

GROW

**your business with
Yogi Bear's
Jellystone Park™**



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.



To drive customers to your park, we offer:

- ◆ Club Yogi™ Rewards loyalty program to encourage repeat visits
- ◆ Digital marketing including: Campjellystone.com where visitors view information and photos about each Jellystone Park - generates over 1.7 million views annually. JPKid.com is a fun website introducing Yogi Bear to our young guests. Social media presence on Facebook, Twitter, YouTube, Instagram and Pinterest.
- ◆ Comprehensive guest satisfaction survey
- ◆ Gift card program
- ◆ 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. Our 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 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.

Operations Manual and Resource Material -- Guides for 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 & Entertainment (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 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

- ◆ **No initiation fee.** (A savings of \$20,000!)
- ◆ A Conversion Package (**valued at over \$11,000**) that includes: 10 foot Yogi Bear statue, Yogi Bear character costume, Jellystone Park entrance sign credit.
- ◆ Royalties of 6 percent are paid only on incremental gross revenues gained as a Jellystone Park after a Base Business Exclusion* is met. (There is a 1 percent advertising royalty and .5 percent Club Yogi Rewards royalty applicable to all gross revenues.)
- ◆ Access to profitable Yogi Bear merchandise to improve store sales.
- ◆ Tools and support for areas of Merchandise, Operations and Marketing.
- ◆ Comprehensive training for the transition to a Jellystone Park. Includes:
 - ⇒ CAMP - Certification and Management Program
 - ⇒ CARE - Caring About Recreation and Entertainment
- ◆ A proprietary reservations, front-office and POS (Point of Sale) system for a low monthly fee. Includes an online, real-time reservation component and training.

* Base Business Exclusion (BBE) is based on your gross revenues for the previous 12 months.



testimonials



Visit our website to hear what current franchisees have to say!

Becoming part of the franchise catapulted us years ahead of where we would have been if we tried this on our own.

~ Steve Stafford, North Texas Jellystone Park

In most cases, it's been significant growth from the beginning. 20 to 30 percent annually for the first 3-4 years.

~ Bruce Bryant, owner of 5 Jellystone Park locations

We have a team behind us. If we're stuck on something, we not only have Leisure Systems but 80 other park operators who have been phenomenal.

~ Rick Spear, Jellystone Park Estes Park, CO


When you add Yogi Bear, it adds so much excitement and brings life to your park. It's amazing!

~ Julie Corcimiglia, Jellystone Park Fremont, IN


I knew we couldn't generate the same level of marketing on our own.

~ Nancy Felber, Jellystone Park Mt. Gilead, OH





**We are a franchise with
over 80 locations in the
United States and Canada.
We provide franchisees
with the tools and support
they need, while giving
them freedom to remain
independent entrepreneurs.**



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