

VERSUS CIRCUS

FULL SERVICE LEAGUE MANAGEMENT

Full-service league management is ideal for customers wishing to minimize their involvement in week-to-week and even day-to-day league operations. Running a successful league can require a great deal of time, organization, expertise and extensive resources. The team at Versus Circus has years of valuable league management experience. Bags leagues are growing in popularity and, more than ever, players are looking for venues that provide a high-quality league by organizers who are familiar with what regular players have come to expect. Taking advantage of the full-service league management insures an elite level of league coordination.

★ \$200 league setup/management fee ★

Set up includes team registration, pre-league promotion, weekly league management, league web page, graphic design services, schedule and score sheet generation, customer service, print materials (posters, fliers, table tents, etc.), and listing on Versus Circus Schedule of events.

★ \$5 fee per head per week ★

(Standard league length is 9 weeks — 8 weeks of regular season play and 1 week for the championship tournament).

★ (Optional) equipment purchase ★

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) \$150 equipment rental per set ★

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.

