



# PART TIME JOB FULL TIME PAY

MAKE A LIVING FROM YOUR PASSION



[leisureleagues.net](http://leisureleagues.net)







# WELCOME TO YOUR NEW SMALL BUSINESS



Hi, I'm Martin and it's my job to help you on these first steps of your Leisure Leagues journey.

I want to show you how we can help you to build a whole new income stream, allowing you to indulge in that new holiday, car or house you've been dreaming of.

By becoming a Leisure Leagues franchisee, you can make a profit from the sport you love.

**Martin Cassidy, Development Director**

“

“I commend Leisure Leagues for their efforts in bringing football to wider audiences within the community.”

**Boris Johnson, Prime Minister**



”

“

“I am full of admiration of all that you are doing to encourage people playing football and send you my warmest congratulations.”

**HRH Prince Charles of Wales**



”

“

“Leisure Leagues is a remarkable organisation bringing people together and promoting the values of teamwork and fairness.”

**Gordon Brown, Ex. Prime Minister**



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## WE CALL OUR FRANCHISEES 'PARTNERS'

BECAUSE WE WORK TOGETHER TO  
BUILD SUCCESS.

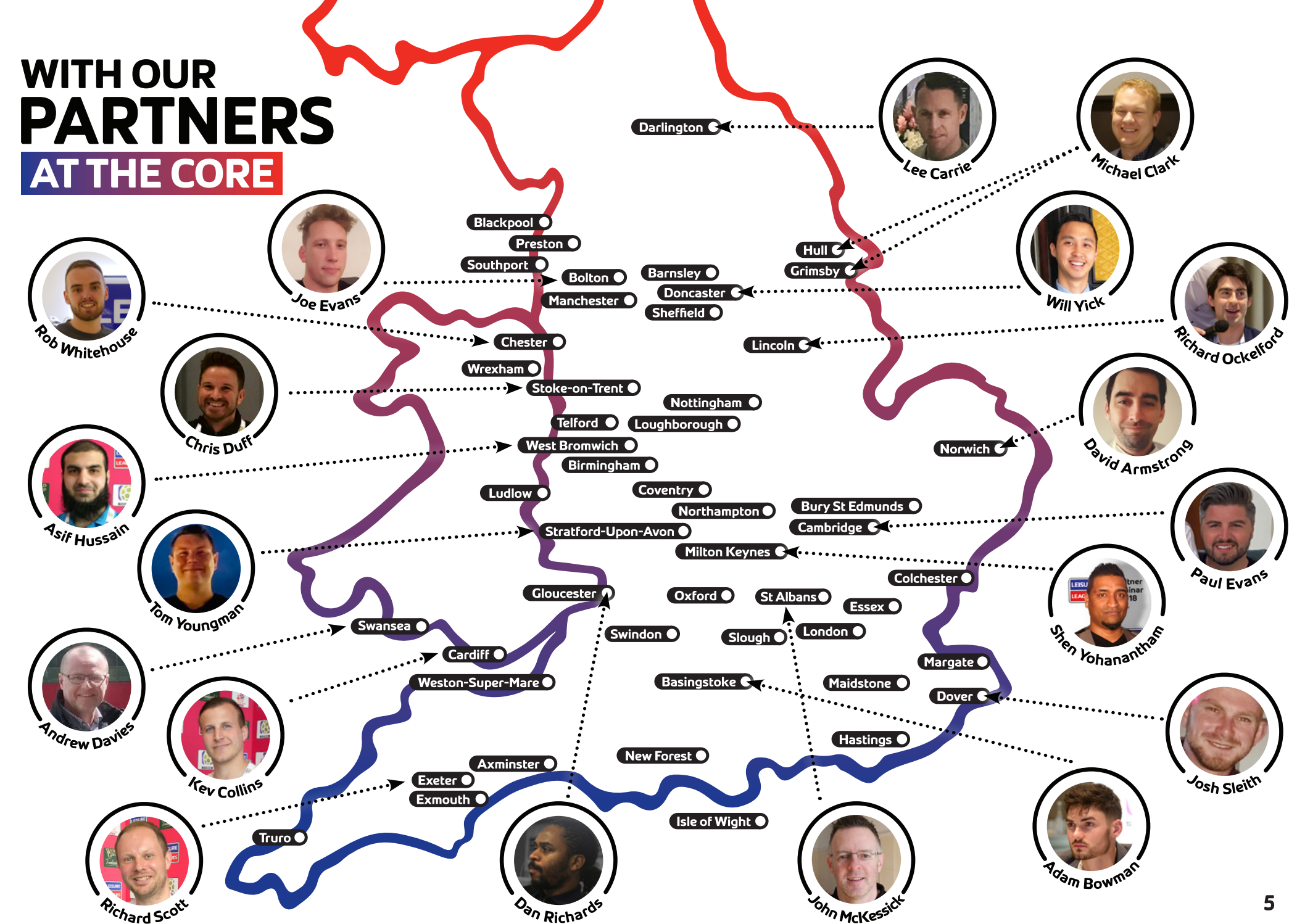
As the world's leading provider of small sided leagues, Leisure Leagues are the best partner possible to start your multisport franchise journey.

Take the opportunity to work with the biggest and the best with our extensive range of business options and join the fastest growing family in sports and leisure.

Our **30 years experience** at the head of the UK market allows us a wealth of knowledge that can steer you on the right path to success with our franchise opportunities.

With over **500 franchise-operated leagues** in the UK alone, we offer you the tools to build your own small business through our leading brand as so many have before.

## WITH OUR PARTNERS AT THE CORE







# SETTING YOU UP FOR SUCCESS

Partnering with **Leisure Leagues** not only provides you with the opportunity to make a living from your favourite sport, it also grants you access to top tier advice and guidance from the world's largest small-sided league provider.

## What's included?

- ✓ Benefits and incentives, including full public liability insurance.
- ✓ Below trade prices available online on the Leisure Leagues Partner Shop.
- ✓ Extensive inventory of professional equipment.
- ✓ Full training at our 20,000sqm head office.



Leisure Leagues Partner Seminar 2018

## What does full training cover?

### ✓ Golden Rules and Policies

We'll share with you our unique and proven method of achieving success, where we can ensure that you'll be successful. With a 97% success rate, we have the highest franchisee success rate across the whole of the UK.

### ✓ Website

You'll be granted access to our £6m bespoke state-of-the-art website, provided to you for your own use. We'll also take you through every aspect of the business to lead you on the road to success.

### ✓ Promotion and Marketing

We'll give you all the tools to promote and market leagues in your area, from banners and leaflets to SEO (Search Engine Optimisation) advice and social media marketing - we've got it all covered.

### ✓ Expanding Your Business

Once you start your first league, we'll take you on the journey (as we have with many of our existing partners) to make this your full-time job, with a full-time salary and part-time hours.

# FROM YOUR FIRST DAY ONWARDS





# OUR OFFICE IS YOUR OFFICE

**As one of our Partners, you can use our offices and large meeting rooms anytime.**

Whether it be for your sponsors, or your new staff, we'll give you free use of our office and our resources anytime you need them, including our state of the art TV Studio.

## Guaranteed Success

One of the key drivers of our partners' success is the access they have to our industry **leading SEO team**, meaning that when a league is launched on our website, it has a 97% chance of coming top in customers' key internet searches.



### CASE STUDY

#### RICHARD SCOTT ISLE OF WIGHT

Richard started in his home area of the Isle of Wight with eight teams.

Two years later he had purchased five new areas on the mainland with his profit and he now earns over £150,000 per year.







# HOW DOES IT MAKE YOU MONEY?

## INCOME EXAMPLE

Number of Teams	8	12	24	48	96
Income from team fees	£280	£420	£840	£1,680	£3,360
Annual Income	£14,000	£21,000	£42,000	£84,000	£168,000
Facility Cost Weekly	£60	£90	£180	£360	£720
Referee Cost Weekly	£25	£35	£90	£180	£360
Management Fee Weekly	£32	£48	£96	£192	£384
Gross Profit Monthly	£652	£978	£1,896	£3,792	£7,584
Annual Gross Profit	£8,476	£12,714	£24,648	£49,296	£98,592
Avg. hours worked per week	3	4	6	14	24



We welcome new partners every month

Our franchise model has seen success in the UK and around the world. Additionally, our profit margins are amongst the healthiest in the franchise market.



## CASE STUDY

### MICHAEL CLARK LOUTH

Michael created a league in his hometown of Louth... then purchased four new areas... and recruited 78 brand new teams within 11 months.

In just three months Michael had made back his £6k investment and now he earns over £100k annually.





# USING TRIED AND TESTED METHODS

The simple and scalable nature of our model means it can be replicated accross multiple nights and venues.

By starting just one **eight team league** you can see a return on your initial investment within one year, and when taking on an existing league, you can see returns and profits instantly.

Our return rates are even superior to those of multiple world-famous fast food chains, including **McDonald's, Costa and Subway**, and with far less work.

## YOUR OPTIONS

**Buy a 'virgin' area.** We'll get you started by helping you set up your first league in the post code area you want to buy. We expect you to see income within eight weeks of buying the franchise and a return on investment within 6 months.

Prices may change during this period.

**£5,995 - £9,995**

ANNUAL PROFIT  
**YEAR 1**  
**£18,000**

**Success Rate: 92%**

**Buy a small established league.** By purchasing an existing league you will have an immediate secure income stream, and can expect a return on your investment within 8 - 12 months.

Prices may change during this period.

**£10,995 - £19,995**

ANNUAL PROFIT  
**YEAR 1**  
**£29,000**

**Success Rate: 95%**

**Buy a large area with an established league.** Many of existing partners often buy extra areas from which already have large established leagues. If you have the capital then you could see a return on your investment with 6 - 14 months but with an immediate significant income stream straight away.

Prices may change during this period.

**£20,995 - £139,995**

ANNUAL PROFIT  
**YEAR 1**  
**£50,000\***

**Success Rate: 98%**

\*Dependent on size of league purchased

And remember, if you decide to keep growing your business, you can expect your annual profit to increase by **25% to 50%** year on year.









Access to our superstar brand names to promote your business



# AN INVESTMENT THAT PAYS DIVIDENDS

We've proven that buying a **Leisure Leagues Franchise** is an investment that is lucrative and is better even than bricks and mortar, or shares.

We regularly see our partners buying new areas, then selling them for healthy profit margins after only a year or two, then starting again.

Option	After	Profit	% Chance
Buy a house for £250K 	10 Years	£60k	86%
Buy shares for £75K 	5 Years	£20k	54%
Invest £50K in the market 	3 Years	£6k	79%
Invest £25K in Leisure Leagues 	3 Years	£46k	97%
	5 Years	£102k	95%
YOU DECIDE?			

I purchased Margate as a virgin area for £6,000 in 2018. Today it is worth over £70,000, but I'm not planning on selling.

Richard, Leisure Leagues Partner



I purchased Swindon for £750 on a sale offer in 2018 and sold it 2 years later for £10,000.

Shen, Leisure Leagues Partner



I purchased Rugby for £4,000 in 2017 and sold it for over £30,000 to another partner in 2020.

Adam, Leisure Leagues Partner



I purchased Camborne in Cornwall in 2015 for £6,000 and sold it in 2019 for £12,000, doubling my money.

Mark, Leisure Leagues Partner







# PROVIDING THE BEST INDUSTRY EXPERIENCE

We invest **over £150,000** annually in development alone. That means that you effectively get your own £6m website that gets regularly updated and improved by us - for YOUR business - at no extra cost to you.

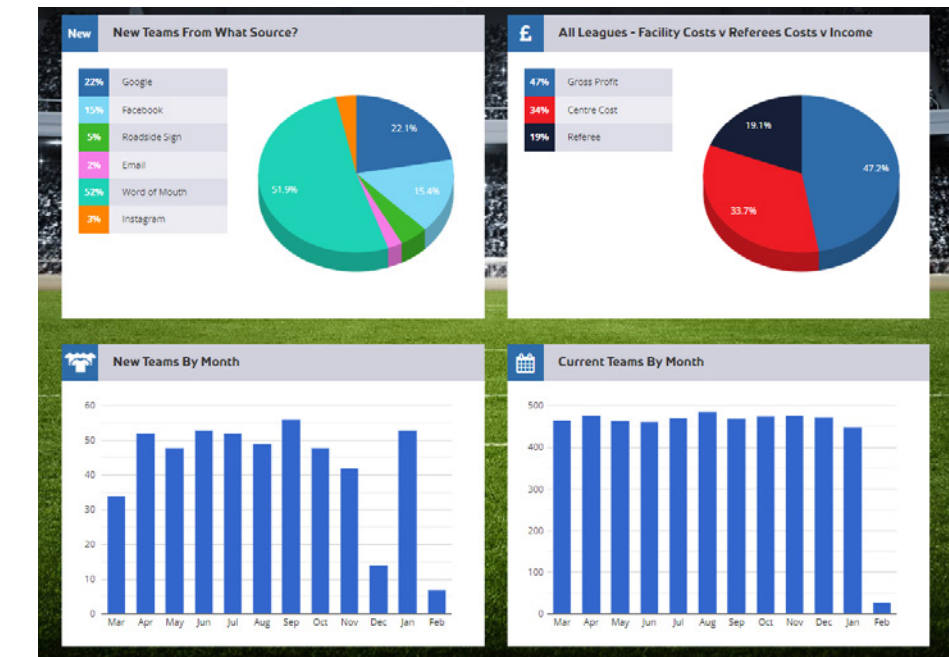
This ensures your shop window and business structure remains at the cutting edge of technology every single day - and is class leading.

## FOR PLAYERS & PARTNERS ALIKE

A £6m state of the art constantly updated website, just for you, for as little as a £6K investment.



# STATE OF THE ART CUSTOM BUILT CONTENT MANAGEMENT SYSTEM



Run reports, create, edit and publish digital content.



Netball Leagues match, Bradford



# THE WORLD'S ONLY MULTISPORT FRANCHISE MODEL

And it's not only football leagues that we operate.

We are proud to offer you the opportunity to start your own league network for your favourite sport, such as netball and hockey, taking advantage of our state of the art websites and white label capabilities.

As a Leisure Leagues partner, you can operate leagues across our sites concurrently - maximising your profit streams.

## CUSTOM-BUILT WEBSITES



Hockey Leagues match, Warwick





# WHAT CAN PARTNERS ACCESS?

## OUR WEEKLY LIVE SHOW

Offers your teams and referees the chance to win superb prizes, such as an international holiday, football trip or top-of-the-range pool table.

## OUR PARTNER SHOP

Where you can buy fully branded footballs, clothing, sports equipment and banners for your leagues, all at manufacturers price.

## OUR NATIONAL TEAMS

With VIP tickets to the Leisure Leagues World Cup held in holidays destinations around the globe.



## CASE STUDY

**RICHARD OCKELFORD**  
LOUGHBOROUGH

Richard purchased the area of Loughborough in 2016 when it had just 24 teams. Within two years, he grew this number to 250 and now earns over £500k annually.

Richard now employs staff to help run his leagues and has used his profit to purchase other areas across the UK including Margate, Mansfield, Swindon, Lincoln and Chesterfield.



**"A communal sense of identity, determination and enthusiasm is felt at the Partner Seminar, further motivating you to push forward with your own area."**

**ADAM BRITTAIN**  
RUGBY & DAVENTRY





# WE'RE HERE TO HELP

## Unrivalled support for you

Our team has a wealth of experience and specialist knowledge and can help you make your dream of working in football become a reality.

You are supported at every step of your journey with us, because our only aim is to make you successful.

Whatever you need, all of us at Leisure Leisure are here to help you succeed.



**STEPH**

Our CEO has over 25 years experience to guide you through.



**MARTIN**

Our UK Sales Director will help you negotiate with suppliers.



**TOM**

Our International Development Manager will help you branch into overseas franchises.



**ANDY**

Our SEO Manager will ensure your leagues get to the top ranking.



**CHRIS**

Our Partner Director is dedicated to helping you achieve your goals.



**JON**

Our Partner Director will help you secure facilities to run leagues in.



**NATASHA**

Our Retail Manager will help you with your partner shop activity.



**ELLIS**

Our Special Operations Manager will help bring in new business.



**JON**

Our Graphic Designer is on hand to help you with advertising.



**ELLIOT**

Our Videographer can film at your leagues and create videos for social media.



**MATT**

Our On-site Presenter can visit your league to help you promote.



**OSCAR**

Our TV Producer will feature your leagues directly on our live show.

## ONE LAST THING...

We wholeheartedly believe in our franchise abilities and so do our Partners, with most Partners to date recovering their initial investment within **12 months** of starting their leagues.

Our Partners remain dedicated even after years of service, but we don't need to explain when our figures speak for themselves.



**100+ PARTNERS**



**4 MILLIONAIRES**



**13 EARNING  
£25,000  
ANNUALLY**



**26 EARNING  
£80,000  
ANNUALLY**



**12 EARNING  
£250,000  
ANNUALLY**

## YOUR NEXT STEPS...

- 1 MEETING AT HEAD OFFICE**
- 2 SELECTING YOUR AREA**
- 3 CONTRACTS & INVOICES**
- 4 TRAINING PROGRAMME**
- 5 START YOUR LEAGUES!**

All this achieved from a standing start, which began when we first started selling our franchises in 2011.





## CONTACT

0333 123 2340

[franchise@leisureleagues.net](mailto:franchise@leisureleagues.net)

Leisure Leagues

PO Box 4713

Warwick

CV31 9FS

## OPENING HOURS

Mon	8am - 7pm
Tue	8am - 7pm
Wed	8am - 7pm
Thu	8am - 7pm
Fri	9am - 5pm

Saturday | CLOSED  
Sunday | 12 - 6pm



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