



LEAPFROG SPORTS FRANCHISE INFORMATION

Your opportunity to begin a rewarding and fulfilling career



LEAPFROG
S P O R T S

www.leapfrogsports.co.uk

A portrait of Jo Budden, the founder and director of Leapfrog Sports. She is a woman with long dark hair, smiling, wearing a pink top and a large hoop earring.

HELLO AND WELCOME TO LEAPFROG SPORTS

Thank you for your interest in a Leapfrog Sports franchise.

Where we began...

Back in 2014, as a mum with two young sons with seemingly endless amounts of energy, I started looking for ways for my boys to burn that energy off.

They've always loved running around and throwing balls (of a variety of shapes), and hadn't been biased towards one particular sport, so I thought I'd try and find them some activities that allowed them to enjoy a variety of different sports under the same umbrella.

Easier said than done. Football? Yes, but just football. Tennis? Yes, but just tennis. Rugby? Same old story!

I realised that in order to keep my boys happy and get them to enjoy the activities they wanted to do, I was going to have to do two things:

1. Run myself ragged, driving them all over town to their various different activities
2. Spend a small fortune on these different clubs

There had to be a better way.

Taking matters into my own hands, I decided to launch my very own multi-sports classes to help children, just like mine, to enjoy a variety of sports without the financial and logistical difficulties associated with multiple classes.

The rest is history. Leapfrog Sports was born, and over the years, it's gone from strength to strength. Now hundreds of children come along to the classes run by our qualified coaches and we also provide multi-sports sessions for children in Early Years Foundation Stages to Key Stage 1 in nurseries and schools.

Since we began, we have won and been shortlisted in a range of both industry specific and business awards and due to the demand for our classes and our passion to get as many children as possible to be active, I would love to offer you the opportunity to own a business and have a career that you love with all the support that you need.

Jo Budden

Founder and Director of Leapfrog Sports





WHAT WE DO

Leapfrog Sports sessions, specially designed for 2-7 year olds, are more than just physical. Centred around the children having fun and developing their personal and social skills, they provide a way for children to be active, to start getting involved with sport from an early age, and to help take their first steps to achieving a lifelong love of sport and all the benefits that being active brings. The key to Leapfrog Sports, is that we don't just specialise in one sport, especially at such a young age, we follow a carefully developed, tried and tested programme based around a variety of sports to enable the children to discover what they enjoy and to build well rounded core skills and confidence. Especially as more and more studies are showing that specialising in just one sport can have a negative effect and leading to children missing out on developing essential skills.

There are a number of revenue streams which fit well and compliment each other:

Parent+ and Child Classes: Classes begin from 2 years old and run up until the child's 8th birthday. Classes are held in the community, for parents to bring their children along to. The year is split into 4 terms - Bronze, Silver, Gold and Summer Fun and they run alongside the school terms. Each week of the term a different sport is covered out of our 11 core sports and then we also add in some special one-off guest sports too. During the summer break, we offer 'Summer Fun' where we play typically summer sports, such as a fun sports day.

The classes are split into progressive age groups, each building and developing on the skills learnt:

TADPOLES FOR 2-3 YEAR OLDS

FROGLETS FOR 3-5 YEAR OLDS

FROGS FOR 5+ YEAR OLDS

Mixed Age - Perfect for siblings or friendship groups

We also have a progression and rewards scheme (our 'Skills Leap' programme) for children to take part in. Classes are packed full of games and activities, using specialist equipment and due to the number of sports that we cover - **no boredom!**





Nursery and school sessions

Leapfrog Sports work in schools and nurseries to offer regular sessions with the focus on a different sport each time. This includes sessions during normal school/nursery hours, wrap around care sessions, lunch breaks and breakfast or after school clubs, for children in Early Years Foundation Stages (from age 2) to Key Stage 1. This gives children an opportunity to take part and learn about a wide variety of sports and helps to develop a healthy lifestyle.

One-off sessions to compliment sporting events, for example Wimbledon or health weeks are also popular.



Parties

Our fun birthday parties are filled with fun and packed full of games and activities, ensuring it is an occasion to remember and one that everyone is talking about! The birthday child chooses two sports to really tailor the party to what they enjoy and to cater for all attending.

Other events

There are opportunities to run sessions and take part in other events that are taking place, such as local festivals.





WHY FRANCHISE WITH LEAPFROG SPORTS?

- ✓ You can own your own business for yourself, not by yourself, which fits around you and your circumstances.
- ✓ You will have everything you need to get up and running quickly and easily, with the support you need to grow and make your business a success.
- ✓ It offers a family friendly, positive work life balance, you can easily run your business from home.
- ✓ It has a proven track record - Franchises have a much greater success rate due to the tried and tested profitable model and the support for the right way to do things from the start.
- ✓ No previous experience is needed - we can teach the skills, you just need to have the passion and drive.

- ✓ There's a great demand from parents for safe, effective and enjoyable activities, particularly those that introduce children to sport, allowing them to burn off energy and bring all the physical and mental health benefits of being active.

- ✓ Dedicated funding from the government is available for primary school sports which can be used for our sessions.
- ✓ It's low cost and low risk for high potential returns.
- ✓ It's quick and easy to set up and start making money.
- ✓ It's easy to run - you will have full training on how to launch, market and run your business and the sessions. You don't even need to coach the sessions if you'd prefer not to, you could just manage the business and employ a team of coaches.



LEAPFROG SPORTS FRANCHISE PACKAGE

Starting a new business can be a big step, but if you are ready for a rewarding career that you love and to grow your franchise to its full potential, we will be with you every step of the way. To make the process as easy as possible, our excellent franchise package includes:

- ✓ Full access to all our unique multi-sports programmes and detailed session plans for public classes, schools, nurseries and parties.
- ✓ Your own exclusive region of the UK to run your business.
- ✓ All equipment that you need for each of the sports and to run the sessions worth over £4000.
- ✓ Ability to run your business full or part-time with hours to suit your lifestyle. You will need to be available to run classes, nursery sessions and after-school clubs at appropriate times but that aside the business allows you to be as flexible as needed.
- ✓ Your own website page dedicated to your region and class timetable, along with your own Leapfrog Sports email address.
- ✓ Training and support in all aspects of setting up, the launch and running your own Leapfrog Sports business. Including initial and ongoing operational processes, sales and marketing, programme content and other key business matters and In-session practical delivery training.
- ✓ Ongoing email and phone support and visits.
- ✓ A start-up pack of marketing and promotional materials.
- ✓ A full branded uniform.
- ✓ An enhanced DBS check.



WHAT COULD I EARN?

With high repeat business, multiple revenue streams, good growth potential and low costs the earning potential is excellent.

Your achieved earnings will be dependent on your efforts. More detailed financial information will be provided but you could expect to generate sales in the first 3 years of:

First year - £24,960

Second year - £56,105

Third year - £69,495

*figures are based on head office performance

**SPECIAL
OFFER**
£5500

THE INVESTMENT

The cost to become a Leapfrog Sports franchisee starts from just £7500, which includes all the sports equipment that you need worth £2500!

Special Offer - to celebrate the successful launch of our franchise opportunity you'll only pay £5500 discounted from our usual cost of £7500 for the next 5 franchises!

Detailed information will be provided of all the costs to run your business, but due to this being a home-based franchise these are low. You will pay a monthly management fee of 10% of sales when you are up and running.



ARE YOU THE RIGHT FIT?

You don't need to have any particular experience. We are looking for people from all backgrounds who are fun, enthusiastic, hard-working and LOVE working with children to be part of the team to reach our goal to develop a nationwide, high quality brand to enable as many children as possible to have fun, develop a love of sport and be active.

- ✓ Do you love children and want to work with them?
- ✓ Are you confident enough to run a session in front of a group of children and their parents and build relationships with them?
- ✓ Are you happy to contact schools and nurseries to let them know about our sessions and all the benefits they bring?
- ✓ Are you motivated, professional, good at organising and communicating?
- ✓ Do you want to be your own boss and be in control of your income?
- ✓ Are you passionate about different sports and the benefits being active brings?
- ✓ Are you ready for a career that you love?

If you answered yes to these questions then this could be the perfect business for you and we should talk!

WHAT HAPPENS NEXT?

If you feel excited by the opportunity to begin your own Leapfrog Sports business here is what you need to do :

Email franchise@leapfrogsports.co.uk to arrange a time to speak or call 07914 808 998 so we can chat and answer any questions you may have. (We are happy to speak to you during evenings or weekends if you are unable to do office hours).

After the call, we'll ask you to complete an application form to find out more about you and your suitability.



**THEN JOIN US FOR
A DISCOVERY
DAY AND SEE THE
CLASSES
IN ACTION!**

TESTIMONIALS



"The sessions are very popular with the children and our families. They're well organised, fun and interactive."

KNOWLE Primary Academy

SOLIHULL

"The Leapfrog Sports classes are stimulating, fun and exciting. All the children are engaged throughout. The classes bring out the children's characteristics and independence. The coach has built firm bonds with children and staff and children are always talking about her at home. They always go that extra mile to make sure everyone is involved and have made a fabulous effort when being involved with our graduation ceremony which gave a lovely personal touch."

Wendy House Day Nursery

WYTHALL & LYNWOOD

"Brilliant concept and wonderfully executed - the team are lovely at encouraging the kids - and my little boy to get active, but crucially opening up the varied world of sports to them. Enables you to see your child engage in such a diverse spectrum of activity that you get to see a wide skillset of ability develop within them. Well done!"

Daniel

BIRMINGHAM



07914 808 998



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