

# FREESTYLE TRAMPOLINE

“THE WORLD’S NEW SPORTS SENSATION”



Concept Photo 2023

WELCOME TO THE



**GRT FRANCHISE**  
**ACTION SPORTS**  
**TRAINING CENTRES**



MEET US

# WHY A GRT TRAINING CENTRE?

## THE WORLD'S NEW ACTION SPORTS SENSATION

VISION

**ACTION SPORTS MEETS FAMILY FUN**

FRANCHISE

**LET'S TAKE A LOOK AT WHAT MAKES US UNIQUE**

# INTRODUCING GRT

**Greg Roe Trampoline (GRT) is the original brand of Founder, Greg Roe, launched in 2012 while he was a Team Canada National Trampoline athlete. Greg has been training both gymnastics and trampoline since the age of 6 and is not only an accomplished competitor but also a much sought after coach and clinician.**

**He created a new style of coaching, through his years of experience and his background in Kinesiology, that was a hands-off approach to revolutionized the industry. He also used his skills to complete several marketing stunts, such as his famous 35 m quad flip on America's Got Talent and his tour with Nitro Circus. This gave him the status of the first Freestyle Trampoline *"Influencer"* as his stunts and projects gained International recognition.**

**Along with business partner, Trish McGeer, they also formed the Freestyle Trampoline Association (FTA) to harness the talent of a growing new community that was emerging from the garden trampoline sector. GRT now operates globally as a new Action Sports property, along with the FTA Greg has essentially cornered the market on Freestyle Trampoline.**



**Greg performs his quintuple flip for Nitro Circus Australia Tour**

# WHAT IS THE FTA?

In 2017, GRT organized the world's first garden trampoline games, called 'GTGames.' It was a huge success, with over 1,000 online submissions from over 25 countries and was coined *"The Sport Born On Instagram"* by the L.A Times.

FTA used this spark to create a global platform for athletes all over the world that was called the Freestyle Trampoline Association (FTA). The newly formed FTA hosted hundreds of competitions all over the world and generated rapid growth from 2017-2020 until the global pandemic put events on hold. However, the FTA came back bigger and stronger by announcing the first **Freestyle Trampoline World Championships** in 2022. This was a landmark event with International broadcasters taking notice, as well as the X-Games and the Olympics.

As of 2023, the FTA is now established as the global leader of this new action sport and has teamed up with many sports professionals, like the SMG team, to bring our events to cities and festivals around the world. Our franchisees will be a part of this community by hosting their own events and feeding athletes into the World Series.



**Freestyle Frenzy Event ~ one of the most popular early events in Europe in 2018 ~ a 'Freestyle Trampoline Battle.'**

# OUR UNIQUE POSITION

**As the founders of the Freestyle Trampoline Association, GRT is uniquely positioned to offer their franchise model as both a new global sports property, backed by a worldwide community of events and an FEC (*Family Entertainment Center*).**

**GRT also owns the rights to the FTA's World Championships and World Series of Qualifying events that is operating in over 20 countries and has peaked the interest of the X-Games.**

**By building a GRT Training Centre, you are part of the feeder system leading to the World Championships. You can develop athletes from a young age and have them represent your Franchise on the global stage in live events and in the fast growing Esports market.**

**With our upcoming Metaverse Esports World Series, you are able to reach outside of the four walls of your Franchise and capture revenue and promotion from gamers all over the world 24/7. It would be a replica of your Franchise for athletes to play within the virtual world.**



**The FTA is the revolutionizing a 135 year old industry by making “Amateur” Trampoline into a Professional Action Sports property!**



CROSS TRAINING MULTIPLE ACTION SPORTS



TRAMPOLINE CLASSES



FAMILY FUN



FREESTYLE EVENTS

# REVENUE GENERATORS

GRT OFFERS A NUMBER OF WAYS TO GENERATE INCOME

FAMILY FUN IN THE CENTER

TRAMPOLINE TRAINING & CROSSTRaining OTHER ACTION SPORTS

A large indoor trampoline park with people performing stunts and others watching. The space is filled with black trampolines, wooden walls, and high ceilings with industrial lighting. A person is captured mid-air, performing a handstand on a trampoline. Other people are sitting on the trampolines, some watching and some talking. The overall atmosphere is energetic and active.

# LAUNCH YOUR OWN ACTION SPORTS TRAINING CENTRE

**“THE FTA’S FIRST WORLD CHAMPS IN 2022 WAS THE BEST  
‘FIRST’ CHAMPIONSHIP EVENT I HAVE EVER SEEN”**

~SIGURD MEICHE (FORMER GLOBAL HEAD OF SPORTS AT REDBULL)

# ACTION SPORTS

Freestyle Trampoline is considered one of the new 'Action Sports' that has increased in popularity over the last few years, as traditional sports have declined. If you were born between 1997 and 2012 (Gen Z) you are more likely to be watching and/or participating in Action Sports.

## BUT WHY?

- \* People want ACTION as a stress relief mechanism.
- \* Sports are now more about mental health than ever before as anxiety and depression are at an all time high. Action Sports are part of the solution.
- \* People spend \$200 Billion a year on Action Sports.
- \* Action sports are seen as more primal and unpredictable compared to traditional sports so viewership is higher and engagement is longer.

ACTION SPORTS ON THE RISE  
BUSINESS INSIDER ARTICLE

ACTION SPORTS MEDIA  
CONSUMPTION REPORT



“ Action sports events including the X•Games were more popular amongst Gen-Z media consumers in the United States than the traditional sports of basketball and baseball. ”





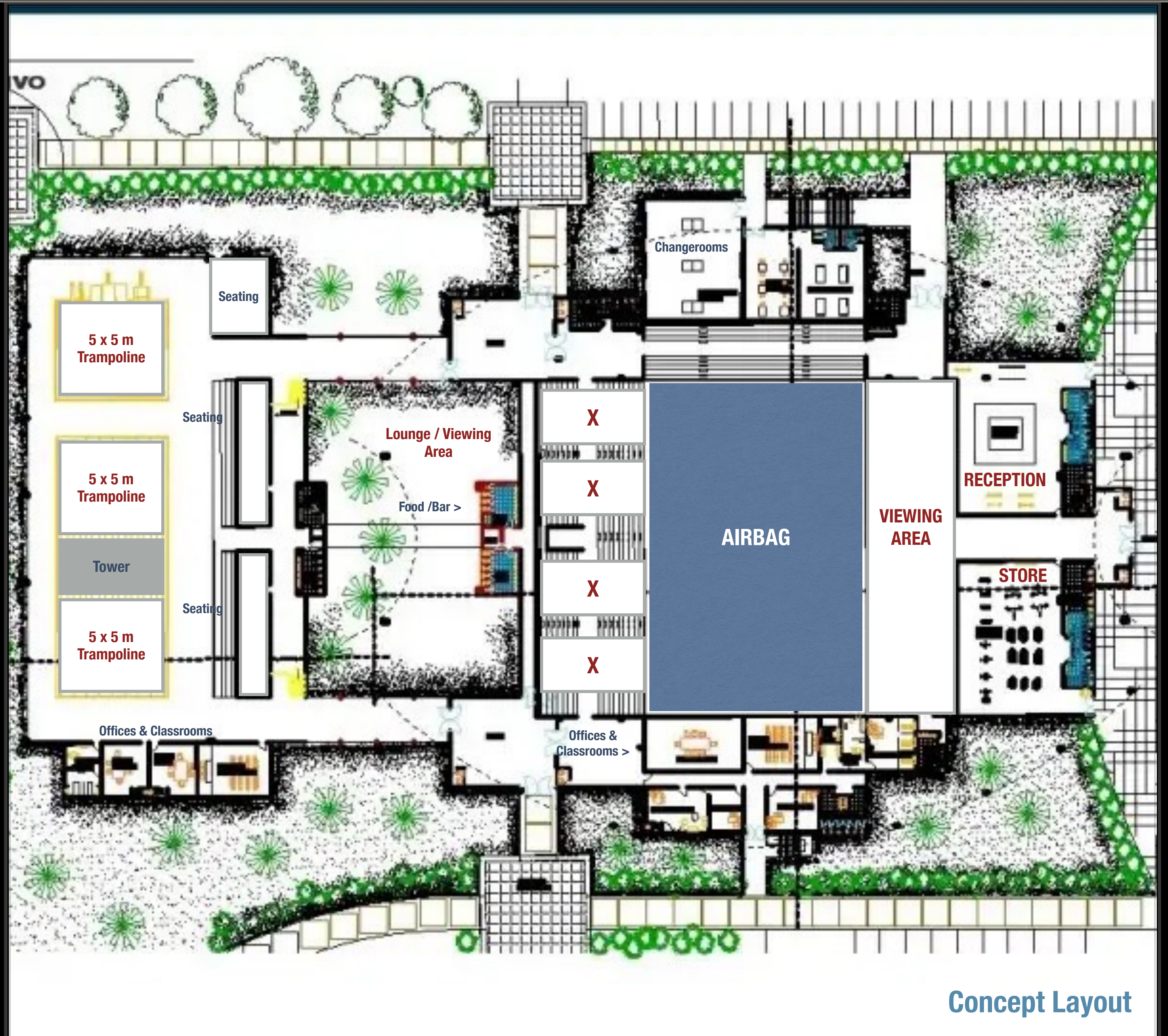
## FTA TRAINING CENTRE LAYOUT ~ 10,000 - 20,000 SQF

TRAMPOLINE TRAINING, VIEWING LOUNGE & MERCHANDISE SHOP ~ CAN ALSO INCLUDE AN ACTION SPORTS OUTDOOR COMPLEX WITH RAMPS

# GRT TRAINING CENTRE LAYOUT

A SAMPLE OF A CONCEPT LAYOUT FOR YOUR TRAINING CENTRE FRANCHISE (LARGER MODEL)

- \* INCLUDES 3 ~ 5 X 5 M HIGH PERFORMANCE TRAMPOLINES & 4 OLYMPIC SIZE FROM EUROTRAMP™
- \* AIRBAG TRAINING AREA
- \* AIR TRACK OR SPRING FLOOR (OPTIONAL)
- \* CHANGE ROOMS & RESTROOMS
- \* GAMING AREA
- \* LARGE AIRBAG PIT WITH 6 OLYMPIC TRAMPOLINES
- \* PARENT / ATHLETE LOUNGE
- \* RECEPTION AND SAFETY BRIEFING AREA
- \* MERCHANDISE SHOP
- \* RAMP ACCESS FOR SPECIAL NEEDS
- \* CLASSROOM AREA
- \* OFFICES AND PARTY ROOMS



Concept Layout

# A SIMPLIFIED MODEL

LET US DO THE HEAVY LIFTING

## EXPERIENCE MEETS A PASSION FOR SPORT

GRT will work with you on all aspects of your centre and take the lead in as many areas as you require to help you streamline your returns and make profits in a much shorter time frame.

GRT simplifies the process through our unique hybrid of In Real Life (IRL) and virtual revenue streams that are all backed by the already established FTA World Series sports property.

This allows our franchisees to operate any size of location and make drastically larger returns from the FTA global structure with a fraction of the costs.

With the GRT Training Centre Franchise, you are simplifying your day-to-day operations while the FTA drives you more revenue.

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- ✓ DISCOUNTS ON EQUIPMENT
  - ✓ CERTIFIED COACHES
  - ✓ GLOBAL REVENUE STREAMS
  - ✓ B2B PARTNERSHIPS
  - ✓ PARTIES & CORPORATE EVENTS
  - ✓ GLOBAL ADVERTISING CAMPAIGNS
  - ✓ STATE-OF-THE-ART EQUIPMENT
  - ✓ BROADCAST RIGHTS
  - ✓ SHARE FTA RESOURCES
  - ✓ REDUCED INJURIES

# REVENUE MODEL

## TYPICAL REVENUE STREAM FOR A TRAINING CENTRE

- \* **Open Jump & Parties** ~ This will be of your main sources of revenue and you will work with FTA and the local city to work with many organizations becoming a staple of the community where anyone can come and jump for a few hours and host a party that is active-focused and gamified.
- \* **Flexible Class Schedule & Membership Model for Athletes** ~ Customers will get an “Action Card” with their first jump hour and can freely sign up for groups of training classes throughout the month and freely interchange which classes they go to each week. With the FTA unique education model, all staff can work with groups or individuals as part of our memberships.
- \* **Ghost Kitchen** ~ Instead of worrying about supplying a kitchen and the hygiene restrictions that can create a large headache, simplify the franchise by sub-letting the kitchen to a local start up F&B business.

- ✓ **ATHLETE TRAINING MEMBERS**
- ✓ **LIVE & VIRTUAL CLASSES**
- ✓ **FREESTYLE TRAINING CLASSES**
- ✓ **SPECIAL GROUPS**
- ✓ **PUBLIC JUMPERS**
- ✓ **BIRTHDAY PARTIES**
- ✓ **ACTIVITY CARDS**
- ✓ **GLOBAL MERCHANDISING**
- ✓ **REBOUND DISABILITY THERAPY**
- ✓ **LIVE EVENTS**
- ✓ **LOCAL SPONSORS**

# ADD-ON REVENUES

## NEW FTA ADDITIONAL REVENUE STREAMS WITH OUR B2B PARTNERSHIPS

- \* **Metapark** ~ With your Franchise replicated in the Metaverse, you are able to promote it to the digital world, taking in a new revenue stream through monthly subscriptions. Players can develop their avatar, earn points and exchange those points for real-world prizes. Dedicated gamers can join your premium Esports League and join the feeder system to the FTA Esports World Championships.
- \* **International Sponsorships** ~ FTA has sponsors all over the world that will donate prizes to your events and bring new sponsor revenue, developed through the FTA's international campaigns. Simply coordinate with FTA and be part of major promotional activations with leading brands.
- \* **FTA Profit Sharing** ~ As FTA sells global city hosting rights and broadcast rights with the SMG team, franchisees will get a bonus from each of these international agreements as additional revenue and free promotion to their FTA Centre.

✓ **METAVVERSE SUBSCRIPTIONS**

✓ **GLOBAL SPONSORSHIPS**

✓ **GLOBAL MEDIA RIGHTS**

✓ **CITY HOSTING FEES**

✓ **ESPORTS MEMBERSHIPS**

✓ **GLOBAL MERCHANDISING**

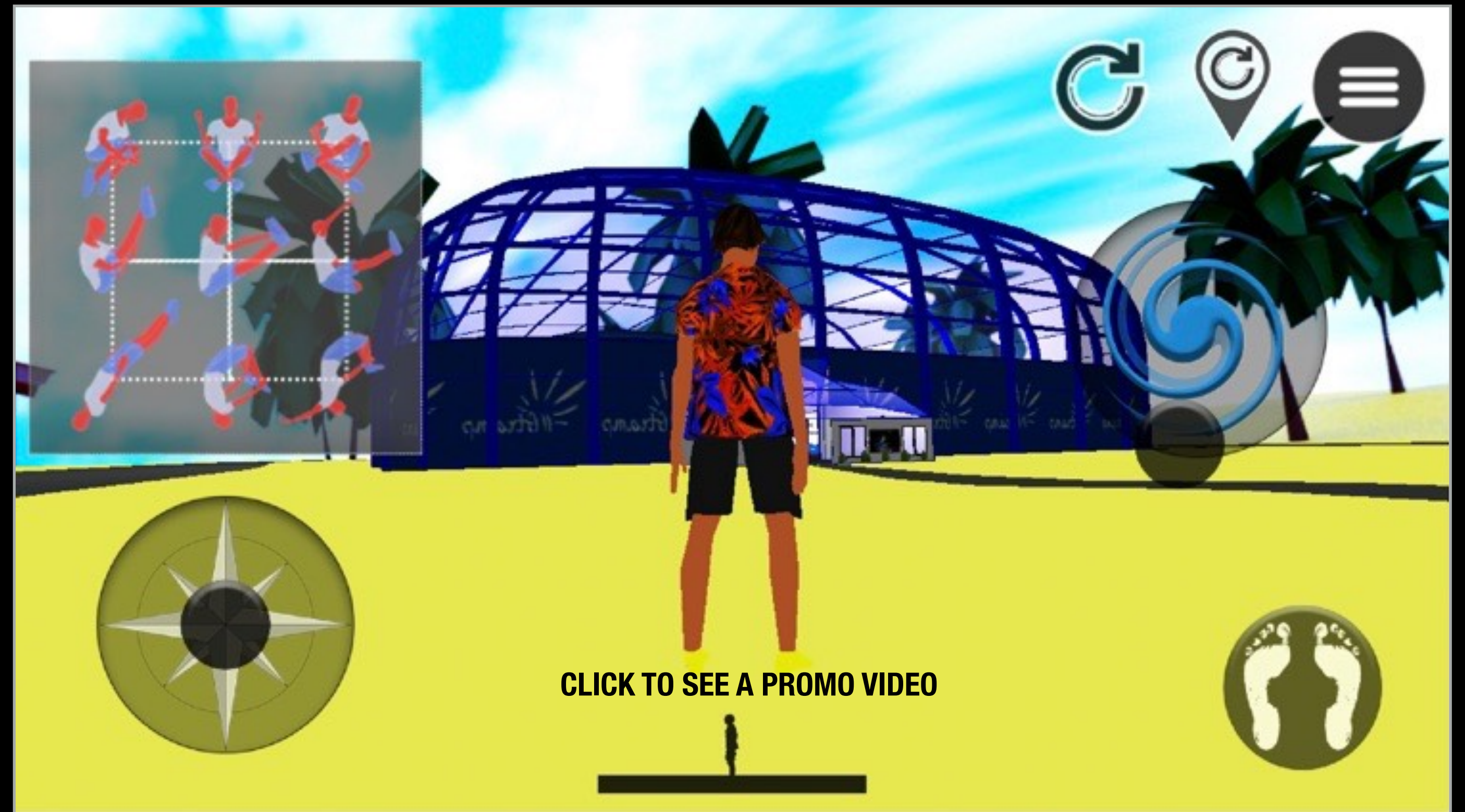
✓ **VIRTUAL EVENTS**

These additional international revenues are NOT available to any existing FEC Franchise because they are NOT a sport's platform.

# THE METAPARK

A SAMPLE OF A CONCEPT LAYOUT FOR YOUR DIGITAL REPLICA

- \* CREATE ANY KIND OF TRAMPOLINE OR ACROBATIC FEATURES YOU WANT
- \* PLAY-TO-EARN MODEL TO INCREASE PLAYER RETENTION
- \* CREATE NEW ASSETS PLAYERS CAN TRY
- \* AUTO-GENERATE VIDEO TO SHARE ON SOCIAL MEDIA
- \* COLLECT EXPERIENCE POINTS AND TRADE THEM WITH FRIENDS AND UNLOCK NEW FEATURES
- \* COMPETE IN ESPORTS COMPETITIONS FEEDING TO THE FTA ESPORTS WORLD CHAMPIONSHIPS
- \* CREATE TEAMS OF PLAYERS AROUND YOUR CITY AND CREATE YOUR OWN LOCAL CHAMPION FOR LOCAL MEDIA EXPOSURE
- \* CONNECT WITH TECHNOLOGY DRIVEN SCHOOLS AND UNIVERSITIES FOR CREATIVE NEW UPGRADES
- \* EARN CASH PRIZES FOR DOING WEEKLY CHALLENGES
- \* JOIN IN WITH YOUR FRIENDS TO VIRTUAL EVENTS WITH INFLUENCERS ALL OVER THE WORLD



# FTA EVENTS

WELCOME TO THE WORLD CHAMPIONSHIPS  
OFFICIAL QUALIFIER EVENT SERIES



# FTA EVENT PARTNERSHIP

**REACHING A NEW GLOBAL NETWORK, THE FTA WILL GENERATE AN INTERNATIONAL ECOSYSTEM OF EVENTS TO BRING FREESTYLE TRAMPOLINE TO THE WORLD STAGE.**

**The FTA is now positioned to secure major city partnerships for Freestyle Trampoline, to host the largest events in the world. As the events grow this will eventually include other action sports all in one giant festival, with a year-long lead up and annual Freestyle Trampoline circuit in the host market from 2025-2032.**

**The FTA is seeking to partner with large Festivals & Expo's in the years to come and as a Franchisee, you could host larger events with your branding in city centres near you for additional exposure.**





# EVENT OPPORTUNITIES

## FTA EVENTS INCLUDE:

- \* 2 Days of Training - 3 Days of Competition
- \* V.I.P Area for Sponsors & Brand Partners with Backstage Pass
- \* 50+ International Male & Female Athletes
- \* 5 International Accredited Judges
- \* Custom Freestyle Trampoline Set Up
- \* 12 x 12 m Custom Stage
- \* TV Broadcast Crew for Global Livestream & 52 min Highlight Reel
- \* Live Audience up to 2,000 Stage side
- \* Vendors and Local Business Pop-up Displays
- \* Action Sports Demonstrations over 3 days



Events at your FTA Centre will be similar in structure but much simpler to develop and film. If the city your FTA Centre is located in decides to work with the FTA your FTA Centre will become a feeder system to the city-backed event with great revenue splits .

# GLOBAL NETWORK

WELCOME TO THE NETWORK ESTABLISHED BY GRT



FTA has spent years establishing relationships with a wide variety of brands, both inside and outside the acrobatic community. Our franchisees will be connected with FTA brands and offered discounts on products and services. We will help you obtain sponsors for your event, promotional partners and any kind of equipment you may need for any project.

When you have an event coming up we will reach out to our network and help reduce costs for your event and create long term discount codes for your network.

When you want to promote a project through social, we will open doors to online networks and Influencers locally and internationally to help you gain reach, secure more sponsors and make a media splash!

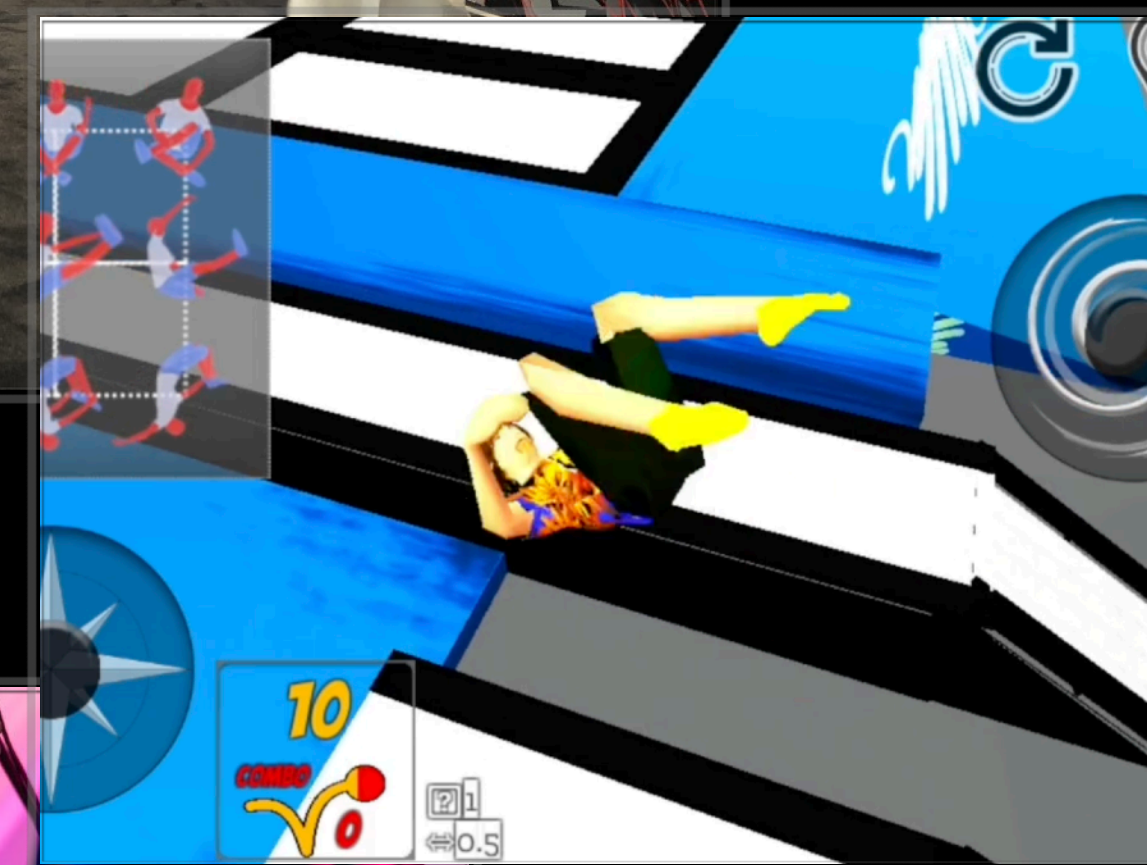
FTA will even make you a customized list of local and international brands and take that labour off of your hands using our already established relationships and provide you the completed list for future pitches and partnerships.

# TECHNOLOGY DRIVEN

GRT is a forward thinking brand and has created the World's First Mobile Trampoline Simulator, planting the seeds for a completely digital version of the In-Real-Life (IRL) GRT Training Centre, Metaverse and social Fediverse. Work with us to bring technology into the FEC sports environment and increase participation, novelty and engagement as the FTA creates Esports acrobatics.

Your franchise can have your own Esports teams and help bring to life an entire Digital Acrobatic community that can be played around the world leading to the first FTA Esports World Championships.

We are partnered with technology leaders that will create a mixed reality trampoline competitive format never seen before that will shock your locals and then can be put into every family entertainment centre around the franchise as a digital feeder system to the the FTA's Mixed Reality Trampoline World Championships.





**JOIN OUR JOURNEY ~ BE PART OF A NEW ACTION SPORTS BRAND**

**CONTACT US FOR MORE DETAILS ON COSTS AND REQUIREMENTS**

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