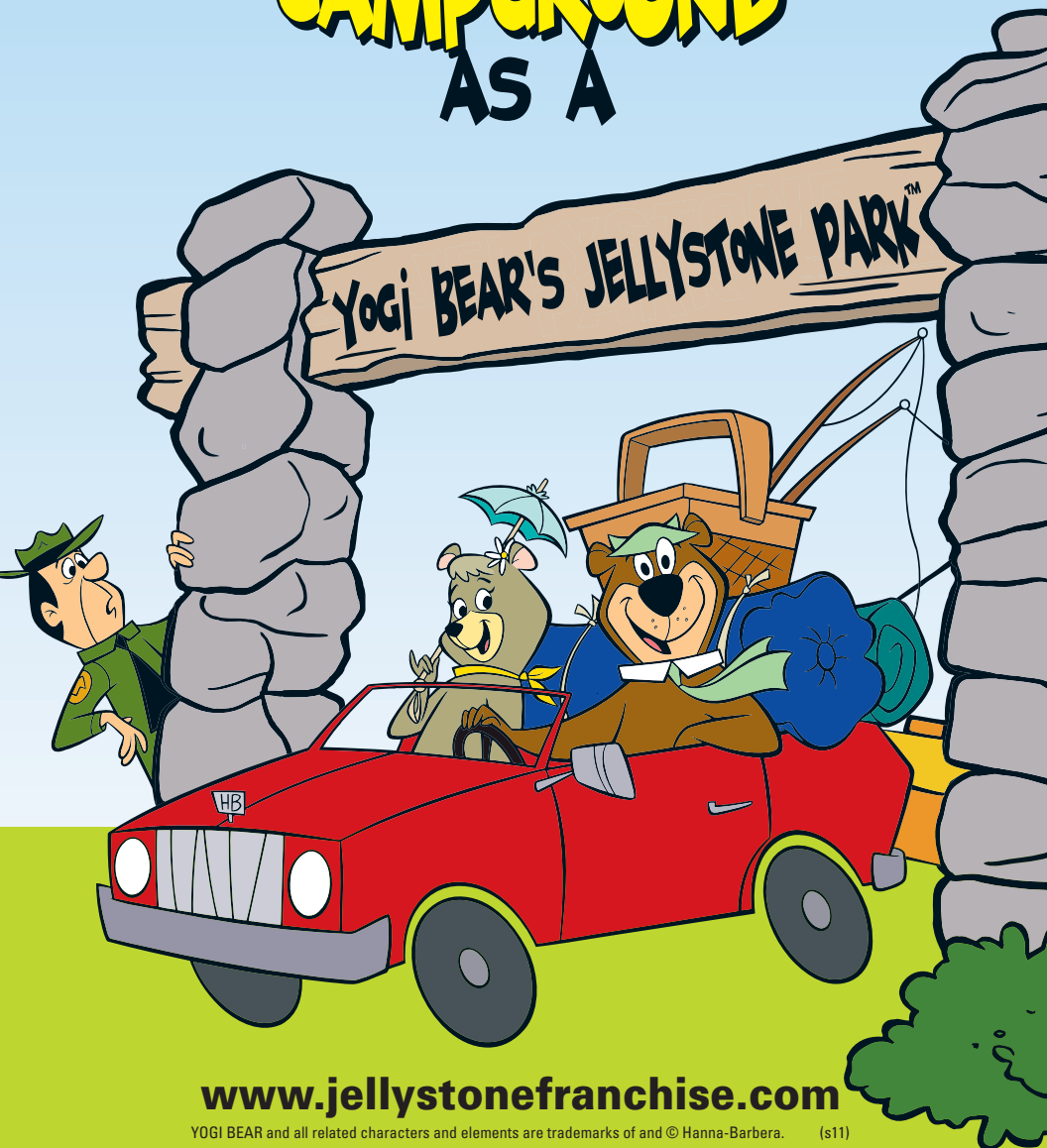


DRIVE
MORE BUSINESS
INTO YOUR
CAMPGROUND
AS A



www.jellystonefranchise.com

TOOLS TO STRENGTHEN YOUR BUSINESS:

Capture the family market with a powerful, widely recognized and trusted brand – Yogi Bear™.

By “Partnering with a Legend” you will...

- ★ Attract new customers
- ★ Sell high-profit and unique merchandise
- ★ Share the experiences and ideas of Yogi Bear campground professionals who create higher revenue per site night than the average campground
- ★ Retain your independence as an entrepreneur

MARKETING

Leisure Systems, Inc. (LSI) works hard to utilize every marketing avenue to keep Yogi Bear's Jellystone Park Camp-Resorts at the top of every camper's list. There are many ways we get the word out about the system as a whole, and about each park in particular.



To drive customers to your park, we offer:

- ★ Club Yogi Rewards loyalty program to encourage repeat visits
- ★ Cutting edge interactive websites: www.campjellystone.com - where visitors view information and photos about each Jellystone Park - generates **over 1 million visits annually**; and jpkid.com – a fun site just for kids
- ★ Comprehensive customer satisfaction survey
- ★ Toll free reservation network
- ★ System-wide advertising, promotional and publicity programs

MERCHANDISE

We can't say enough about how exciting — and profitable — it is to have a unique line of merchandise you can offer your campers. The fun lovable characters are enjoyed by parents and children alike. Great effort is put into continually updating the product lines to reflect current trends, retain quality and to afford you the highest margins available.



THEMING

Just think of how thrilling it is for a child to “meet” Yogi Bear, to see a 10-foot statue of him waving, or to get their picture taken holding hands with Boo Boo™. And it's exciting for the parents too. There is no end to the opportunities for signage and statues throughout the park, and every event becomes extra special when a costumed character arrives on the scene. There aren't any other campgrounds that can compete with that!



TRAINING/OPERATIONS

LSI provides a wealth of training and support so you can hit the ground running when you open your Jellystone Park, and then race to the forefront of the camping industry.

Comprehensive Operations Manual -- a complete guide to operating your Camp-Resort with proven results.

Certification & Management Program (C.A.M.P.) -- An in-depth introduction to running a campground, plus all of the unique aspects that make it the Yogi Bear way.

Caring About Recreation & Education (C.A.R.E.) -- you'll learn how to start or improve a recreation program. Come away with real-life examples that work for your staff and park size.

Symposium/Trade Show -- This is the annual event of the year where the franchisees get together to learn the latest in the industry, what's new within the franchise, check out the latest goods and services from relevant vendors, and spend time together learning from each other in a collaborative environment.

Systemwide Liability Insurance Program -- A custom program available just for Jellystone Park operators.

GREAT REASONS TO JOIN NOW

🐾 **Save \$20,000!**

We will waive the initiation fee.

🐾 Royalties of 6% paid only on incremental gross revenues gained as a Jellystone Park. (National Advertising Fee of 1% and Club Yogi Loyalty Program Fee of .5% will be applicable to all gross revenues.)

🐾 Proprietary Reservations, Front Office and Point of Sale System with training and support that includes an online real-time reservation component for a low monthly fee.

🐾 Profitable Yogi Bear™ custom merchandise to improve store sales.



🐾 A conversion package that consists of:

- ★ 10-foot Yogi Bear statue
- ★ Yogi Bear character costume
- ★ Sign package
- ★ Training for 2 to our Certification and Management Program (C.A.M.P.)
- ★ Training for 2 to our Caring About Recreation and Entertainment Program (C.A.R.E.)



TESTIMONIALS



"The operations guidelines set by the franchise provided us with very successful and proven standards. Activity program guidelines, amenity requirements, customer service support, and financial information were all available to our franchise once we became a member of the Yogi family. The investment paid immediate returns as customers recognized the value of Yogi Bear to our operation."

~ Joey & Rick Coleman, Tabor City, NC

"Jellystone Parks and the Yogi concept gave us identity and opened doors. It created excitement! If you want to grow your park, gain valuable information, bring in family members, or have a very strong theme, by all means, talk to Leisure Systems. You'll be glad you did."

~ Roger & Anna Barry, Fremont, IN



We are a franchise with over 70 locations in the United States and Canada. We are not a system of membership parks but a network of independent businesses.



Leisure Systems, Inc.

50 West TechneCenter Drive, Suite G

Milford, Ohio 45150-9798

1-866-928-9644

info@jellystonefranchise.com

www.jellystonefranchise.com

www.campjellystone.com

