

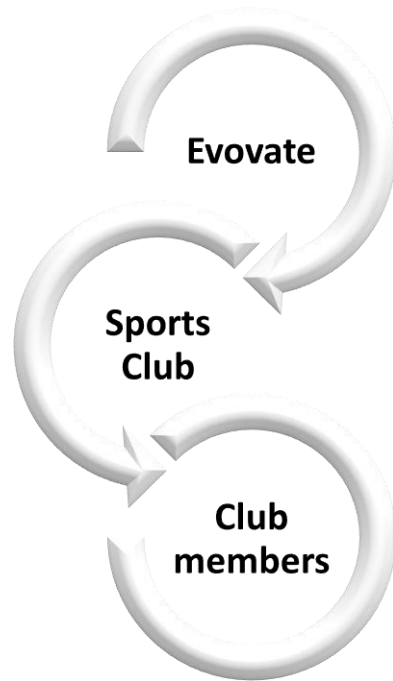
Your club. Your shop. Your design.

My Sports Club Shop, also referred to as '**My Shop**' is your very own club sports shop online.

We build, manage, and maintain every aspect of the shop for you. You don't need to hold stock, to worry about customer service or even deal with payments and shipments. We take care of absolutely everything.



We believe in win / win relationships. This isn't just between us and your club, it extends to your club members:



- If we build you a great shop
- You provide your members with a great service
- Your members are happy and buy again next year.

We call this a 'triple win'.

Why do we have to walk the high street shops and spend hours checking national websites for a simple bit of kit? Surely the best place to buy is the same place where you enjoy playing your sport. **Lets change the way we all buy our sports kit. Lets buy it through you!**



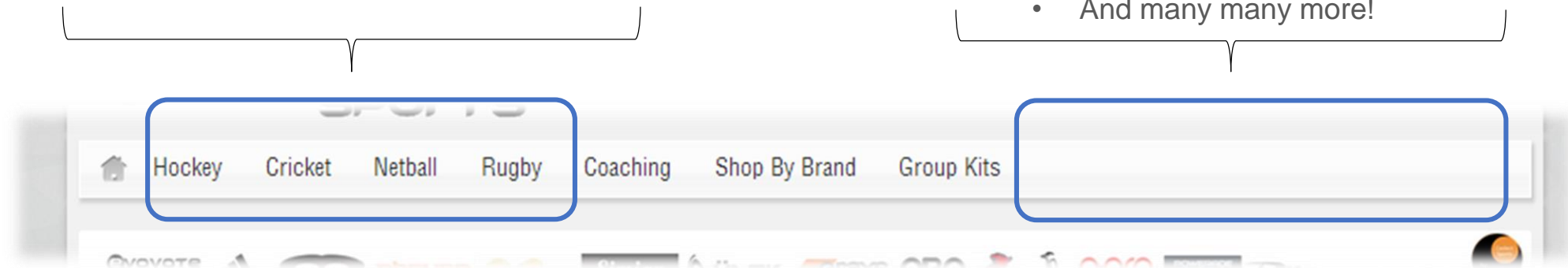
Through the Evovate Ltd supply chain we stock and have access to thousands of products from across the world of sport! **We focus on providing quality products** which means we source specific items and select on the best quality and value for money brands, importantly we are always reviewing and developing the range by working with you to give your membership what it really wants and needs.

Key Sports covered in the service:

- Hockey
- Rugby
- Netball
- Cricket

Soon to follow:

- Table Tennis
- Swimming
- Cycling
- Running
- And many many more!



Haven't got the brand or product you want? Do you have suggestions on ranges we should stock? Speak to us and we will look at every suggestion and get what you and your club needs.

Provided by Evovate:

- ✓ Full central stock holding and backup stock
- ✓ customer service system and dedicated team
- ✓ Full national fulfilment service
- ✓ Monthly customer statements
- ✓ Quarterly remuneration (cash or stock to same value)



A combination of the biggest and newest exciting brands

Full "MY SHOP" format with bespoke club branding

- ✓ Badge / logo
- ✓ Club colours
- ✓ Website name
- ✓ Ability to sell own club kit

e.g.

www.northamptonsaintshockeyclubshop.co.uk
www.hurricanesportshop.co.uk





Being able to sell your own branded kit is an important part of serving your membership.

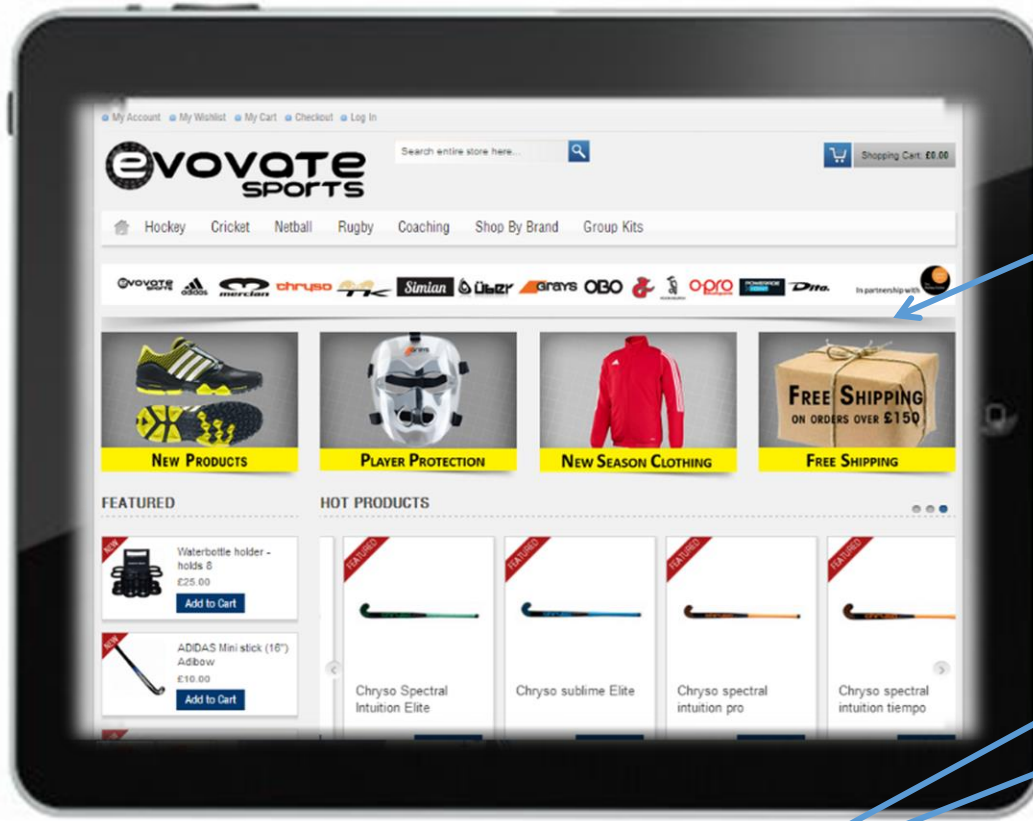
By discussing what you currently offer and what you would like to do we can integrate the sale of existing kit through your shop.



A few examples of how we can help:

- Selling existing stock held by group
- Taking over manufacture and supply of kit (same designs of new)

If you have any questions please email
info@evovate.co.uk



Example 'MY CLUB' shop

Own www.address



Your badge / logo, shop name

Specialist banner (format tbc)

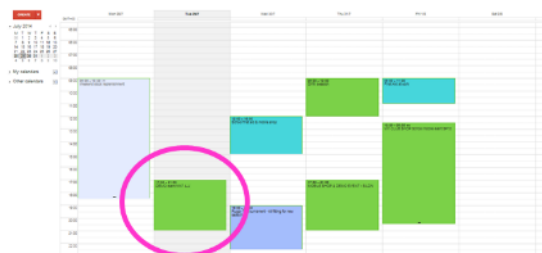
Your own advertising / banner / key note to customers / special offer. Can be changed monthly (*part of marketing package*).

Our **RBM's** (**R**egional **B**usiness **M**anagers) manage UK business partnerships as part of the Platinum Partner Programme. As part of this you will receive:



- Enhanced marketing material and support
- Social media integrated material
- Access to major brand competitions
- Twice annual club visits
 - demo centre
 - mobile shop services

(note this is only available for mainland England at present and is subject to availability)



For further details please contact info@evovate.co.uk



- ✓ Not inflated to give your club its proportion of the sale
- ✓ In line with all major direct sales companies



Evovate Ltd works in Partnership with the Hockey Centre and other major purchasers of top branded equipment to ensure pricing is the best that it can be. As a partner of ours you get extra discounts off all products for you and your members at 'checkout' on every purchase.

- ✓ Many products considerably cheaper
- ✓ We even stock brands they don't



How much per sale?

Your club will make 8% per sale after VAT is removed (shipping not included)

A working example sale:

Hockey Stick sale price £200 = club return of £13.33

(sale price less VAT, multiplied by 8% {or $[\text{£}200 / 1.2] \times 0.08$ })



How much will my club make per season?

Dependant on club members (& non-members) site usage.

Example scenario:

If a club member buys a new kit bundle every 2-3 years and you have 1 customer per week you could make £583!

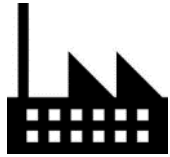
(Based on average kit bundle price of £175: e.g. hockey stick, shoes, accessory combination or Rugby Boots and new full season strip)



Why do we get such a high % back?

Very simply because our business is SPECIFICALLY designed to provide this service:

- Simple structure
- Low overheads
- Great supplier relationships
- Expert supply chain and operations system



What can we do with the revenue we create?

Ultimately it is up to you, some groups decide to put the earnings directly back into their school or club. We do have a number of special offers however that mean you can spend the cash on subsidised kit, coaching and resources:

- Balls, cones, bibs at significantly reduced rates
- Access to externally qualified specialist coaches, First Aid, Umpiring, Coaching qualification course access
- Team building and corporate resource support
- Advanced nutritional support for key individuals and teams





MY SHOP costs and return

<u>Item</u>	<u>Year 1</u>	<u>Year 2</u>	<u>Exceptions / notes</u>
Set up cost	£100	N/A	ClubBuzz Launch offer: £20 one off cost
Administration cost	N/A	£50 (single payment) or £5 per month	FOC if previous year turnover exceeds £1000
My Club' revenue	8%	8%	Payable quarterly or annually as cash or stock equivalent (trade price + VAT). Calculated as sale price less VAT x 0.08



Other Services and benefits: available at discount rates for all partner groups



<u>Added Value</u>	<u>Item</u>	<u>Notes</u>
Core equipment purchases	Balls, bibs, cones, junior stick bundles, club owned junior goalkeeping kit	Heavily discounted prices available for bulk orders. No royalty for club
First Aid Course access	First Aid qualification for club members	Available as full day course or 3 hour mini course subsidised for all groups as part of package
Professional network introduction	Key coach, physio, fitness training network	Introduce coaches to new ideas and ways of working . National connections and value adding training methods





Example 'My Shop' branding: www.saintshockeyshop.org.uk

How do we set up our shop?

Clubs to supply Evovate & ClubBuzz with:

- Fully completed club application form
- Logos / club badge (png and jpeg formats accepted)
- Key 'home page' content (photo, welcome text)

Note: From return of set-up document and full logo and content package there is approximately a 2 day turn around for new 'My Shop' builds

