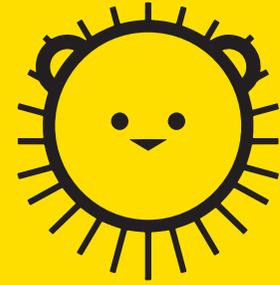
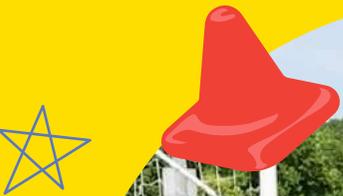
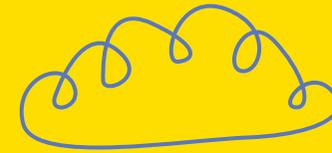


A MOBILE KIDS CLUB BUILT ON CONFIDENCE, TEAMWORK, AND PLAY.



LITTLE
LIONS
CLUB®

Building Early Fitness, Social Growth,
and Stronger Communities

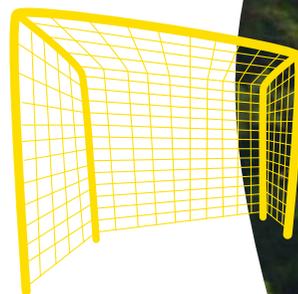


A Franchise Opportunity



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The Little Lions Club

Opportunity: Kid-First, Fun-First, Always



Most youth sports programs are built for kids who are already old enough to line up, compete, and keep score. Little Lions Club was created for the ones who aren't there yet—the toddlers and preschoolers who just want to run, laugh, and learn how to be good teammates. In a world where screens are everywhere and families are busier than ever, parents are hungry for meaningful, movement-based experiences that fit into real life. That's where the Little Lions Club comes in.

Little Lions Club is a soccer-centric, play-based kids fitness club designed especially for ages 2–5. Instead of early pressure and competition, our philosophy is simple: Kid-First, Fun-First, Always. We help children fall in love with play, learn the “rules of life” through teamwork and kindness, and build confidence that stretches far beyond the field. For schools, we're a ready-made enrichment program that fits right into the school day. For families, we're one less evening car

ride and one more joyful memory. At the same time, the youth fitness and enrichment industry continues to grow as parents look for structured activities that support both physical health and social-emotional development. Schools and childcare centers are expanding their offerings, but most don't have the staff, equipment, or curriculum to run high-quality athletic programs in-house, especially for the youngest age groups. Little Lions Club fills that gap with an established mobile delivery model that brings the coaches, curriculum, and gear right to their door.

For franchise owners, this creates a flexible, home-based opportunity with year-round demand and deep community roots. A Little Lions Club franchise lets you build a business around what matters most: helping kids grow into confident, caring humans while supporting schools and families in your area. Instead of managing a

brick-and-mortar facility, you'll be leading a club that travels to where the children already are: preschools, daycares, and community spaces, so every session feels both convenient and meaningful.

In short, Little Lions Club is more than a kids fitness franchise. It's a mobile club model designed to deliver a triple win: kids growing, schools thriving, and communities connecting through the simple joy of play.



What Sets Little Lions Club Apart



Stepping into Little Lions Club ownership means joining a movement built on joy, confidence, and connection. Owners gain a kid-first model shaped by well-developed play-based methods, school partnerships, and deep community trust to build something meaningful, memorable, and financially strong.

Here are some of the qualities that set Little Lions Club apart.

Proprietary Fun-First Coaching Curriculum

A play-based method built by seasoned coaches that blends age-appropriate soccer skills with social-emotional learning, helping kids grow not just as players, but as people.

Mobile, Low-Overhead Model

Operate without a physical facility and bring classes directly to preschools, daycares, rec centers, and community spaces, reducing costs while expanding your reach.

Strong School Partnership Framework

A turnkey approach to partnering with early childhood centers, giving owners a steady pipeline of students and consistent weekly programming.

Mission-Driven Culture That Families Love

Little Lions is built on confidence, teamwork, kindness, and character. Parents trust the program because every class reinforces the “rules of life” through laughter and play.

Age-Appropriate Programs for Every Stage

From toddlers taking their first brave kick to elementary kids building real skills, the curriculum is structured to grow with children across multiple developmental phases.

Founder-Led Training and Real-World Coaching Insights

Owners learn directly from PJ and Chris, who are the heart of the Club. They gain hands-on guidance shaped by

thousands of classes, behavior-management experience, and deep community relationships.

A Brand That Kids Remember and Schools Celebrate

With a playful identity, upbeat coaching style, and “Fun-First, Kid-First Always” experience, Little Lions becomes a highlight of the school week and a trusted name across each community.

Built-In Community Engagement

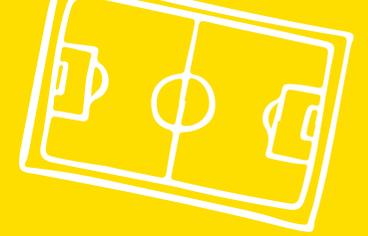
Programs extend beyond preschool hours — out-of-school sessions, seasonal academies, birthday parties, and special events create multiple pathways for revenue and local impact.

Behavior-Guided Teaching Philosophy

Rooted in respect, emotional development, and positive reinforcement, the coaching approach teaches children confidence, patience, teamwork, and self-awareness — skills families deeply value.



What Sets Little Lions Club Apart



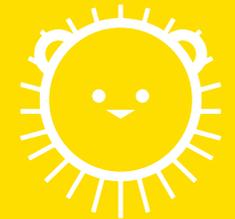
Scalable Growth Through Local Territory Expansion

Because the model is mobile and demand for early childhood fitness continues to rise, owners can grow quickly by adding schools, additional coaches, and new program offerings.

A Coaching Team Culture That Sets a New Standard

Little Lions Club trains every coach to deliver enthusiastic, compassion-forward instruction, ensuring each class is safe, uplifting, and consistent with the Club's mission across all locations.

These core strengths position Little Lions Club owners to build a joyful, community-rooted business with meaningful impact. With methods, flexible operations, and rising demand, owners gain a clear advantage in the booming early childhood fitness space.



Industry Insights: Growing Demand for Early Fitness

A Fast-Growing Youth Fitness & Enrichment Market

- The global youth sports market is estimated to reach **\$69.4 billion** by 2030, at a CAGR of 9.20%
- The global kids' sports equipment and accessories market is projected to reach **\$7.9 billion** by 2032 at a 5.6% CAGR.
- The global sports training market is forecast to hit **\$50.7 billion** by 2035, growing at 5.2% annually.
- The children's fitness market size in the U.S. is valued at **\$15.3 billion** and growing



Parents Are Investing More in Early Development

- U.S. families spend an average of **\$883** per child, per sport each year, and that investment continues to rise.
- Parents are enrolling children in structured movement and enrichment programs at younger ages, prioritizing confidence-building, social skills, and active play in the preschool years.
- Nearly **3 million** children ages **5+** play soccer in the U.S., reflecting strong long-term interest and early participation demand.
- Interest in gamified fitness programs that merge play with physical activity has surged by 34% in recent years.



Schools & Daycares Need Quality Movement Programs

- **85%** of U.S. public schools now offer after-school programs, highlighting a strong need for enrichment options.
- About **60%** of schools provide enrichment-focused programming, creating a natural pathway for structured physical-activity offerings like Little Lions Club.
- A national poll of **30,515** parents shows demand for after-school programs far exceeds available spots.
- The global after-school program market is projected to reach **\$63.0 billion** by 2032, growing at a 9.77% CAGR.



Play-Based Learning Is Becoming the Standard

- Play-based environments strengthen core social-emotional skills, including empathy, cooperation, and emotional regulation.
- Children in play-based programs show stronger cognitive development, with gains in creativity, problem-solving, and attention.
- SEL-focused active play is linked to higher social competence, resilience, and positive behavior in early childhood.

Industry Insights: Growing Demand for Early Fitness

A Mobile, Low-Overhead Model Matches Market Shifts

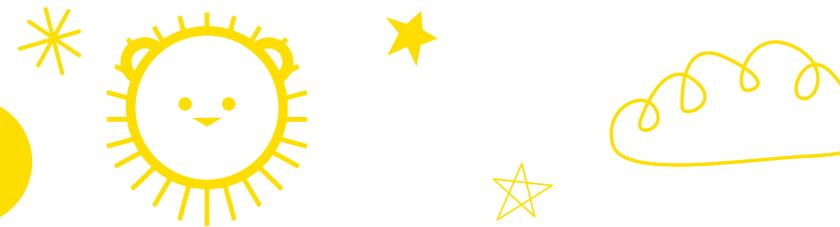
- Over **80%** of after-school providers can't meet demand, creating immediate openings for mobile programs like Little Lions Club.
- More than half of programs now have waitlists, making school partnerships easier to secure for dependable fitness offerings.
- Nearly **4 in 5** programs face funding uncertainty, increasing school preference for fee-supported providers like Little Lions Club.
- With demand rising faster than supply, schools and families are actively seeking flexible, outsourced activity programs that Little Lions Club is built to deliver.

Grow with Little Lions Club

As youth fitness, enrichment spending, and school-based programming surge, Little Lions Club is uniquely positioned to meet nationwide demand for early movement and play. With rising parent investment, expanding preschool partnerships, and a clear shift toward mobile, low-overhead programs, franchisees step into a unique opportunity. These industry trends highlight how well the Little Lions Club model aligns with what families and schools are prioritizing today, creating meaningful opportunities for mission-driven owners to serve growing community needs.



Your Growth Potential as a Little Lions Club Franchisee



Building your Little Lions Club means you're never building alone. Owners receive hands-on guidance, solid systems, and founder-led support designed to strengthen operations, deepen school partnerships, and help your club grow with confidence. Here are the core support pillars that position Little Lions Club franchisees for strong growth, meaningful impact, and long-term momentum:

Founder-Led Training & Immersive Onboarding

Begin your journey with in-depth, high-energy training led directly by the Little Lions Club founders and leadership team, giving you the insight, play-based techniques, and operational foundation needed to launch with clarity and purpose.

Mobile, Low-Overhead Model Designed for Ease

A flexible, home-based structure keeps operations simple and costs manageable. You'll gain guidance on:

- Managing a streamlined mobile club operation
- Structuring your weekly schedule for efficiency
- Selecting and equipping practice spaces
- Navigating early set-up with minimal complexity

School Outreach Playbook & Partnership Guidance

Access well-built strategies for building lasting relationships with preschools, daycares, and early learning centers. Little Lions Club provides:

- Scripts, demos, and best practices for school outreach
- Guidance on presenting programs to administrators
- Support with launching parent-pay and school-pay offerings
- Tools to expand into new territories confidently

Proprietary Curriculum With Weekly Coaching Frameworks

Our research-aligned, play-based soccer curriculum gives you a complete toolkit to run joyful, consistent, high-quality sessions across all age groups.

Includes:

- Structured weekly class plans
- Skill repetition techniques for toddlers & preschoolers
- Behavioral philosophy grounded in social-emotional development
- Seasonal program rotations you can deliver year-round

Exclusive Technology & Roster Management System

Operate with ease using tools that simplify your daily tasks. Your tech stack includes:

- Digital roster management
- Class scheduling and parent communication tools
- Simple systems for registration and student tracking
- Updates as features evolve with the brand



Your Growth Potential as a Little Lions Club Franchisee



Marketing Support & Local Growth Strategies

You don't have to be a marketing expert, we give you the playbook. Receive:

- Templates for social media, flyers, and digital ads
- Booking sheets, sales scripts, and demo materials
- Guidance on building brand visibility in new communities
- On-the-ground strategies for growing enrollment

Ongoing Coaching, Mentorship & Field Support

Feel supported at every stage with direct access to experienced coaches and franchise leaders who help refine your delivery, strengthen your operations, and troubleshoot challenges as your club expands.

Year-Round Revenue Pathways & Program Diversification

Grow your business through multiple program options tailored to preschoolers, families, and schools.

Supported program lines include:

- In-school parent-pay programs
- School-pay camps and seasonal offerings
- Out-of-school community sessions
- Birthday parties and special events

Community Integration & Brand Goodwill Advantage

Little Lions Club is built on warmth, trust, and joyful impact, which are traits that naturally accelerate referrals, repeat enrollment, and long-term relationships with families and administrators. Owners receive coaching on how to cultivate and sustain that community presence.

Territory Guidance & Scaling Support

Whether you grow one club or expand into multiple territories, you'll receive insight on evaluating new markets, navigating demand, and scaling sustainably without compromising program quality or player experience.

Little Lions Club equips franchise owners with the training, tools, and human-centered support needed to grow confidently, deepen community impact, and build a thriving kids' club that stands out in the youth fitness and early development space.



What It Takes to Be Part of Little Lions



Franchisee Background

Little Lions Club franchise owners come from many walks of life, but they share a deep love for children, community, and joyful play. Whether you've coached before or simply believe in the power of early childhood development, our model provides a pathway to build something meaningful, mobile, and rewarding.

Investment Range: **\$43,500** to **\$55,700**
(including a **\$32,500** initial club fee)

- Individuals with experience in early childhood education, youth programs, coaching, recreation, or family-centered services
- Parents, educators, and energetic leaders who enjoy working with young children
- Entrepreneurs seeking a low-overhead, home-based business with strong community impact
- Purpose-driven operators who value social-emotional learning, teamwork, and positive play

Ideal Candidate Profiles

The Early Childhood Educator Ready for Something Bigger

Perfect for teachers, preschool staff, and childcare professionals who want a more flexible way to impact young learners through movement, confidence-building, and imaginative play.

The Parent-Turned-Community Builder

Ideal for parents who already understand the needs of local families and want to create joyful, structured programs that help children grow in confidence, kindness, and coordination.

The Coach or Fitness Professional Who Loves the Littles

A great match for coaches, trainers, or former athletes who enjoy energetic work and want to guide kids through foundational skills in a fun, encouraging, age-appropriate environment.

The Mission-Driven Entrepreneur

For purpose-led individuals seeking a business with heart — one rooted in social-emotional development, teamwork, and helping kids discover a love of movement.

The Flexible, Family-Focused Operator

A fit for people who value work-life balance and want to build a mobile business with meaningful relationships, predictable hours, and opportunities to scale through school partnerships and multiple programs.

What We're Looking For

- A genuine love for working with children ages 2-5+
- Strong communication and relationship-building skills with schools, parents, and community partners
- Enthusiasm, patience, and the ability to create joyful, structured play environments
- Willingness to follow a curriculum and uphold Little Lions Club's kid-first, fun-first philosophy
- Basic organizational and scheduling skills needed to run a mobile, multi-site program
- Community-minded spirit and a desire to bring positive energy, teamwork, and connection into every session.



How to Join the Club: Your Steps to Ownership



Step 1

Make an Initial Inquiry

Reach out to our team by calling, emailing, or submitting a short inquiry form. This first step gives you a closer look at the Little Lions Club model and helps us learn more about your goals and vision.

Step 2

Meet Us on an Introduction Call

Connect with our franchise development team for a friendly, informative conversation where we walk through the model, answer your initial questions, and help you understand what it means to join a kid-first, community-centered club.

Step 3

Documentation Review

If you qualify, you'll receive our Franchise Disclosure Document (FDD) and Franchise Agreement. This is your chance to explore our brand, structure, and support in detail and begin evaluating your ownership pathway.

Step 4

Finalize Your Preparations

Work with our team to complete financing discussions, secure your territory, and map out your initial launch plan. We'll guide you at every step to ensure you feel confident and ready to move forward.

Step 5

Owner & Staff Training

Join us for immersive, founder-led training that covers coaching techniques, curriculum delivery, operations, school outreach, technology systems, and everything you need to run joyful, high-quality Little Lions sessions from day one.

Step 6

Begin Community Networking

Start building early relationships with nearby preschools, daycares, and community partners. With our scripts, outreach tools, and support, you'll begin planting seeds for your first programs and long-term club growth.

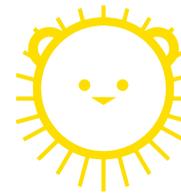
Step 7

Get Ready to Launch Your Club

Prepare for opening day with our team by your side. Begin inviting young athletes and families to join your sessions, and get ready to bring confidence, movement, and play to the children of your community. Ready, Set, Goal!



Ready, Set, Goal: Join Us!



Build Confidence. Build Community.

Join the Club.

Joining Little Lions Club means stepping into a kid-first, joy-centered model where play, confidence, and connection shape everything we do. Our mobile, low-overhead structure, trusted school partnerships, and research-backed curriculum give owners a clear path to meaningful impact and strong business potential. With founder-led training, flexible program formats, and a community presence built on relationships, you're equipped to make progress and deliver unforgettable experiences for young athletes and their families.

Little Lions Club blends mission and momentum: a playful brand identity families love, scalable school networks, and a supportive system that helps you launch, operate, and expand with confidence. For owners who want purpose and growth in equal measure,

Little Lions Club is a standout opportunity in the fast-growing early childhood fitness space that is built to empower kids, uplift communities, and help you build a business that truly matters.

Ready to Learn More?

Take the next step toward owning a kid-focused, community-powered business. Connect with our team to explore your territory, review the opportunity, and see how Little Lions Club can help you grow with confidence, purpose, and play.

Little Lions Club: Growing Stronger, Together.

Contact Us Today

LITTLE LIONS CLUB, LLC

Williamsburg, VA 23185

Email

info@brandfranchise.com

Website

<https://llf.tfmstaging.com/>

Next Steps

Reach out today to receive our complete ownership information kit and take the first step toward bringing Little Lions Club to your community. Let's explore your territory, answer your questions, and help you begin your journey toward building a purpose-driven kids' fitness business you'll be proud to lead.

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