



# Our Franchise Opportunity



**Offering football and child development  
sporting activities for girls and boys**





# Welcome!

Thank you for showing an interest  
in a BabyBallers Franchise

# How It All Started



## A Dad looking for football sessions for his son...

It was in 2015 when Rich was looking for football sessions for his two year old son, Fletcher. The local football groups around didn't offer much more than children running everywhere and coaches trying to get two year olds to dribble a ball around a slalom of cones with their feet... Never was going to happen...

The idea of BabyBallers came to life, 35 to 40 minute sessions designed to keep children engaged, to encourage the use of hands and feet, and to put an emphasis on learning through play though the use of shapes, colours and even numbers.

As Fletcher grew so did BabyBallers, therefore identifying the need for more classes. BabyBallers now operate with 4 classes, **BabyBallers, MiniBallers, Ballers and Mega Ballers.**

Since 2015, BabyBallers has become a proven profitable franchise model and has over 50 clubs operating within the south of the UK and clubs now operating in Belgium and Australia.



# What we do **best**

BabyBallers offers football and child development sporting activities for girls and boys aged 16 months to 7 years of age.

We believe in **learning through play** and we know that our classes can help your children get ready for their future lives at school and beyond





**“The Class Has Brought Out So Much  
Confidence In My Child”**



# Our Growth

## 2017

The popularity of the class in South Woodham allowed Rich to open other clubs in 2016. He then looked into the possibility of franchising the brand in the beginning of 2017. By December BabyBallers had 7 clubs up and running with two franchisees added to the BabyBallers Family.

## 2019

The start of 2019 was jam packed, the brand featured on the ITV hit show 'Billie & Sam Faiers Mummy Diaries' and interest sparked even more from our appearance.

The second Charity Match was even bigger and better from the previous year as we took the fundraising total up to over £8000!

Growth of the franchise continued as we ended 2019 with 46 clubs & expanding the franchise into Dorset.

## 2021

Area developer franchise sold for the whole of Northern Ireland

## Now

Is it time that you took advantage of our franchise model and started your very own BabyBallers franchise?

## 2016

In 2016 the first class in South Woodham Ferrers started. A small class with no systems, just a football session for Fletcher and his friend to really enjoy.

## 2018

2018 became a fast growth year expanding the franchise model with 28 clubs, venturing into East London, Kent and Hertfordshire.

This year was the inaugural year of the Charity Match where we raised over £4000 for a local children's hospice, Little Havens and had support from professional, ex-professional and celebrity stars.

## 2020

In January, BabyBallers not only expanded throughout the South of England but also classes in Devon and further parts of Kent, Bobby Baller and the brand went across the pond to Belgium!

The first class in Belgium is in a township called Mouscron and is growing every week, proving that the franchise model works outside of the UK.

We expect to end the year with over 65 clubs operating across the UK and Belgium.

## 2022

Launch of first clubs in Australia



# Why Franchise With **BabyBallers**?

So you want to buy a franchise but **here's why you should buy a BabyBallers franchise...**

BabyBallers has a focus on football, yes, however we are not limited to just football! Babies and toddlers are coming to terms with their bodies, the importance of fundamental movement skills are therefore paramount.

This is why BabyBallers **is not** just another football franchise, we help our little superstars learn about their bodies through movements, our sessions also help with recognition of colours, shapes and even numbers.

Our framework proves so successful because of high retention rates. Children and parents want to come back every week because of the constant progressions being made.



The class structure is also key to the success of each BabyBallers franchise. Some franchisees have children on their books since the child first started attending at 16 months, going through the Baby, Mini & Ballers classes.

Imagination runs wild at BabyBallers classes so there is never a shortage of fun-filled action for our amazing superstars, this is achieved through constant training and support from Head Office.





# Kick-Start Your BabyBallers Franchise

## Here's some key facts about our Franchise Opportunity

Since the very first BabyBallers session, we have created the complete franchise opportunity that covers every detail of running a successful business with us.

Our outstanding product, brand, customer service, online booking systems, digital marketing presence and back end Franchisee portals ensures that every Franchisee has what they need at their fingertips.

- Your own exclusive territory
- Earning potential of £30,000 - £60,000
- Flexible, can be run full or part time
- A very rewarding business
- Digital marketing strategy and support
- Online booking system & support
- Exclusive franchisee portal to access important files and documents
- Constant customer leads
- Online training platform for yourself and coaching staff
- Dedicated Support Manager
- & Much more!





# We keep things **Simple!**

**We believe our franchise opportunity is the perfect package for somebody looking to invest and develop a new business.**

Therefore we keep it simple, an easy to use booking system, a franchise portal and online training program where everything is at your fingertips whenever you need it, access to constant session plans giving you the freedom to run your business in the way you want to.

We provide you with access to the training platform straight away and it is possible to start your BabyBallers franchise within 4 weeks of signing the agreement.

Access to marketing strategies and ongoing support means you are never alone when you need help and our friendly franchisees are always there if you need advice.

Very simply, we provide children the opportunity to learn through play, and this is only one of the reasons why parents and children keep coming back.





# What makes a great franchisee

## Can anyone become a franchisee?

We are very selective when choosing the right franchisees.

We require franchisees that are fun, reliable, hard working, adaptable and possess the ambition to continue to grow the BabyBallers Brand.

### **Fun & socialable**

Creating a fun and enjoyable environment is not just for the benefit of the children, having a fantastic relationships with the parents is also so important.

### **Reliable and hardworking**

Crucially, are you someone that others can depend on, are you punctual, do you not leave things to the last minute? Planning and preparation is key to ensuring your BabyBallers franchise is as successful as possible.

### **Adaptability**

Are you ready for all the challenges that working with young children comes with? We thrive from them and enjoy it because not one day is the same.

### **Do you possess some or all of the things that we are looking for?**

If this is you and you're ready to take the next step then call us on **0330 433 197** or email **franchise@babyballers.com** and we will give you some more information.





# What can you earn?

## Our franchise earning potential

This is based solely on how you choose to run your BabyBallers franchise.

Some franchisees are happy to run one club in their chosen area, some decide to run multiple clubs within their area/areas.

How many children you are able to sign up is also the variable to how much you can earn, but we will help you through the process of finding new customers and show you ways of how to retain them.

Initial investment starts from just £2,998\* + VAT and this will give you an area that provides you with great value for money.

\* Subject to status - based on 70% bank finance





# Maximising profit

Profit will depend on a few factors:

- How many clubs are you able to operate?
- How much your venues cost to hire
- Will you be coaching the sessions or will you employ coaches?
- How much you spend on marketing

Your main income generator will be from getting children into the class, however, our franchise model has other supplementary revenue streams that you can leverage to your advantage, such as:

- BabyBallers football kit sales,
- BabyBallers merchandise sales
- BabyBallers Birthday Parties & more...

With all of the training and support that you will receive, and your own hard work and commitment, you will be soon on your way to having your own established and profitable BabyBallers franchise.







# How much does it cost to start a **BabyBallers Franchise?**

When you decide to start your first BabyBallers franchise you will be investing into a reputable and profitable franchise model.

Your initial investment will give you the permissions to operate your own club(s) under the BabyBallers trademark, gain access to valuable business tools and documentation, plus receive training in how to set up, launch and grow your clubs within your agreed territory.

Your total investment will also include all branded equipment, merchandise and marketing material, so you will have everything needed to get your BabyBallers club(s) and business off to the best start.

## **BabyBallers Investment for one territory:**

Minimum Investment - £2,998\* plus vat

Maximum Investment - £9,995 plus vat

\* Subject to status - based on 70% bank finance



# So what do you get?

- ✓ Within your investment in one of our BabyBallers franchises you will receive the exclusive rights to operate in an agreed mapped area, with the full start up and support procedures.
- ✓ Fingertip access to the operations manual, coaching manual and all other operational resources needed.
- ✓ Full access to session plans
- ✓ Dedicated area listing on the BabyBallers Website with an announcement of your franchise opening on the main BabyBallers social media pages.
- ✓ Your own BabyBallers email address to communicate officially from.
- ✓ Access to our dedicated franchisee portal and training platform.
- ✓ Constant support with a dedicated support manager.
- ✓ All of your operational equipment,
- ✓ All of your merchandise to increase revenue.
- ✓ Awards pack and Uniform pack to be able to operate as quickly as possible.





# Parent Testimonials

## (Don't just take our word for it)

"My son is rather shy and the coaches really helped him come out of his shell and join in the sessions! Alfie learnt lots about following instructions and colour matching as well as having fun playing football too."

**Welwyn Garden City Parent**

"My little boy had his first days trial today at Baby Ballers and loved it. The guys are very enthusiastic with the children and the kids all had lots of fun. My little boy keeps asking to go back. Thanks so much guys."

**Rayleigh Parent**

"My little boy was one of the youngest in his class now after 4 months I've really seen him grow in class, the coaches are so encouraging and fun, with lots of different colour, co-ordination and team activities. Him and dad look forward to this class every week (sometimes I don't know who more though). So welcoming I love watching these classes."

**Maidstone Parent**

"Couldn't recommend BabyBallers Ferndown enough. Harley has improved so much since joining back in August. Enjoyable & active sessions."

**Ferndown Parent**

"Since starting at BabyBallers my son has grown in confidence and his gross motor skills including his kicking have improved immensely. The activities have also helped with colours and shapes and my son can't wait to get his sticker and high five reward at the end! The coaches are fab & so patient with the children they encourage them every week and never stress when it doesn't always quite go to plan! Cannot recommend enough!"

**Rainham Parent**

"Ellie is 18 months and has only started this term but she has already grown in confidence. She has learnt to kick a ball into a goal, follow instructions (she now automatically sits on the line). I have also noticed that she knows the whistle means stop (I might get one for home) and she just loves seeing the other children and claps every time they score a goal too. Thanks BabyBallers!! You make my days off with her on a Friday something special that we can share together. Highly recommend."

**Chelmsford Parent**

"Harry is coming to the end of his first term at BabyBallers and is absolutely loving it. Each week we can see his progression and his listening and taking instructions from others has made a great improvement."

**Ebbfleet Parent**



# Franchisee Testimonials

“I’ve been a franchisee now for just over 2 years, initially I got involved because I had savings and saw it as an opportunity to put them into something which would be more profitable than sitting in a savings account.

I quickly grew to love my little business and decided to take it on full time, it was the best decision I could of made.

I’m now my own boss but also have the support of head office if I need any help or have queries, it’s a win win. I love meeting my new children and parents but also love seeing my regulars each week, the business to me is so rewarding and has so much to offer.

For me it’s given me more time that I wouldn’t of got in an office job and allowed me to focus on something I am passionate about.”

## **Shantelle Gamble, Multi-site franchisee**

“Becoming a BabyBallers Franchisee has been a really positive decision for me and my partner. It has provided an excellent second income for us without taking up a huge amount of our time.

Over time my aim will be to run my BabyBallers franchises full time, providing a strong income for my family and a really positive work life balance.

BabyBallers provides an opportunity to interact with the little ones and parents and it feels great to develop a real community feel within each club.”

## **Matthew Piggott, Multi-site franchisee**





## **Worried about the investment?**

Understandably, many prospective franchisees are concerned about how they are going to come up with the money to pay for the upfront fee. If you were to try and "go it alone" and set up your own football coaching business, you would, more than likely, be turned down when trying to get a start up loan. With BabyBallers, however, you are buying in to a trusted brand with a franchise model that works and has been proven to work time and time again. Therefore, you are much more likely to be able to borrow the money from a reputable lender than if you were to try and set up a business without a trusted brand like BabyBallers. In fact, we have a great relationship with NatWest and many of our franchisees have borrowed and subsequently paid back the cost of the initial fee via NatWest.

### **Like to know more?**

Give us a call or email us and we would be happy to discuss this with you and talk about how we can help you to arrange a loan with NatWest to fund your BabyBallers venture.




# Let's take this further and open your own BabyBallers Franchise

Book a call with the team by:

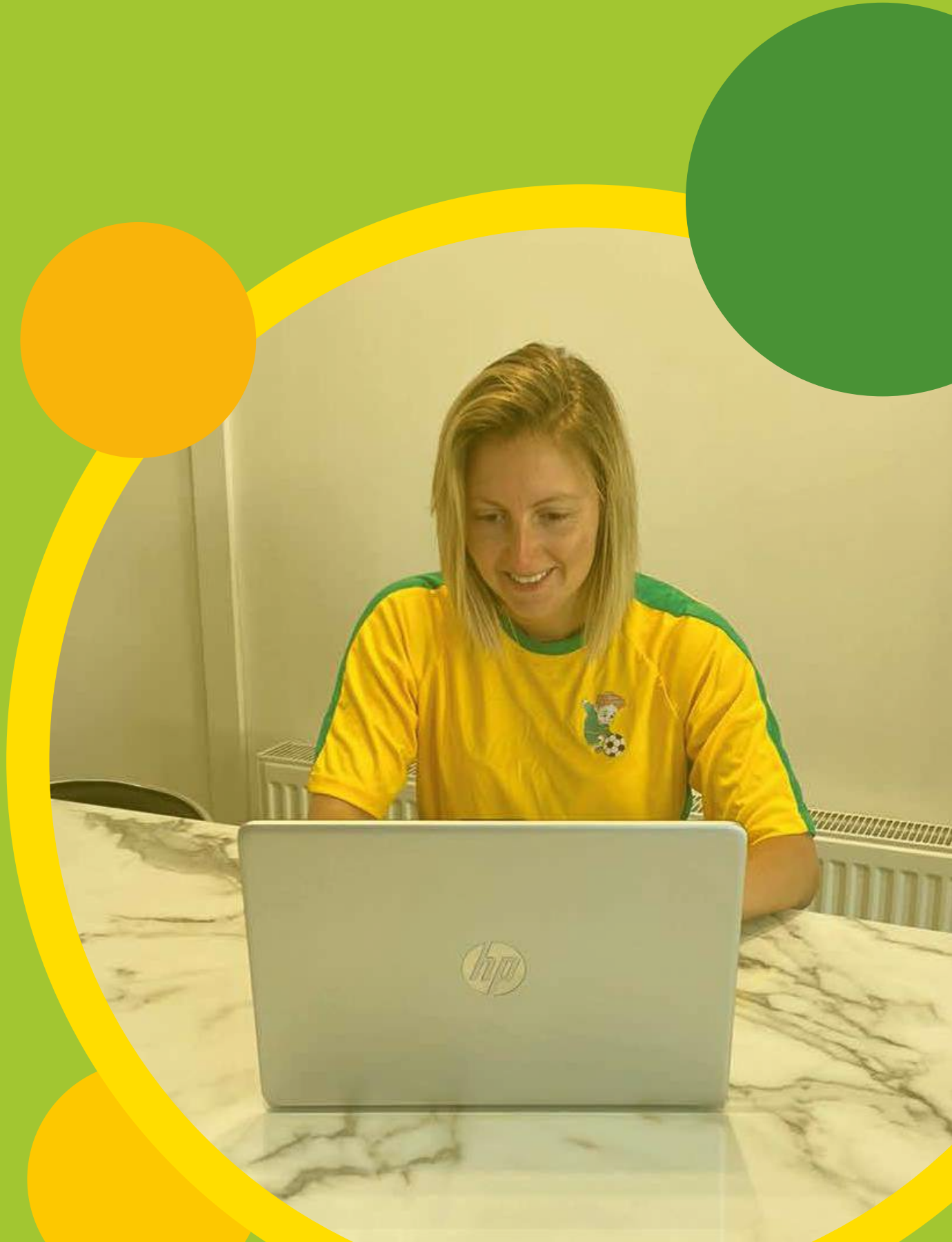
 [franchise@babyballers.com](mailto:franchise@babyballers.com)

 **0330 124 4770**

 **Office Hours**  
Monday - Friday  
9am - 5pm

# #LearnThrough Play

[www.BabyBallers.com/Franchising](http://www.BabyBallers.com/Franchising)











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BALLERS



[franchise@babyballers.com](mailto:franchise@babyballers.com)



0330 124 4770

**BabyBallers Franchise Ltd.**  
**23 - 25 Brook Road, Rayleigh, Essex, SS6 7XR**