this meeting we will discuss your commitment, your passion, the areas you're interested in, and plenty more.

CONTACT

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