

THE NEW WAY TO PLAY CRICKET

lastmanstands.com





1,000 teams, over **20,000 registered players** in **30 cities** across **5 countries** from around the world and just **1 sport.**



Last Man Stands offers an exciting and easily accessible format of cricket for busy people.

THE OPPORTUNITY

The franchise business model has proven to be an excellent vehicle for increasing participation in cricket and generating income.

The England and Wales Cricket Board (ECB) has identified Last Man Stands (LMS) as an integral delivery partner for increasing participation for adults and will be working hard with LMS to ensure the game expands significantly across the country.

ABOUT LAST MAN STANDS

LMS is a global 8-a-side Twenty 20 social cricket game played over approximately 2h and 15min. There are currently in excess of 1,000 teams playing LMS cricket and over 20,000 players are registered in 30 cities in five countries around the world (South Africa, Australia, New Zealand, UAE and England).

A unique selling point for LMS is the global ranking system. The LMS website stores and displays all teams and individual profiles with full career history, global batting rankings, bowling rankings and global team rankings. There are some great adjustments to the standard rules of cricket to improve the involvement and experience of the players.



Low start up costs and potential high financial return on investment

WHAT ARE THE BENEFITS?

- » Proven business model
- » Quick return on investment
- » Revenue streams include team sign up, match fees and sponsorship
- » 100% of local sponsorship income goes to the franchisee
- » Use of unique global, national and local ranking system and brand
- » Use of LMS website to organise and promote leagues
- » Flexible work commitment
- » National ECB and LMS promotional activity
- » Established regional, national and world championships
- » Increased cricket participation in the local community

WHAT SUPPORT WILL I GET?

When you join LMS you will receive:

- » Support from ECB locally and nationally to grow the leagues
- » Merchandise and Marketing start up pack
- » The LMS Operations Manual
- » Access to the LMS sports management system
- » Your own home page on the global LMS website
- » An LMS e-mail address
- » Training manuals
- » Operational documents such as the copyrighted LMS Score Sheet
- » Full and half day training courses
- » Centrally purchased insurance and supporting information

Predicted profit potential, by year two or three of running an LMS franchise, is approximately 5 to 6 times that of the investment level.

WHAT INVESTMENT IS REQUIRED?

The initial investment level ranges from £500 to £10,000 depending on the local authority in which you are interested in operating an LMS franchise.

To view the price of a franchise in a local authority area near you please go to lastmanstands.com/franchise/england

WHAT WILL YOU NEED TO DO?

Your responsibilities as a franchise holder would be to:

- » Recruit teams and players to levels agreed for the franchise
- » Access suitable playing facilities
- » Access suitable umpires

- » Ensure the input of results onto the LMS website
- » Ensure an excellent experience for the players

WHAT NEXT?

If you are interested in holding an LMS franchise then:

- » E-mail franchise@lastmanstands.com
- » Complete expression of interest form on lastmanstands.com/process
- » LMS will contact you to discuss and expand on the opportunities
- » LMS will provide detailed financial model
- » A formal agreement is reached and an offer is made



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