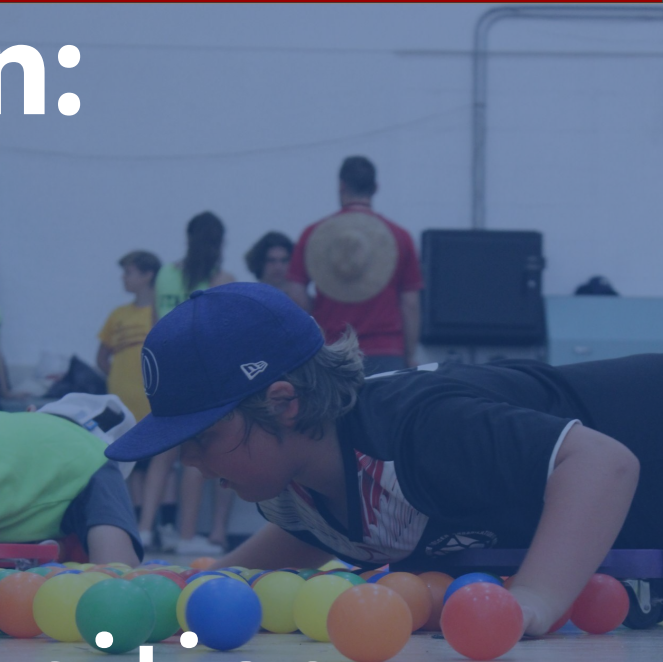


RESET YOUR FUTURE

*My City*  
**ALL STARS**

Join this new and exciting Youth Sports Franchise!

# Our Mission:



To unite communities  
through the power of play.

# **THE PROBLEM:**

## An Increasing Need for Quality Summer Care

- More and more families have one or both parents working full- or part-time.
- Parents need child care for their children during the summer months.
- Parents want their kids to be active and not on screens all day.
- Parents want to give their kids the best chance at success in later life.
- Trying multiple Youth Sports are expensive and time consuming for parents.

A young boy with short brown hair, wearing a red t-shirt and purple shorts, stands on a wooden gymnasium floor. He is holding a red and blue basketball with both hands. In the background, other children and a staff member in a green shirt are visible, along with banners that read "HONOR THE GAME" and "OF SOUTHERN SECTION CHAMPIONSHIPS".

# THE SOLUTION

- Full Day Care
- Diverse Range of Sports & Activities
- High Quality Coaching & Instruction
- Screen Free, All Day Play
- Kids Go Home Tired, Happy Campers

# A PROVEN MODEL OF SUCCESS

*What began as an experiment in 2001 has grown into a community staple.*

## Summer 2001

Camp began as a half day  
Girls Basketball Camp.

## Summer 2017

New marketing and scheduling  
proved to increase enrollment  
by 50%.

## Summer 2021

Camp reopened and  
enrollment numbers  
exploded.

2001... 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

## March 2013

The Camp was converted  
to a Coed, All Day,  
Multi-Sports Camp.

## Closed 2020

Like many other Camps,  
COVID shut down Camp  
in 2020, but survived!

## Summer 2023

First My City Allstars Franchised  
locations will open!

# Benefits of the MY CITY ALLSTARS System

*Why start from scratch, when we have a proven formula for success?*

## Low Start Up Costs

The Franchise Fee starts at only \$55K with discounts for Veterans and Educators. More costs apply, but can often be covered with Camper registrations fees. This could mean very little more out of pocket and getting a return on your investment sooner.

## Summers Only

Don't quit your day job... at least not ALL year. My City Allstars primary model is to provide an amazing summer experience for kids. However, there is flexibility within our model to do more. **But summers are all you need to get started and profitable.**

## Training & Mentoring

Don't reinvent the wheel!  
Our model has proven successful and has been refined over years and tested out on thousands of campers. We'll here to help you get set up and running. From set up to Day one of Camp, we are here for you. **Remember, your success is our success.**

## High Earning Potential

Why pay a franchise when you can do it yourself? **We can get you profitable faster!** How? We've made the mistakes, we've tried the variations, we've refined the processes, and for 20 years we've figured out what parents and Campers want. It happens to be very profitable too!

# The Path to Starting Your My City Allstars Camp Franchise

## **Step 1: Apply**

Submit an interest form at [mycityallstars.com](http://mycityallstars.com). A member of our team will reach out to you.

## **Step 2: 1st Call**

We'll set up a Discovery Call to discuss all requirements and answer any questions.

## **Step 3: FDD**

Receive and review the Franchise Disclosure Document.

## **Step 4: Location**

Determine the perfect location for your franchise and determine your territory.

## **Step 5: Make it Official**

Mutual agreement to move forward and sign up with the My City Allstars Family!

## **Step 6: Training**

We'll get you signed up for our extensive online Training Course. Everything you need to to launch your business.

## **Step 7: Launch!**

Open the registration portal and start advertising... Opening Day will come fast!



## Let's Connect:

Web: [mycityallstars.com/franchise-with-us](http://mycityallstars.com/franchise-with-us)

Phone: 321-558-1555

Email: [franchise@mycityallstars.com](mailto:franchise@mycityallstars.com)

*My City*  
**ALL STARS**

*Become a part of history — join the My City Allstars Team!*