



CitySports

Development Centre Franchise Proposition

About Us

- We are Africa's leader in sports development services.
- We provide African youths with a pragmatic approach to sports involvement, leadership skills, and career success in Athletics, Basketball, Football, Swimming, and Tennis.
- Over the next 10 years, our goal is to impact the lives of **1 million** youths annually across Africa.



Why do parents choose us



- Our curriculum is holistic and balanced focusing on all round growth through sport.
- We have top-tier coaches with extensive professional and collegiate-level experience.
- We are passionate about teaching, ensuring each athlete receives personalized attention and training program.
- Our athletes have access to well-maintained equipment, fields, and training facilities.
- We provide our athletes with opportunities to compete globally through scholarships, scouting, and career advancement in sports.
- We take safety very seriously.
- We have a strong community of parents, athletes and staff.



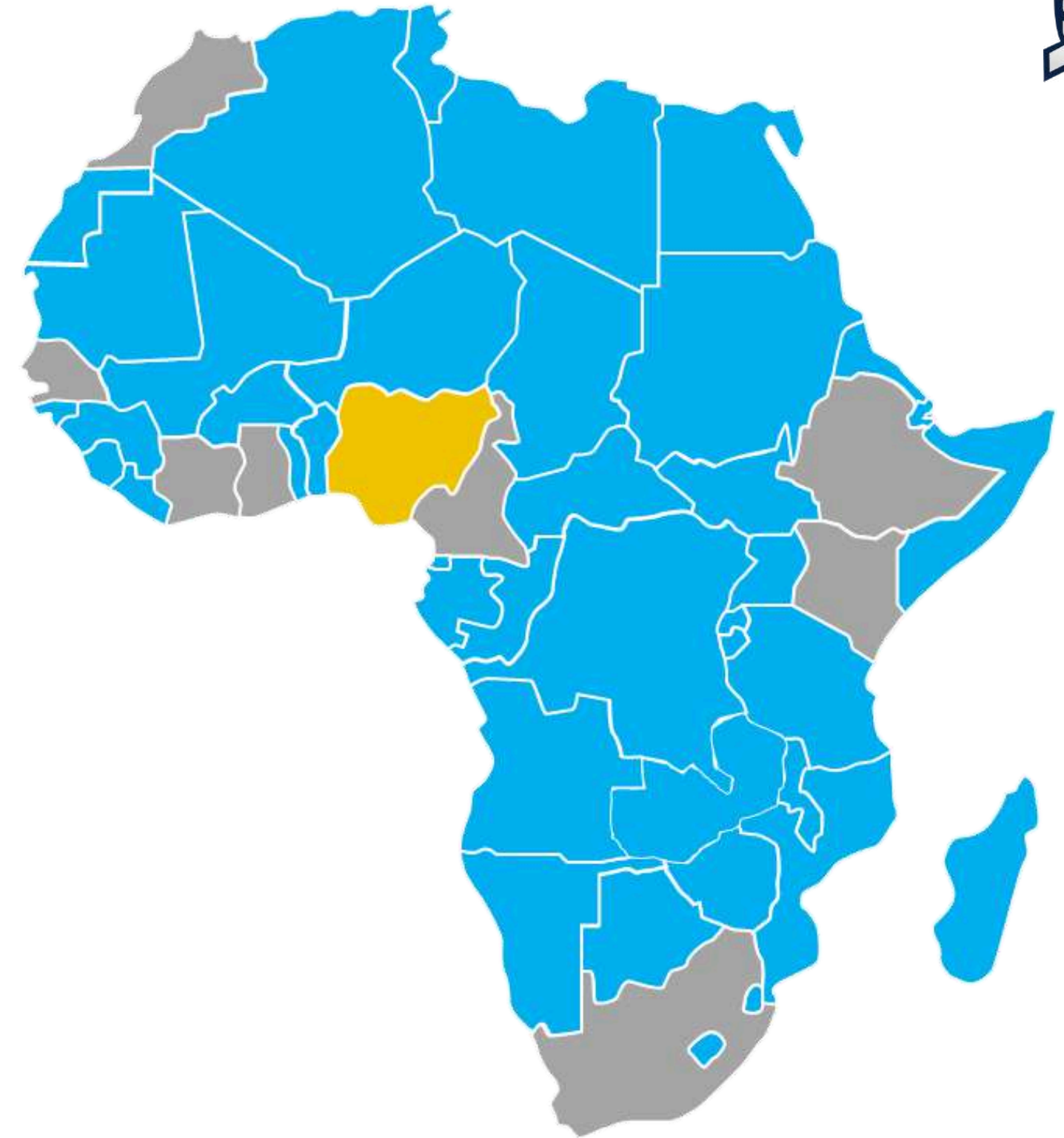


Our Vision

Impact the lives of **10 million** youths through sports and leadership development across Africa

How?

We are looking to partner with reputable individuals and entities passionate about sports education fostering talent and promoting sports excellence across cities in Africa.



- Current location
- Target locations

Our offer to franchisees



- **Access to the CitySports Business Model**- proven programmes and curriculum
- **Equipment and Centre Setup and branding.**
- **Profit Calculator:** guidance on profitability through our business model.
- **IT and MIS Support-** for registration, data management, and reporting.
- **Marketing and Sponsorship guideline and support**
- **Legal rights to CitySports brand and partner assets.**
- **Kit and Branding:** training kits for coaches and provisions for students.
- **Coach Onboarding and Training:** regular training to enhance competencies and impact.
- **Safeguarding and First Aid Training:** Provided to ensure compliance with safety standards.
- **Premier League Coaching:** Training by Premier League coaches through partnerships.
- **CitySports World Cup:** participation in our annual tournament for teams from all centres.
- **Player Selection for Global Tournaments:** Best players from each centre join global events.



Our programmes



- **Global sports programme:** we attend and participate in 5-6 international sports events and workshops every year, giving students exposure to global sporting standards and practices.
- **Scholarship showcase:** with our global partners, we host showcase events where the best athletes are given scholarships to further their sporting pursuits.

Our programmes



- **School partnerships:** we collaborate with local schools to integrate sports training into their curriculum, providing students with structured sports development opportunities.
- **Holiday programme:** we offer intensive training camps during school holidays, designed to enhance students' skills and knowledge in various sports.
- **Sports development programme:** we offer weekend/after school training for athletes across the different sports.

Our programmes



- **Awards night:** we have an annual end of year event celebrating the achievements and progress of students, recognizing outstanding performances and leadership contributions.
- **Leadership development programme:** here we reward students on a continuous basis through our leadership coins designed to cultivate leadership qualities and life skills in students, preparing them for roles both on and off the field.

What do we look out for in potential franchisees?

- Passion for sports and youth development.
- Proven business acumen and leadership experience.
- Commitment to community impact and inspiring youth.
- Qualifications in business management or sports education preferred.
- Desire to grow individually and build a successful business.



Franchisees obligations

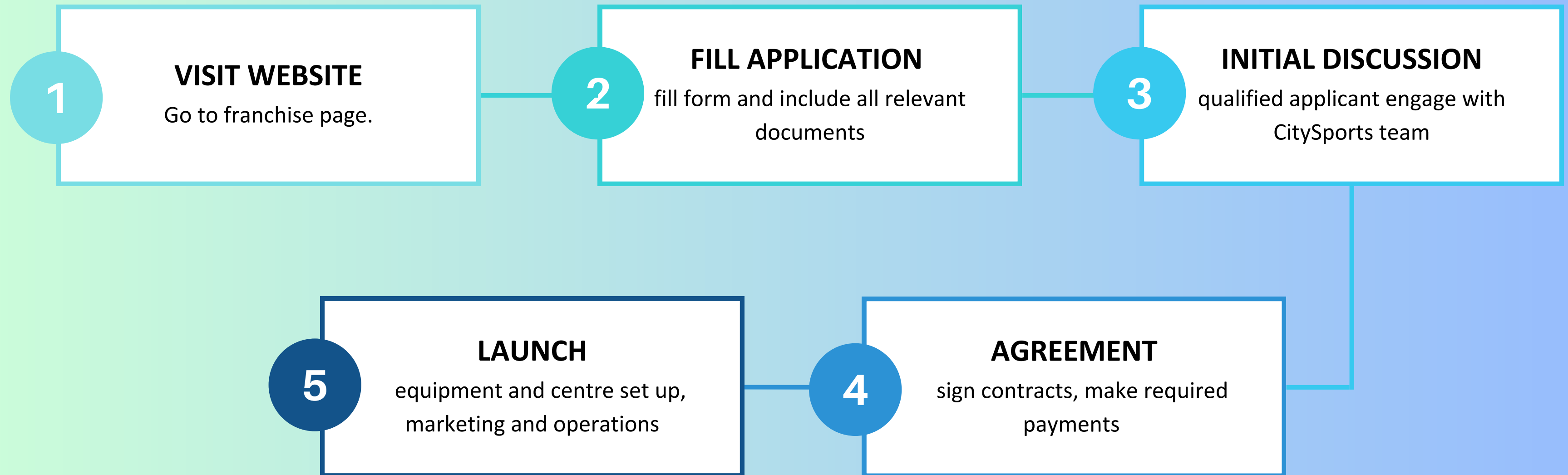
- **Funding:** Secure funds for programme operations.
- **Facility Management:** Secure and maintain sports facilities.
- **Staff Recruitment:** Hire and manage staff.
- **Marketing:** Run all approved advertisements and promotions.
- **Compliance:** Adhere to programme templates and provide regular accounts for evaluation.

PAYMENT STRUCTURE

- **Monthly allowance for the first 6 months**
- **Service Fees:** Payment for training, equipment, and business advisory services.
- **Profit sharing:** 40% of net annual profit goes to franchisee paid quarterly.
- **Proposed term:** 5 years with annual review



How to become a franchisees?





Contact us:

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