



# FRANCHISE OPPORTUNITIES

**FROM THE WORLD'S LEADING SMALL SIDED  
FOOTBALL LEAGUE OPERATOR**



# A BLUE CHIP COMPANY WITH AN UNRIVALLED REPUTATION



"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 brings Britain's favourite sport to thousands while building friendships, promoting teamwork & benefiting good causes in the process."

**Rt. Hon David Cameron**  
Ex-Prime Minister



"Leisure Leagues is a remarkable organisation bringing people together in local communities promoting the values of teamwork and fairness."

**Rt. Hon Gordon Brown**  
Ex-Prime Minister



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

**Boris Johnson**  
Secretary of State



"The best players from Leisure Leagues will play with me."

**Ronaldinho Gaúcho**  
Ex-professional footballer



"Congratulations Leisure Leagues for developing 6-a-side football worldwide."

**Ryan Giggs**  
Ex-professional footballer



"It was really fun playing with you guys." The Jamaican sprint team joined in at the Uxbridge University league in 2012.

**Usain Bolt**  
Olympic Gold Medallist



"You want to play Leisure Leagues, get yourself a team together and just join. It's great, great fun"

**David James**  
Ex-professional footballer



"6-a-side is very good for your fitness so get yourself down to Leisure Leagues"

**Emile Heskey**  
Ex-professional footballer

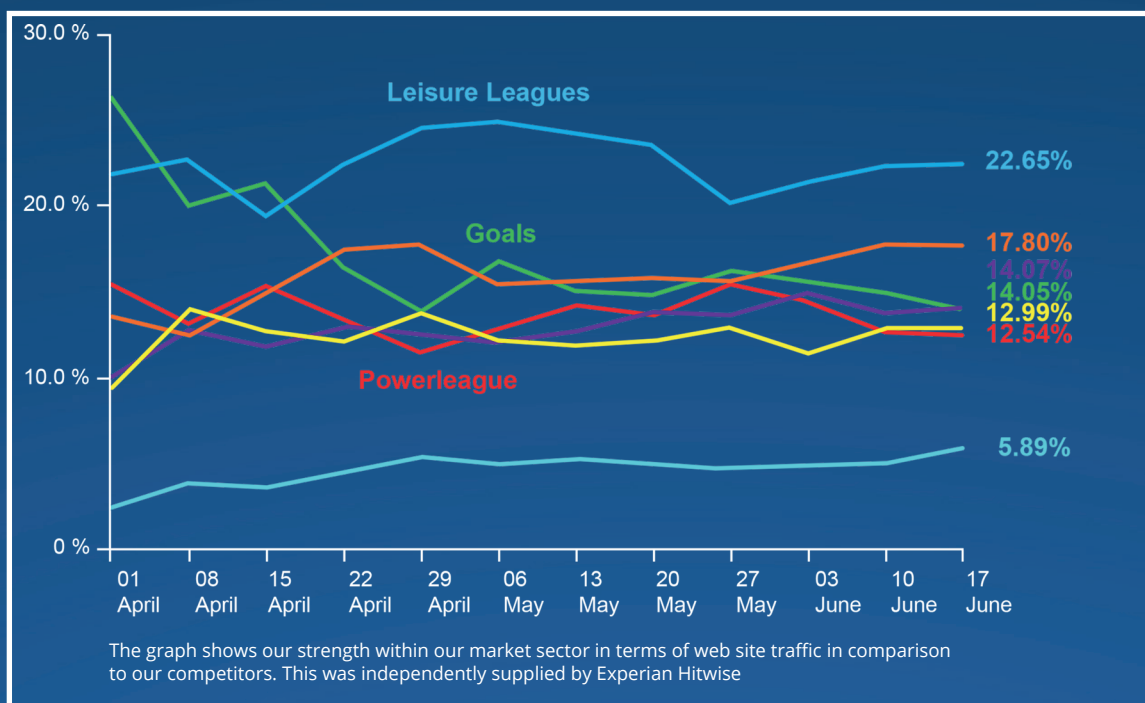
## OUR STRENGTHS WITHIN THE INDUSTRY

We have the longest established league network in the UK with over 20 years experience in the 5&6 a side football business.

We have the largest league network in the world with thousands of teams playing at hundreds of partner facilities every week.

We have our own in house team of specialists in all aspects of the business such as social media, traditional media, search engine optimisation and team recruitment who will train and support you as you develop your business.

We own our own print and sign company and can pass on the benefits and savings this brings to our partners.



## A PARTNERSHIP THAT WORKS FOR YOU

### Business Model

Our core business is organising community based adult 5 & 6 a side football leagues. Teams pay a weekly match fee and play each other twice a season in a standard league format. At the end of each season trophies are presented and the new season begins. The leagues run all year round and the games are played at third party facilities such as schools, universities and leisure centres either indoors or on outdoor floodlit artificial surfaces. This keeps overheads low and avoids high maintenance costs.





# 1 NEW AREAS

## Fee starts from: £5,995+VAT

Get an exclusive multiple postcode territory where we don't currently operate. We will assist you in finding an appropriate facility at which to start your first league. Then, with our training and continued support you will be able to start your own leagues within weeks, and from there grow your business quickly and effectively.

# 2 EXISTING LEAGUES

## Fee starts from: £7,995+VAT

Receive income from day one by purchasing an existing league(s) from us. With full training and ongoing support you will be able to manage the league(s) and be fully equipped to develop your business in the exclusive territory that surrounds the existing league venue. Prices for existing leagues vary considerably based on their size and current profitability.

# 3 YOU ALREADY RUN YOUR OWN LEAGUES?

## No fee

If you already run your own leagues you can still take advantage of our services to grow your business by becoming a Leisure Leagues licence Partner. With zero overlay you can instantly get access to having a huge brand behind you, piggy back Google rankings and leapfrog your competitors, whilst still owning and running your own business.

## FINANCE

A number of High Street banks recognise that lending to a Leisure Leagues partner is a safe investment due to our years of experience and successful business model and therefore approval is generally straightforward and quick. Usually, you will be eligible for an unsecured loan of up to 70% of your initial franchise fee\*. A government initiative which aims to help young people (18-30) start their own businesses is available. If you meet their criteria they will offer up to £25k without requiring a deposit. If you require any advice regarding funding for your franchise please don't hesitate to speak to us.

\* Subject to status



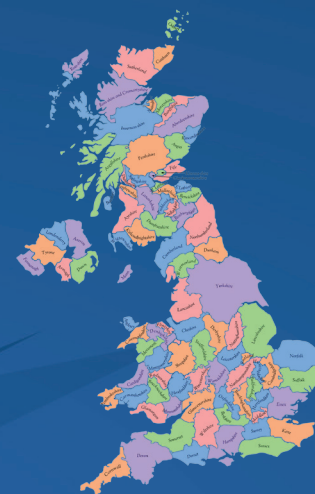


## INCOME EXAMPLE\*

Number of Teams	1	12	24	48	96
Income from team fees	£30	£360	£720	£1440	£2880
Annual Income	£1500	£18,000	£36,000	£72,000	£144,000
Facility Cost Weekly	£7	£85	£170	£340	£680
Referee Cost Weekly	£2.50	£0**	£60	£120	£240
Management Fee Weekly	£3	£36	£72	£144	£288
Gross Profit Monthly	£70	£956	£1,672	£3,344	£6,688
Annual Gross Profit	£875	£11,950	£20,900	£41,800	£83,600
Avg. hours worked per week	NA	4	5	12	24

## WHAT DO YOU GET FOR YOUR INITIAL PARTNER FEE?

- Full training at our head office
- On the job support and training
- Fully interactive award winning website
- Smartphone application for both iPhone and Android
- No.1 Google rankings for relevant search terms
- Full access to our state of the art industry leading web-based Content Management system
- Online email and accounts system
- Help with finding qualified, experienced match officials
- Staff uniforms
- Starter pack of football equipment (Balls, bibs and cones etc.)
- Full set of promotional materials
- Dedicated support contact at Head Office
- Area exclusivity



## WHAT DO YOU GET FOR YOUR MANAGEMENT FEE?

- Use of the world's largest small sided football website including server hosting
- New team referrals from the website
- Access to our national referee's database
- Access to branded equipment at manufacturer's prices through our online partner shop
- Comprehensive Public Liability Insurance cover with head office claims handling service
- All league information hosted on the Leisure Leagues smart phone application
- Support and guidance from our dedicated partner account managers

\* The above figures are based on an average facility cost of £28 per hour, standard referee's expenses of £10 per hour and thirty minute games, with a weekly match fee of £30 per team per week (this is set by the partner). All management fees are exclusive of VAT. The annual gross profit is based on fifty weeks to allow for 2 weeks of no fixtures due to public holidays etc. The average hours worked are based on the franchisee attending the league, which isn't compulsory.

\*\* If you choose to referee yourself

## PARTNER TRAINING

Training takes place at our 10,000sq ft. offices set in rural Warwickshire. The training course covers all aspects of the small sided football leagues business including:

- Recruiting new teams
- Rules and regulations of small sided football
- Developing new leagues
- Managing a league
- League administration
- Discipline
- Traditional media
- Social media
- Competition

We also take you to visit one of our leagues to see the theory put into practice.



## ONGOING SUPPORT

Even after you have completed your training we will continue to support you each and every step of the way.

A member of Head Office staff will be there to support you on the first night of your league and a dedicated Partner Account Manager will always be available to answer your questions, offer advice and guidance and support you to grow your business to its potential. Our unparalleled experience running leagues means we know the solutions to any problems you may encounter.



Head Office staff managing weekly leagues



# SUMMARY OF MAJOR BENEFITS

BENEFITS	DESCRIPTION	COST
THE WEB SITE	We spent £500k on our new fully interactive web site that allows captains to upload team and player profiles, read a weekly match report, see a form guide of their opposition and finally see a team of the week. Our dedicated team of graphic and web designers are constantly looking to improve our website and we spend in the region of £100k annually doing so. The web site alone has more hits than any of our competitors including Powerleague and Goals, with over 4 million per year!	FREE
PUBLIC LIABILITY INSURANCE	Comprehensive cover for your leagues	FREE
LEGAL ADVICE	24 hour legal helpline on any matter at any time. Exclusive access to our dedicated team of lawyers giving you unlimited support and advice.	FREE
MEDIA TEAM	Whether it's writing a press release for your new league or simply producing a weekly match report, our media team is always happy to help. With years of experience in the journalism world and an extensive contact list with every local paper in the UK, we are on hand to offer you the best advice.	FREE
HELP AND SUPPORT	Having the industry's most experienced consultants available to offer advice and support on any matter, whether it's dealing with a team or helping you extend your league.	FREE
ACCOUNTING	The world's number one accounting system making any problems and submitting your accounts hassle free.	FREE
CONTENT MANAGEMENT SYSTEM	Our content management system offers you a stress free way of running leagues. Our simple format with increased automation allows you to create new season fixtures, write match reports, update results and league tables and add new teams all at the click of a button.	FREE
BANNERS	Make your league stand out from the rest! Produce your very own banner advertising your league and making it look professional to all your teams. All colours and sizes available.	85% OFF RRP
MATCH BALL	All match balls are manufactured from our factory in China. We have over 10,000 balls produced every year and are four layered match quality.	80% OFF RRP
CONES AND BIBS	Make your league look professional, put cones on all the pitch markings to give your league the cutting edge image.	MANUFACTURERS COST
TROPHIES	Our outstanding trophy packages are by far the best in 5 and 6 a-side. All trophy packages are constantly refreshed to ensure no team gets the same one twice.	MANUFACTURERS COST
KITS	You can buy as many kits as you like from our wide range of stock, which can be found on our partner shop.	90% OFF RRP

ALL THIS FOR JUST £3 PER TEAM PER WEEK

\* Third party cost included

# BRAND NEW WEBSITE



In 2016 Leisure Leagues launched its brand new interactive and industry leading website. With over £500,000 spent building our innovative website, its new sleek design and user friendly interface, generates well over 4 million unique visitors each year all over the world.

With over 90% of traffic coming via mobile interface, the website is specially designed to be compatible across all devices.

Teams now have a fully interactive experience, that gives them access to scores, fixtures and league tables within a matter of hours after playing in the league. Team captains enjoy a fully customisable team profile with personalised kit design and team/player profiles where team members can upload their own photos.

With a new and improved sign up process, it is now easier than ever for teams to sign up in their local league. Once signed up, an instant notification will be sent to the relevant Partner so that teams are never missed.

At no extra cost to you we are committed to spending £100k annually on website improvements - these improvements will directly benefit you, making your job easier with every update.

**5'S PAVILION & SPORTS CENTRE - CANNOCK SUNDAY 6 A SIDE LEAGUE**

**GOING SOMEWHERE NICE? DON'T FORGET TO LET US KNOW**  
by providing 7 days cancellation notice you won't be charged for your match  
☎ +44 333 123 2340 ✉ info@leisureleagues.net

PLEASE SELECT YOUR LEAGUE: CANNOCK SUNDAY

LAST SEASONS CHAMPIONS		TILL NEXT SEASON		S's PAVILION & SPORTS CENTRE - CANNOCK SUNDAY	
CHASE LIONS	39 DAYS LEFT	£25 PRICE PER TEAM PER WEEK	30 MIN PER MATCH	3G PITCH	FOOTBALL MODEL LISTING
10 Wins 2 Losses 2 Draws 46 Goals Scored	STARTS 10TH OCTOBER 2017				

LEAGUE TABLE		LAST SEASONS LEAGUE TABLE		UPCOMING FIXTURES		LATEST RESULTS	
1	SDFC	P	W D L F A GO Pts	10TH SEPTEMBER 2017	SPORTING LEGIONS	TEAM MAESTRO	
		8	7 0 1 24 7 17 14				







## ADMINISTRATION PANEL

Our Content Management System which lies behind our website simplifies the process of running leagues - making the process to you, as a partner, stress free

### We can make it easy for you to:

- Create new season fixture lists
- Write match reports
- Keep in touch with your teams via league news
- Update results and league tables
- Add new teams into your league
- We have invested in excess of £500,000 on the new website but to you - It's FREE
- Our ground-breaking and innovative Auto Update system means that your time can be spent on marketing and expansion rather than updating results.

Our automated system means generating fixtures, updating results and league tables and communicating with teams can all be done at the click of a button.

## ADDITIONAL BENEFITS

### Public Liability Insurance

Comprehensive cover for your leagues. We also offer a claims handling service for partners, so that you can concentrate on running your leagues.

### Free Legal Advice

Legal help line on any legal matter.

### Experience & Support

You will be working for yourself but not by yourself.

### One Stop Shop

No chasing around different suppliers searching for the best deals on equipment, trophies and promotional material. Using our online store couldn't be simpler and takes away all the hassle from operating your business. And what's more, you take advantage of manufacturer prices.

## PRIZE PACKAGES

Finish your leagues in style with our 'League Champions Presentation Boxes'

### Including:

Winners trophy - 8 Winners Medals - Promotional Ball - Bottle of Champagne - iPhone Case - Runner up box with medals - Player of the Season medal & Certificate





## ONGOING RESEARCH AND EXPERIENCE



Being a Partner with us means that you have access to decades of research and ongoing surveys to find out what works and what doesn't work in the success of small-sided football. Our staff collectively have more experience than all other league operators in the UK put together, and we put this research to good use by undertaking extensive surveys each year to find out how you can make more money by being one of our Partners.

Each year we invest £50,000 into research and the results of these studies are exclusively passed on to our Partners so that they can optimise their income.

## PROMOTIONAL MATERIAL

All promotional material is available through our partner shop, where you can purchase anything from Pop up banners to A5 leaflets and mobile phone cases.

Our 8x2 banners are the most popular and as a Leisure Leagues Partner you will get exclusive access to 85% discount off the RRP, straight from our Manufacturers in China.

Below is an example of one of our 8x3 indoor pop-up banners, which are a great way to advertise inside the Leisure centre where you run your league.



## EQUIPMENT

At Leisure Leagues we supply the best equipment within the small-sided football league industry. We have some of the highest quality training cones, coloured bibs and 4 layered match balls on the market. Our balls are produced in the same factory in Pakistan as Nike balls. The balls are match quality standard and are used by several semi-professional clubs around the country.

These match balls are available to you with a massive 80% discount. Balls and bibs are fully branded to give the league that professional look. All of our equipment is imported from the Far East, therefore the savings we make are passed on to our partners, giving you access to China prices.

The equipment is stocked all year round and is available to order at any time from the partner shop.







## SOCIAL MEDIA & ADVERTISING

Leisure Leagues lead the way on Social Media with over 300,000 likes on our National Facebook pages, almost ten times as many as our nearest competitor. This Social Media presence and dominating Google rankings mean that new customers often turn to Leisure Leagues without you having to lift a finger.

Each League venue has its own Facebook Group which is used to communicate important news to teams, as well as post engaging content and weekly league updates/photos.

We will create your own unique Facebook adverts and pages for your league which are expertly put together with up to date Leisure Leagues branding and production that is pushed to potential new customers in your area. Your advert will increase awareness in the area as well as stimulate potential teams to begin engaging with their friends to set up a team. One successful advert could pull in 5+ teams into your league, making it well worth your while.



**Leisure Leagues dominate the Google rankings when searching for 5 & 6 a side leagues, we come in at number one 87% of the time, bringing teams your way without you having to lift a finger**



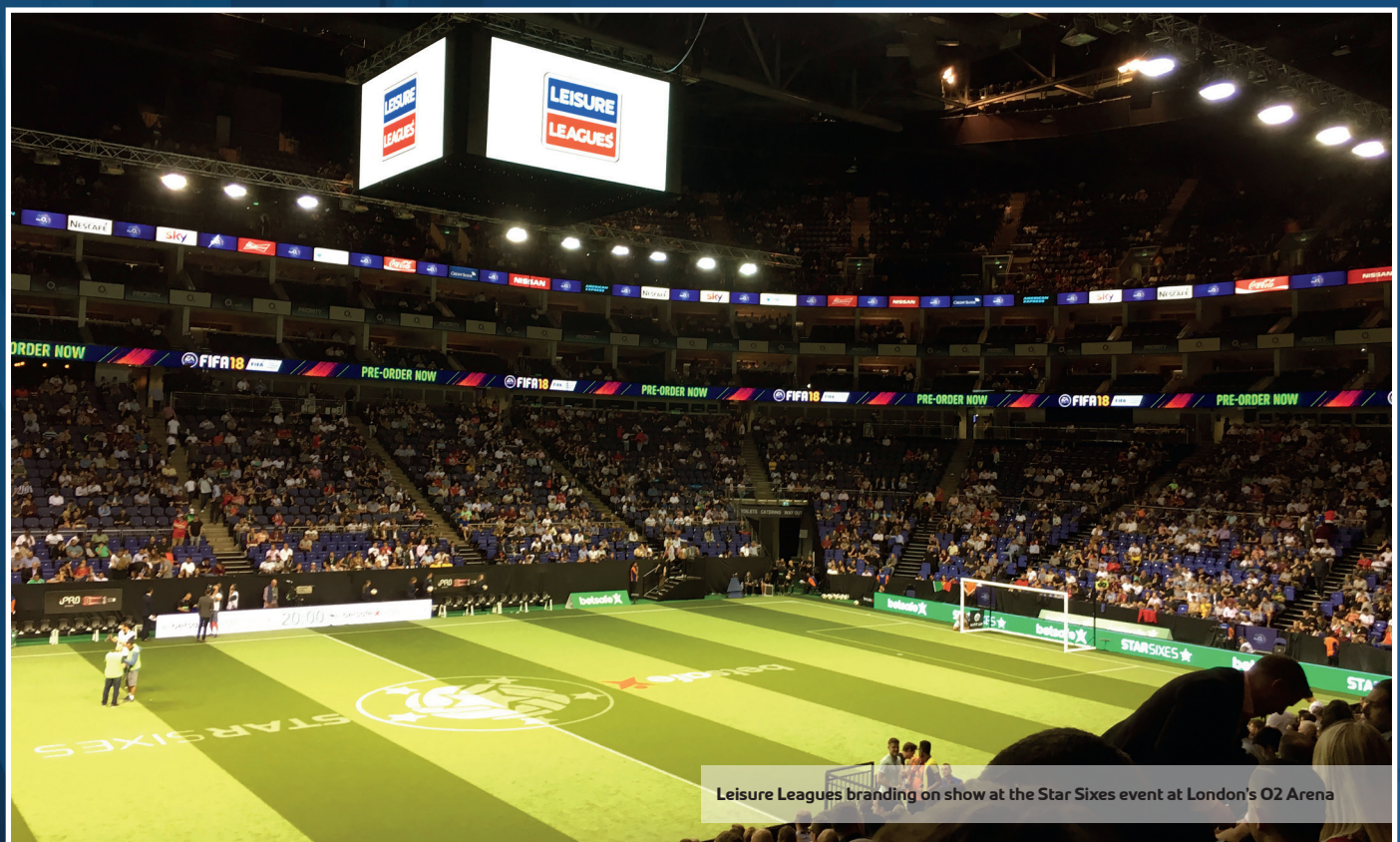
# GLOBAL PRESENCE

With partner leagues across the globe, we are the only small sided league operator who can claim to have a truly global brand.

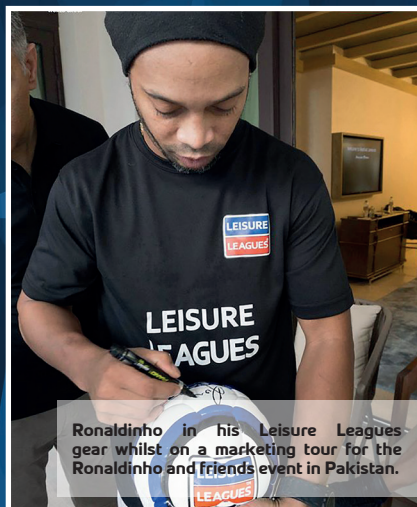
We have always wanted to bring the best brand of small sided football to as many people as possible, and our new ventures across the world have given us more experience in the best way to bring small sided football leagues to a wide range of people from all countries and backgrounds.

In July 2017 Leisure Leagues put on a two day exhibition in Pakistan which saw Leisure Leagues players and referees play and referee alongside superstars such as Ronaldinho, Ryan Giggs, Nicolas Anelka, Robert Pires, and David James just to name a few.

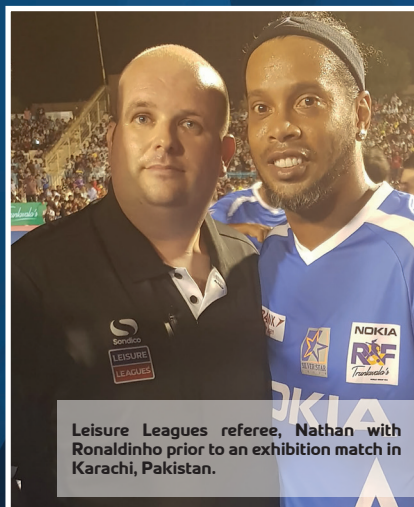
Leisure Leagues were also involved with the Star Sixes event at London's O2 Arena in July 2017, as we exclusively supplied referees from around the country to take part in the event.



Leisure Leagues branding on show at the Star Sixes event at London's O2 Arena



Ronaldinho in his Leisure Leagues gear whilst on a marketing tour for the Ronaldinho and friends event in Pakistan.



Leisure Leagues referee, Nathan with Ronaldinho prior to an exhibition match in Karachi, Pakistan.



Ryan Giggs with our CEO, Stephanie at Old Trafford prior to the Ronaldinho and friends event in Pakistan.



## MEET THE PARTNERS

### Alan, John & Steve (Hertfordshire)

The team in Herts have developed the largest portfolio of partner leagues so far and currently have around 280 teams playing in their leagues. They started with a combination of existing leagues and new opportunities and have developed several further new leagues since joining the company in May 2012.

For example, turning two existing leagues in Welwyn Garden City into six leagues covering Sunday to Thursday with all three disciplines of 5,6 and 7 a side offered to enable them to really dominate the local market.

Alan takes more of a strategic role, with John and Steve 'on the ground' offering fantastic customer service and always looking for their next opportunity.

As well as leagues in Hertfordshire they also operate five leagues in Southampton. Here they have capitalised on the student market with a total of 82 student teams playing every week during term time.

These guys have tremendous drive and have really used the Leisure Leagues brand to its full potential to push their business forwards.



### Ian & Chris (Florida, USA)

In February 2013 we appointed our first international partners who have taken the Master Partnership licence for Florida, USA. Father and son team Ian and Chris Burns have taken the Leisure Leagues brand and business model overseas with great success...

After receiving full training at our Warwickshire HQ during a rather cold and dismal February they jetted back to the sunshine of Orlando to begin putting their training into action. Less than six weeks later they had recruited more than 40 teams and have now started three leagues in the Orlando area. Their success proves that our brand and business model works, even in a country where football (soccer to them!) is by no means the number one sport and there isn't really a culture of adult social sport. We expect to announce more international partners over the coming months.





## NEW AREA

(No existing leagues)

**APRIL 2015**

### Bought New Area

Michael started his first new League in Louth with 16 teams

**JUNE 2015**

### Further Growth

Next, Michael set up two new leagues...

Horncastle (8 teams)  
Mablethorpe (10 teams)

**SEP 2015**

### Another League starts

As well as extending his existing Horncastle league to 10 teams, Michael started another league in Caistor (8 teams), a very small town with a population of just 2,600

**JAN 2016**

### Buys Second Area...

Michael purchased his second area 'Newark' and quickly developed two brand new leagues on Sunday (10 teams) and Monday (8 teams)

**MARCH 2016**

### Second League starts in Caistor

A second league starts in Caistor on a Monday

## MICHAEL CLARK

### LOUTH

Michael joined us in 2015, and within 11 months he went from having no leagues and no teams, to having 78 teams across 4 different leagues.



**0 TEAMS to 78 TEAMS  
WITHIN 11 MONTHS**



# SHEN YOHANANTHAM

## HIGH WYCOMBE

Shen also joined us in 2015, and within just one year he more than doubled the amount of teams in his leagues.



**28 TEAMS to 64 TEAMS  
WITHIN 12 MONTHS**

## EXISTING LEAGUE

(28 TEAMS)

**DEC 2015**

### Bought his first Franchise

Shen purchased two existing leagues.

Marlow Monday (16 teams)  
High Wycombe Sunday (12 teams)

**FEB 2016**

### Further Growth

High Wycombe Sunday is  
extended from 12 teams to 16  
teams.

**JUNE 2016**

### Further Growth

High Wycombe increases again,  
this time up to 24 teams.

**NOV 2016**

### New League & Extension

Starts another league at  
Bourne End Academy on a  
Wednesday with 8 teams.

Increases High Wycombe  
Tuesday from 12 teams to 16  
teams

**JULY 2016**

### New Venue

Moves the Marlow Monday  
League to a better venue at  
Bourne End Academy.

Also starts a new Tuesday  
League in High Wycombe with  
12 teams



# ANNUAL PARTNER SEMINAR

Every year we host a Seminar for all Leisure Leagues Partners. This is a fantastic experience for new and existing partners as we provide you with innovative information to help you grow your business, as well as introduce new products and website updates. You will also experience the prestigious Leisure Leagues Partner Award Ceremony, where we credit Partners for their outstanding efforts and achievements throughout the year.

You will be put up in a swanky hotel that will include breakfast, lunch and dinner. The best part about it all.... It's completely free! We will foot the entire cost for you, and you can even bring along your partner to enjoy the day with you.

Here are a few of the photos from our 2018 Partner Seminar at the Park Regis Hotel in Birmingham.









## HEAD OFFICE



**Chris Rowntree**  
**Director of Franchise**

Chris will be one of your main points of contact and will guide you through every step of your training, making sure you have all the tools to succeed.



**Rob Sullivan**  
**Partner Account Manager**

Rob will always be on hand to assist in getting the most out of your new Leisure Leagues partnership and can help in everyday issues you may come across.



**Stephanie Bullock**  
**Chief Executive Officer**

Stephanie holds all of the Head Office leagues to the high standard we expect from all of our Partners, creating a framework in which to work from.



**Tom Nash**  
**Executive Director**

As one of our senior members of staff, Tom can offer advice that only years of experience in the industry can provide.



**Jack Keeling**  
**Social Media Executive**

Jack produces daily social media content that can be used to help grow your business and following in your local area.



**James Coe**  
**Head of TV**

James is responsible for creating all the latest video productions for Leisure Leagues, which can be used across all media outlets.



**Sam Jones**  
**Head of New Business**

Sam can offer advice on finding the best league venues in your area, helping you to get the most out of your partnership.



**Andy Thorley**  
**Media Executive**

With years of journalism experience and contacts across the UK, Andy can advise you on any media related issues.



**Sunny Mahal**  
**Stock Manager**

Sunny can assist with any of your equipment orders or enquiries ensuring you have everything you need to run your business smoothly.



# BE PART OF SOMETHING SPECIAL



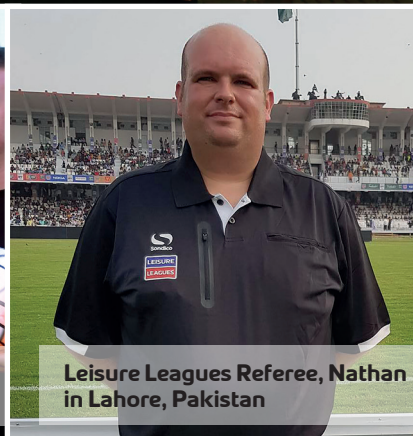
Leisure Leagues Head Office meeting room



Ryan Giggs promoting Leisure Leagues at Old Trafford



Jack from Head Office, meeting players and referees in Leicester



Leisure Leagues Referee, Nathan in Lahore, Pakistan



Leisure Leagues referees prior to refereeing at the Star Sixes event in London





# KEEP UP TO DATE



**VIDEO PRODUCTION**  
[www.leisureleaguesproductions.com](http://www.leisureleaguesproductions.com)



**INSTAGRAM**  
[@leisureleagues](https://www.instagram.com/leisureleagues)



**FACEBOOK**  
[/LeisureLeagues](https://www.facebook.com/LeisureLeagues)



**TWITTER**  
[@leisureleagues](https://www.twitter.com/leisureleagues)



**YOUTUBE**  
[/LeisureLeagues](https://www.youtube.com/LeisureLeagues)

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