



Turning Your New Sportwall into a Profit Center

Use the worksheet below to estimate the revenue from your new Sportwall Sports Performance System. Review the list of ideas below, then fill in the blanks as they apply to your situation. Here are two examples.

1) Revenue generated from practice time, with programs & events creating demand.

- 40 juniors and 10 adults pay \$25/month for unlimited practice time = \$1250/month.
- Hourly rentals – one hour per day at \$15/hr = \$450/month
- Total revenue = \$1700/month, \$20,400/year. System paid off in 6 to 8 months.

2) Revenue generated from instruction and activities, with practice time free.

- 40 juniors and 10 adults pay \$10/month to participate in the Off the Wall Skills Challenge = \$500.
- Two Sportwall tournaments per month – 16 draw at \$10 each = \$320.
- Four Sportwall Cardio Tennis Clinics per month – 6 at \$15/hr. = \$360.
- Four Sportwall Weekly Challenges – 6 at \$6 = \$144.
- Total revenue = \$1324/month, \$15,888/year. System paid off in 8 to 10 months.

Revenue Planning Worksheet for _____.

<u>Program</u>	<u>Qty.</u>	<u>Fee</u>	<u>Monthly Revenue</u>
Sponsorship, Charter Members & Referral Fees			
➤ Sponsor (place sponsor logo on the Sportwall)	_____	_____	_____
➤ Charter Members Club (lifetime family use)*	_____	_____	_____
➤ \$500 Referral Fee on retail price Sports-PC sale to homeowner	_____	_____	_____
Instructional Programs (also use to create demand for practice time)			
➤ Off the Wall Skills Challenge	_____	_____	_____
➤ Clinic – Skill Development or OTWSC Score Certification	_____	_____	_____
➤ Sportwall Cardio Tennis Program	_____	_____	_____
➤ Training or Certification Private Lesson	_____	_____	_____
Activities & Events (also use to create demand for practice time)			
➤ Sportwall Club Ladder	_____	_____	_____
➤ 2 hour tournaments (regular or compass draw – 16 players)	_____	_____	_____
➤ Weekly Challenge (Tic-Tac-Toe or KwikBall – 6 players)	_____	_____	_____
➤ Parties (Club, Corporate, Birthday, Private – 20 people)	_____	_____	_____
➤ Corporate Team Building Program (primarily resorts)	_____	_____	_____
Practice Time			
➤ Monthly Sportwall Club	_____	_____	_____
➤ Hourly Rental	_____	_____	_____
Other			
➤ _____	_____	_____	_____
➤ _____	_____	_____	_____
Total			_____