Skyhawks
Teaching life skills through sports

YOUTH SPORTS
SKILL-BASED PROGRAMS

COMPANY INFORMATION

Skyhawks Sports Academy

Address: 9425 N Nevada St
Suite 210
Spokane WA 99218

Contact: Brett Rountree
Email: brountree@skyhawks.com

Website: Skyhawks.com/franchise
Phone: 509.241.1355

FREQUENTLY ASKED QUESTIONS

Why should I franchise with Skyhawks Sports Academy?

- Over 35 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 Skyhawks franchise system?

Prior to the commencement of your business, you will receive two days of extensive training at Skyhawks 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 Skyhawks trademarks.

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

We offer camps for ages 3-6 and classes for ages 6-16 years. Sports include: baseball, basketball, flag football, soccer, volleyball, tennis, golf, cheerleading, track & field, lacrosse and our mini-hawk multi-sport camp

Do I need prior industry experience?

No, you do not necessarily need sports camp industry experience. We look for franchisees who have strong business management skills, a positive attitude and work ethic, 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 $27,500 for a single territory. If you purchase multiple territories, each additional unit has a fee of $19,250 (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 $24,300 to $64,550 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 Skyhawks franchise agreement is seven years, with four optional subsequent five-year terms.

How big are the territories?

Tier 1 territories have a population of between 150,000 and 250,000. Tier 2 territories have a population of less than 150,000. We will work with you to create and define each territory.

Does Skyhawks offer a discount for U.S. Military Veterans?

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

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FREQUENTLY ASKED QUESTIONS (CONT.)

Does Skyhawks 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. The franchisees in the Skyhawks system pay a 9% royalty based on gross revenue with a monthly guaranteed minimum. The fee will help to fund our ongoing support services and the continued development of new products, services and systems.

- » Year 1 monthly minimum = $500
- » Year 2 monthly minimum = $700
- » Year 3 monthly minimum = $850
- » Year 4+ monthly minimum = $1,000

Where will I run programs?

With our help, you will create partnerships with local schools, parks and recreation facilities, sports clubs, YMCA's, boys & girls clubs, churches, JCC's, universities, HOAs and other sports facilities.

Are there any advertising fees?

While there are no fees due to franchisor, franchisees will need to spend 3% of gross revenue on local marketing efforts.

What training will I receive?

We will provide you with up to two days of detailed training at Skyhawks 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 sales trainings in your territory. You will also receive ongoing support throughout the term of your agreement.

What about ongoing support?

We will 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 Skyhawks 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!

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