



Example of Yogi Bear's Jellystone Park™ Franchise Fees

(Based on 12 months prior business)**

2016 gross sales = \$300,000** This would be your "Base Business Exclusion"

2017 projected sales +5% growth = \$315,000

1% Advertising Fee: paid on gross income from Dollar One = \$315,000 x 1% = **\$3,150.00**

.5% Club Yogi Rewards Program: paid on gross income for Dollar One =

\$315,000 x .5% = **\$1,575.00**

6% of growth above your Base Business Exclusion:

\$300,000 - \$315,000 = \$15,000 x 6% = **\$900.00**

TOTAL 2016 ROYALTIES PAID = \$3,150.00+\$1,575+\$900 = **\$5,625.00**

If your total sales in 2017 = \$315,000

Total Royalties paid in 2017 = \$5,625.00 (1.785%) of gross sales