



DIY "A LA CARTE" LEAGUE ASSISTANT

DIY League Assistant provides venues with the option to run the league themselves while still taking advantage of the expertise and organization that's required in launching a full-scale league. The services associated with the DIY League Assistant are available as needed. While the involvement from Versus Circus is limited compared to the Full-Service League Management option, venues may still qualify for the "Versus Circus Sanctioned" certification.

★ **League assistant launch fee — \$100** ★

Launch option includes pre-launch league promotion, schedule and score sheet generation, pre-launch customer service, and listing on Versus Circus schedule of events.

★ **Online team registration at VersusCircus.com — \$50** ★

★ **League web page — \$50** ★

★ **Graphic Design Services and Custom Print Materials (posters, fliers, table tents, etc.) — \$50** ★

★ **(Optional) equipment purchase — pricing available upon request** ★

If needed, venues may purchase custom branded, professional grade boards, professional grade "slip and stick" bags, and score towers. Versus Circus recommends a minimum of one set per six league teams.

Once purchased, the equipment belongs to the venue for any future leagues or events. Equipment purchased from Versus Circus is not required to host a league but in order to have an officially sanctioned Versus Circus league or event an equipment inspection is required. Venues with equipment below standard who do not wish to purchase new will still receive the benefits listed but will not have the "Versus Circus Sanctioned" certification on the website.

★ **(Optional) equipment rental per set — \$150** ★

For venues not wishing to purchase boards, Versus Circus offers season-long rental options. The rental includes professional grade boards, professional grade "slip and stick" bags and score towers for each set rented. The venue keeps the equipment for the duration of the league and may use outside of league times. An additional \$150 refundable deposit is required per set for equipment rental. A minimum of one set of boards is recommended per six league teams.

LEAGUE REVENUE PROJECTION

12 teams = 24 regular weekly customers

24 customers @ \$25* bar tabs = \$600 in weekly sales

\$600 x 9 weeks = \$5400 in total league sales

\$5 per head x 24 heads = \$120 weekly league fee x 9 weeks = \$1080

\$1080 total weekly league fee plus \$200 setup = \$1280 total league investment

\$5400 est. sales - \$1280 league cost = \$4120 revenue over the life of the league

Revenue = over 3X total investment

*Estimate based on an average \$25 bar tab per customer. This figure is a low-end estimate based on historical data. Individual tabs often reach \$30 to \$50 per league night.

