



Entrepreneur
FRANCHISE
500
TOP
LOW-COST
FRANCHISE
— 2022 —

TGA

TENNIS | GOLF | ATHLETICS

**FRANCHISE
SYSTEM**



**YOUTH
ATHLETES
UNITED**

A Youth Athletes United Brand

THE #1 YOUTH SPORTS PROVIDER FOR TENNIS, GOLF & ATHLETICS

TRUSTED BY PARENTS FOR OVER 20 YEARS

Our fun and engaging programs uniquely combine athletic skill development, academic learning, and life lessons to empower kids from elementary to high school to **Keep Swinging!**[®]



WE'RE COMMITTED TO DEVELOPING THE WHOLE PERSON & PLAYER

We believe sports change lives and seek to make our students better players and better people. We strive to teach in ways that promote individual growth and development on and off the field, course, or court.



ACADEMICS

We help kids realize their athletic potential and utilize sport as a path toward an active and healthy lifestyle.



ATHLETICS

We use sports as a vehicle for teaching academic lessons and encourage learning through playing.



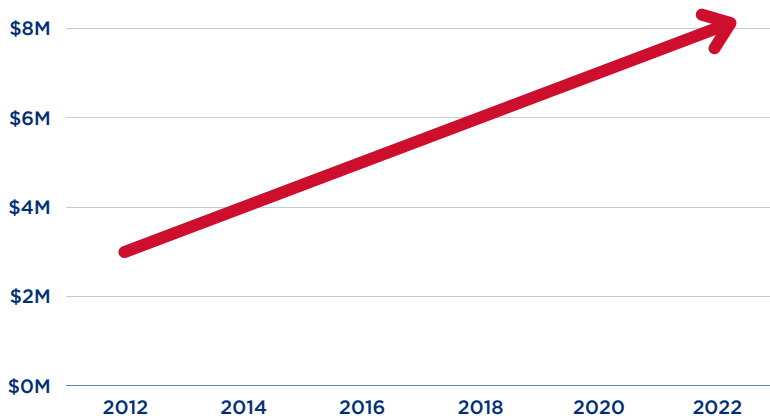
LIFE LESSONS

We develop values that promote individual growth and teamwork through life lessons.

JOIN ONE OF THE LARGEST AND FASTEST GROWING GOLF & TENNIS FRANCHISE SYSTEMS

- ✓ FRANCHISING FOR 16+ YEARS
- ✓ 20+ STATES
- ✓ OVER 60 FRANCHISE UNITS
- ✓ 6 ADDITIONAL SPORT OPTIONS
- ✓ A PROVEN TURN-KEY MODEL

Systemwide Revenue Growth



*Numbers are covid adjusted

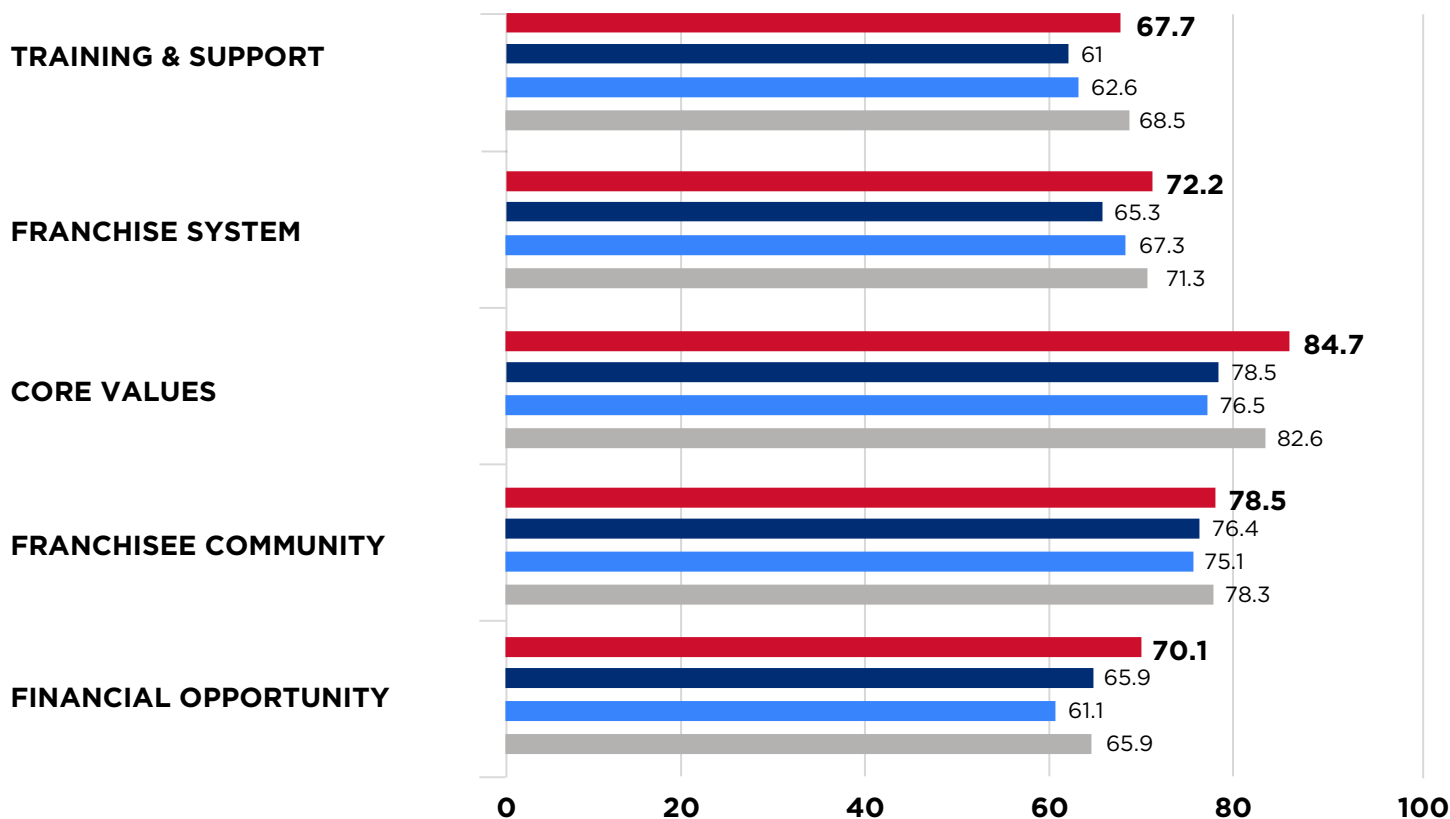
RECOGNITION



FranchiseBusinessREVIEW™

Sharing the franchise experience

The leading franchise market research firm conducted an independent survey to tell us how TGA ranks in comparison to other youth sport providers. And we're proud of the findings.



TGA



FRANCHISE INDUSTRY (ALL BIZ TYPES)



CHILD SERVICES



SPORTS & RECREATION ONLY

"TGA's opportunity is for those who value 'making a difference' while also building an asset. If you have a mind for business, love to play, enjoy flexibility-but welcome a challenge- TGA is for you. As an owner for the past 6+ years, I can say that it is one of the best decisions I have ever made."

WINNIE WOODY, OWNER / TGA OF MERCER COUNTY, NJ



"I love running my own business, with the ability to work flexible hours and make decisions quickly. At a big company, I grew weary of sitting through endless meetings that didn't result in action plans. Now I can make decisions and take action very quickly - and my "meetings" are often 18-hole get-togethers with current or prospective instructors."

DAVE ROBINSON, OWNER / TGA OF SE MICHIGAN



"I have been an active sports enthusiast my entire life with an entrepreneurial side that together, is the perfect combination for TGA," said Oliver. "I am very excited to bring these programs to area schools and community centers and positively impacting the lives of children in our neighborhoods, through sports, the same way it had an effect on me at their age."

KEVIN OLIVER, OWNER / TGA OF LONG BEACH



TURN YOUR PASSION FOR SPORTS INTO YOUR BUSINESS

Our low-investment franchise model provides entrepreneurial-minded individuals who are passionate about sports, community and youth, the opportunity to build a business while making a positive impact.

- ✓ Achieve work-life balance
- ✓ Low investment and no overhead
- ✓ Be your own boss and make your own schedule
- ✓ Pursue your passion of owning a sports franchise
- ✓ Bring the life-changing benefits of sports to your community



EXCLUSIVE TERRITORIES

Protected Zip-Coded Territories

LOW STARTUP COSTS

- Low Overhead
- High-Profit Margins
- Home-Based Business
- Flat-Rate Royalties

CUSTOM CURRICULA

- Our proprietary programming was developed in partnership with educators and sports professionals.
- Our station-based format allows for mixed-ability groups to play & develop together.

COMPREHENSIVE TRAINING

- Complete System Overview
- Sales and Marketing Techniques
- Hands-On Curricula Training
- Franchise Operations & Management Guidelines
- Hiring & Managing Staff
- In-the-Field Observation & Coaching Practice

ON-GOING SUPPORT & EDUCATION

- Mentor Program linking new Franchisees with established senior franchisees
- Annual National Conference
- Personal Corporate Representative
- In-House Graphic Design
- Back Office Portal
- Access to our private TGA Premier Sports Store with discounted pricing



WE PROVIDE WAYS TO PLAY ALL YEAR ROUND



ENRICHMENT CLASSES

6, 8, 10-WEEK SESSIONS

Parents enjoy the convenience of programs offered at schools, community centers, parks and recreation centers while kids receive an introduction to sports and build a passion for the game.

CAMPS

WEEK-LONG, HALF-DAY, FULL-DAY

Our camps provide kids the opportunity to further develop fundamentals and improve skills in a non-competitive environment while building confidence, having fun, and making friends.



CLINICS

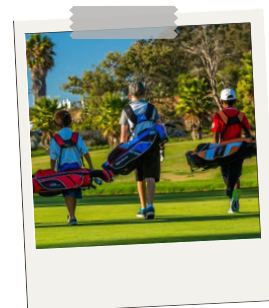
1-3 HOURS

Clinics are a great opportunity for young players to receive focused instruction and additional practice time with their peers to hone skills and master the fundamentals.

LEAGUES & TOURNAMENTS

VARIES BY LOCATION

Designed for developing athletes to practice and play in a semi-competitive setting while developing skills, promoting teamwork, and building camaraderie.



MORE WAYS TO PLAY

PRIVATE LESSONS • THEMED PARTIES • PLAY DAYS • FAMILY EVENTS



**PRE-SCHOOLS TO
MIDDLE SCHOOLS**



**AT HOME + IN THE
NEIGHBORHOOD**



**PARKS + RECREATION
FACILITIES**



**GOLF COURSES &
TENNIS CLUBS**



**BIRTHDAY
PARTIES**



**HOME SCHOOL
COMMUNITIES**



EVERY TGA PROGRAM BEGINS WITH:

- ✓ Dynamic warm-up to get players' bodies ready for action
- ✓ A discussion about life lessons
- ✓ Review and introduction of new skills & techniques

NEXT, STUDENTS WILL:

- ✓ Rotate through stations to practice skill fundamentals
- ✓ Learn about the rules & history of the sport
- ✓ Explore STEAM concepts through game play

FINALLY, STUDENTS APPLY:

The lessons learned with group games and skill challenges.



SCIENCE
TECHNOLOGY
ENGINEERING
ARTS
MATH



TEACH

GROW

ACHIEVE

1
OPENING

2
WARM UP

3
STATION
ACTIVITIES

- 3 skill-based stations
- 1 academic station

4
GROUP GAME

5
CLOSING

THE PLAYBOOK

DEVELOPING BEST IN CLASS COACHES TO DELIVER BEST IN CLASS PROGRAMS

Our number one goal is ensure that every coach is prepared to deliver a safe, effective, and fun learning experience for every child. We achieve this through in-person field training, as well as access to an online learning management system with lesson plans, instructional videos, in-class teaching aids, and more.

Ongoing training and development opportunities are also provided throughout the year.





TENNIS + GOLF + ATHLETICS = 8 SPORTS

Our uniform program structure makes it easy for kids to try a variety of sports to find what they most enjoy.



TENNIS



GOLF

ATHLETICS

TGA Athletics includes six team-based sports designed to develop well-rounded athletes and team-players.



VOLLEYBALL



FLAG FOOTBALL



FLOOR HOCKEY



LACROSSE



CHEERLEADING



ULTIMATE

BEST-IN-CLASS OPERATIONAL SYSTEM

Our operations manual has been refined and developed over 15 years to ensure that every detail has been thought through to ensure the kids have fun, the facilities expectations are met, and the parents are happy!

- ✓ Detailed Instructions for how to Find, Retain, and Recruit Coaches
- ✓ Online Systems for Class Registration & Parent Communication
- ✓ Overall Administrative Process
- ✓ Backend Marketing System & Newsletter Communication

OUR PLATFORM RESOURCES FOR FRANCHISEES



OPERATIONAL LEADERSHIP TEAM

WITH OVER 20+ YEARS IN CHILDREN'S ENRICHMENT



Laura Sappington
Sr. Director of
Operation TGA



Kendall Moore
TGA Manager,
Operations, Business
Development



Jordan Turner
Senior Marketing
Technology Manager



Annie Spaulding
VP of Operations
YAU



Bob Gibson
VP of Regional
Operations



Matt Stefan
Director of National
Marketing YAU



Mark Nerkowski
VP of Digital
Operations



Dean Simpson
Chief Programs
Officer



Richard Smith
National Director of
Customer Support



Christian O'Saile
Senior Marketing
Manager



OUR PRO ATHLETE AMBASSADORS

We're proud to have partnered with professional athletes who share our passion for youth sports and desire to inspire the next generation of young players.

From press to events, appearances at TGA clinics and social media mentions to exclusive educational and promotional content, our Pro Athlete Ambassadors are integrated across all of our marketing channels.



DANNY GUISE **PROFESSIONAL GOLFER**

- Professional Golfer
- Participating in Korn Ferry Tour - PGA Developmental tour
- Father is a TGA Franchise Director
- Activations - Social content, Beginner Training Videos, Franchisee visits and specialized clinics, Monthly Interviews



TRINITY RODMAN **PROFESSIONAL SOCCER PLAYER**

- Former Amazing Athletes participant
- Youngest player ever drafted to NWSL
- 2021 NWSL Champion, 2021 NWSL Rookie of the Year
- 2021 Young Female Player of the Year
- Activations - Social content, Live events, Beginner Training Videos, Co-branded Clinics, Community Outreach



LEYLAH FERNANDEZ **PROFESSIONAL TENNIS PLAYER**

- 19 year old tennis phenom
- Ranked 24th in the world
- Finished 2nd at the 2021 US Open
- Activations - Social content, Live events, Beginner Training Videos, Co-branded Clinics, Community Outreach



BEN GRIEVE **FORMER PROFESSIONAL BASEBALL PLAYER**

- Former Professional Baseball Player
- Major League Baseball All-Star
- AL Rookie of the Year

TYPE OF EXPENDITURE	BASIC PROGRAM (GOLF OR TENNIS)	STANDARD PROGRAM (GOLF OR TENNIS, PLUS ADDT'L SPORTS)	PLUS PROGRAM (GOLF & TENNIS)	COMPLETE PROGRAM (GOLF & TENNIS, PLUS ALL 6 ADDT'L SPORTS)
Initial Franchise Fee Due at signing.	\$30,000	\$33,500 - \$50,000 (\$3,500 for each addt'l sport)	\$50,000	\$53,500 - \$70,000 (\$3,500 for each addt'l sport / \$70,000 for all 8 sports)
Training Expenses Incurred for initial training.	\$1,000 - \$2,500			
Furniture / Fixtures Home office supplies.	\$0.00 - \$500.00			
Startup Kit Equipment, uniforms, marketing assets.	\$1,500 - \$1,700	\$3,200 - \$6,200	\$2,800	\$3,500 - \$7,300
Computer System If personal computer meets standards, no investment required.	\$0 - \$2,250			
Technology Maintenance Fee 3 mo. pre-payment.	\$150/month (1 sport)	\$200/month (2 or more sports)		
Insurance & Professional Services	\$1,250 - \$1,800 Annual Policy.			
Permits / Licenses / Certifications	\$0 - \$1,000 If required by state.			
Additional Funds - 3 months TOTAL	\$5,000 - \$10,000 Operating expenses.			
TOTAL	\$39,200 - \$50,200	\$47,200 - \$75,700	\$34,450 - \$48,950	\$64,700 - \$95,800

ONGOING FEES

FEE	AMOUNTS
Royalty	8% of Gross Revenues or a minimum of \$600 - \$1,500 per month based on number of sports owned
National Advertising	\$150 - \$200 per month based on number of sports owned
Local Advertising	Up to 3% of Gross Revenues
Technology Maintenance	\$200 per month

*For a complete list of additional fees, see Franchise Disclosure Document



THE STEPS TO OWNERSHIP

1

REQUEST A DISCOVERY DISCUSSION

Janee Henderson

☎ (949) 291-3147

✉ jhenderson@amazingathletes.com

2

COMPLETE THE NO-COMMITMENT INQUIRY FORM

Applications can be e-mailed to:

jhenderson@amazingathletes.com

3

RECEIVE & REVIEW THE FDD

4

CONTINUE DISCOVERY Q&A

Validation calls to existing franchisees.

5

SCHEDULE TRAINING DATES

- Complete background check.
- Receive & complete training checklist.

6

BUILD YOUR TGA BUSINESS!



FAMILY OF BRANDS

YOUTH ATHLETES UNITED

MEET OUR
FAMILY OF
BRANDS



soccerstars



**Amazing
Athletes**



TGA

TENNIS | GOLF | ATHLETICS



**Little
Rookies**

NATIONAL IMPACT & SCALE



A TEAM-FIRST APPROACH TOWARDS POSITIVELY IMPACTING CHILDREN'S LIVES

200K+

Kids Annually

20M

Calories Burned *

500K+

Families Annually

\$47M

System Wide
Revenue

291

Franchise &
Corporate Units

950

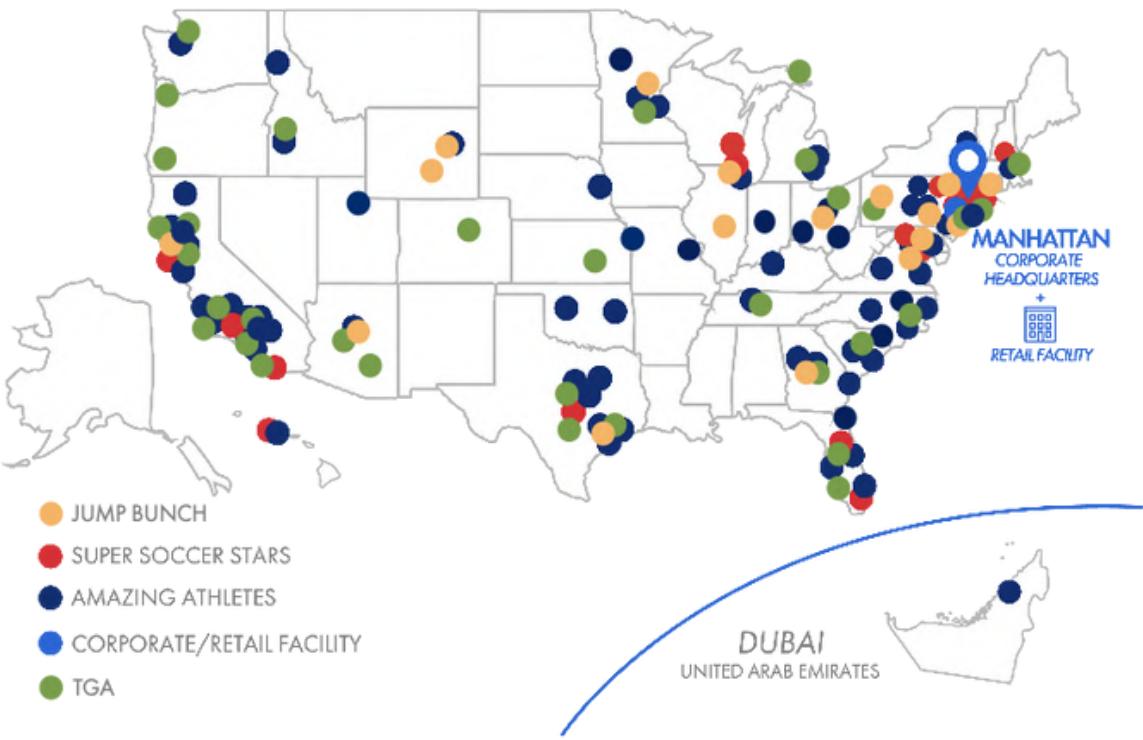
Coaches & 100
Employees

36

States,
2 International

20+

Years of
Curriculum



LET'S TALK ABOUT YOUR FRANCHISE



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