

**810 ENTERTAINMENT
FRANCHISE PLAYBOOK**



Be social.



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Our Purpose



810 Entertainment is an upscale entertainment, dining, and bar experience that focuses on bringing families and friends together for social interaction, friendly competition, and great food.



We want to take our premium entertainment experience, traditionally only available in large metro markets, and make it available nationwide. 810 has a broad demographic appeal offering a strong value proposition for guests by providing myriad entertainment options and competitive pricing.



Our Edge



The positioning of the 810 brand name & design aesthetic is the result of a thoroughly-researched and proven brand strategy:

- > A broad demographic appeal that brings a diverse and complementary revenue mix.
- > Vendor relationships that translate into significant cost savings for 810 franchisees.
- > Creating an inviting and impressive environment through practiced layout optimization and design.
- > Offering a strong value proposition for guests by providing a multitude of entertainment options and competitive pricing.
- > A natural conversion for former big-box retail and grocery; sensible solution for landlords seeking to move away from retail.



Our Environment and Bowling

Not your average bowling alley, all 810 locations leverage state of the art bowling equipment, a full scratch kitchen, and tasteful design to create a destination that customers love both for a night out with friends and for large group outings and special events.



Our technology solutions and processes allow for a seamless customer experience across our venue whereby our guests have a single tab throughout their visit.



We leverage a proprietary manufacturing relationship to offer our franchisees state of the art bowling equipment at significantly reduced prices. All 810 bowling lanes are brand new, equipped with automated, interactive scoring systems, automatic bumpers, our signature furniture package, and feature lighting built-in.

Billiards, Gaming and Entertainment

We offer championship size, high-quality billiards tables with true drop pockets available for rental by the hour, as well as shuffleboard tables available for hourly rental.



Billiards, Gaming and Entertainment Cont.

Since being on a wait-list for bowling is where we like to be, we have a variety of other gaming options available to guests while they wait. These include corn hole, darts, ping-pong, and assorted board games.



As our various locations and venues warrant we also offer additional revenue-generating entertainment options including arcades, miniature golf, golf simulators, interactive darts, interactive shuffleboard, live entertainment and other social gaming options.



Food and Bar



The 810 menu is designed by our in-house executive chef and is continually updated with new items and recipes as trends change. We feature a large selection of shareable plates in keeping with our "Be social" mission. We also offer scratch-made pizza, char-grilled Angus burgers, and a variety of sandwiches, salads, and sweets.

With a variety of draft and craft beer, a curated cocktail list, and a variety of wines by the glass, the bar at 810 is your perfect destination for happy hour, late night, or just a pit stop in between games!



Mean Mugs Milkshake Bar



The brand-new Mean Mugs milkshake bar features 12 unique and over-the-top milkshake combinations, crafted with more than 40 different ingredients, and served in a friendly and fun atmosphere.

The concept of Mean Mugs was inspired by the owners' beloved pet pug, Belle, who despite her occasionally "menacing" looks, is a true sweetheart. The mascot of Mean Mugs, Mugsy, is a fun-loving misunderstood pug with a mean-looking mug that embodies the brand's celebration of individual expression. Through its offering of unique flavor combinations, Mean Mugs allows customers to enjoy all aspects of their personality and taste preferences while honoring their inner child.



Our Valued Partners

As we continue to grow and evolve, we have forged relationships with several key national vendors that service our system as a whole. Real estate, design, construction, technology – we are always seeking great partners to add value to our family of locations. Having national, house vendors bring expertise, consistency and value-added service along with savings that come through working as a group of locations. Some illustrations as follows:

> **LOCATE AI**

Locate AI stands out as a prominent national provider of retail and corporate real estate services. The brand's approach combines traditional real estate services with state-of-the-art technologies like machine learning and artificial intelligence. The innovative Locate AI system utilizes a massive database of over 200 million records to provide accurate and precise site selection and location analysis.

> **BERMAN**

The Berman Design team supports all of our new locations across the country, through the entire process. They utilize cutting-edge Matterport 3D scanning technology to model existing conditions and avoid change orders in the field, from there they work hand in hand with the 810 team on the floorplan, implementing our brand finishes and specs, taking a value-focused engineering approach to MEP, all the way through permit submission and construction administration.

Our Valued Partners Cont.

EQUIPMENT PARTNERS

We work exclusively with national providers and leverage our buying power to ensure savings for our franchisees on equipment.

> HIGH SCORE AMUSEMENTS

We have a national master agreement in place with High Score Amusements who equips and maintains our modern arcade installations at all 810 locations and ensures our franchisees offer an experience that wows our guests while also providing an industry leading revenue share.

> LASERTON

LASERTON is on the leading edge of innovation in the entertainment industry with turnkey solutions for axe throwing, interactive darts and laser tag arenas that we utilize at many of our 810 locations around the country.



Competition



While there are other players in our industry such as KingsBowl, Splitsville, Pinstripes, Main Event, and Bowlero, they are all corporate-owned and unavailable for participation through a franchise system.

- > 810 is unique in being the only bowling and entertainment concept available for franchising.
- > We offer more variety in revenue streams than any other available entertainment concept.
- > 810's optimized footprint and build-out cost advantages allow us access to mid-size markets that our competitors typically ignore. We do this through a value-engineered approach to design and build that results in a total investment far less than our competitors' average build cost of \$8mm+.



Events and Customer Profile

As opposed to traditional bowling centers, 810 locations offer a private “back alley” of 4 to 8 lanes.

This creates a more upscale feel and can be utilized as a destination for corporate events, holiday parties, charitable fundraising events, adult birthday parties, and special event celebrations.

810 benefits from appealing to a wide array of different customers from families and children’s birthday parties in the afternoons, to young adults at the bar late night, we offer something for everyone.



Sales Team



810 has developed a national team that books events, parties and lane reservations for corporate and franchised locations. This will allow franchisees and their teams to focus on building long-lasting customer relationships and optimizing day to day operations.



Our team knows the 810 Entertainment brand better than anyone else and are promoting the same experience and package in every market. Our sales team will handle all advanced bookings from single lane reservations to large corporate events, allowing our franchisees to focus purely on execution.



This combined with our online reservation platform allows our dedicated sales team to maximize the value of customer relationships and drives incremental revenue for our locations.

Marketing



The company utilizes a structured marketing approach to drive brand awareness. Through digital media advertising, social media, and print advertising we steadily grow our audience year to year. Here is an example of some of our socials.

Website: 810bowling.com

The combo of appealing photography and a strong graphic library has enabled us to maximize outreach to target demographics. Our marketing strategy is both effective for the brand and cost-efficient for the franchisee.



Marketing Cont.

- > Our Customer Loyalty Program is integrated with our POS and allows franchisees to directly communicate new offers and promotions to participants in the program. The Loyalty dashboard offers extensive user analytics to monitor trends and optimize business offerings.
- > The 810 gift card program is also integrated with our app and loyalty program to enable streamlined management and tracking of all gift cards both physical and digital.
- > Our social media support includes content generation, promotional schedules, and advertising campaign structure and strategies.
- > Marketing investments are only as effective as they are trackable; our platform uses integrated digital tracking and mobile coupons so franchisees can quickly run reports to monitor the success of different campaigns.

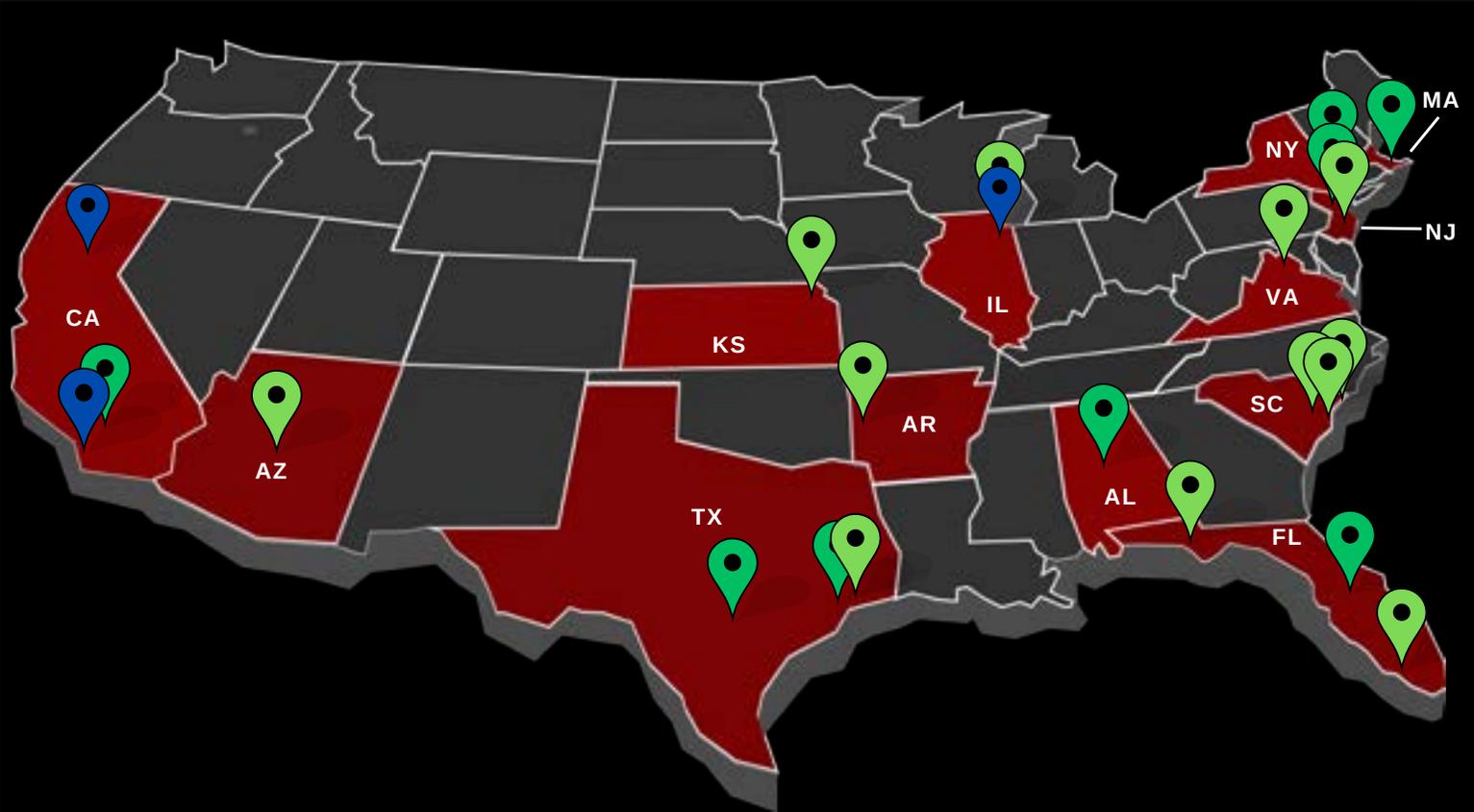


Marketing Cont.

- > 810 will assist in crafting a multi-faceted pre-launch marketing campaign to generate excitement and awareness ahead of opening to ensure initial success and strong cash flows from day one of operation. This will include but is not limited to direct mail marketing, social media campaigns, outdoor advertising and TV/ Radio campaign coordination.
- > In-Store Marketing – The high volume of foot traffic and long average duration of guests visits makes in-store marketing a must for all 810 locations. We use A-frame signage, POP (point-of-purchase) signage, and wall graphics to communicate current and upcoming specials and events to all our guests.
- > 810 has been implementing radio and TV advertising successfully in their corporate markets for several years; we assist franchisees in creating similar content based in their local market.



Locations



OPEN

- | | |
|------------------------|-------------------|
| NORTH MYRTLE BEACH, SC | FORT SMITH, AR |
| MYRTLE BEACH, SC | VINELAND, NJ |
| CONWAY, SC | NAPLES, FL |
| PHOENIX, AZ | PANAMA CITY, FL |
| HOUSTON, TX | STERLING, VA |
| SOUTH BARRINGTON, IL | OVERLAND PARK, KS |



IN DEVELOPMENT

- | | |
|----------------|---------------|
| CORONA, CA | AUSTIN, TX |
| ORLANDO, FL | SUGARLAND, TX |
| BIRMINGHAM, AL | KINGSTON, MA |
| ROCKAWAY, NJ | PALISADES, NY |



IN SITE SELECTION

- | | |
|----------------|-------------|
| SACRAMENTO, CA | CHICAGO, IL |
| SOUTHERN CA | |

Franchise Info



KNOW

Year started:	2015
Investment range:	\$2,941,500 to \$4,952,000 (Pre-Landlord Contributions)
Available in Canada/Int'l:	Planned for future growth
Number of units open:	7
Number of units in process:	15
Franchise fee:	\$50k (on 1st unit)
Royalties:	5% Royalty



COMPANY LOCATIONS

FRANCHISE LOCATIONS



Financial Performance and Data

Below are the Total Revenue and Total Revenues per square footage of the company-owned and franchise outlets that were open for the full year in 2022, 2023, and 2024.

METRIC	2024	2023	2022	2024	2023	2022
Lowest Revenue	\$1,664,186	\$1,865,060	\$1,766,636	\$1,065,711	\$1,955,360	-
Highest Revenue	\$3,052,108	\$3,327,780	\$3,476,751	\$1,582,137	\$1,955,360	-
Median Revenue	\$2,137,060	\$2,990,841	\$2,355,174	\$1,323,924	\$1,955,360	-
Average Revenue	\$2,320,936	\$2,719,032	\$2,397,790	\$1,323,924	\$1,955,360	-

METRIC	COMPANY LOCATIONS			FRANCHISE LOCATIONS		
	2024	2023	2022	2024	2023	2022
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Lowest Revenue	\$1,664,186	\$1,865,060	\$1,766,636	\$1,065,711	\$1,955,360	-
Average Revenue	\$2,320,936	\$2,719,032	\$2,397,790	\$1,323,924	\$1,955,360	-
Outlet Count	5	5	5	2	1	-
# Outlets at/above Avg. Revenue	2	3	3	1	1	-
Highest Revenue per Sq. Ft.	\$139	\$196	\$139	\$77	\$95	-
Median Revenue per Sq. Ft.	\$107	\$120	\$107	\$69	\$95	-
Lowest Revenue per Sq. Ft.	\$77	\$90	\$81	\$61	\$95	-
Average Revenue per Sq. Ft.	\$107	\$128	\$109	\$69	\$95	-
# Outlets	5	5	5	2	1	-
# Outlets at/above Avg. per Sq. Ft.	3	2	2	1	1	-

Financial Requirements

- > Candidate group qualifications
 - Liquid Capital (\$650K)
 - Total net worth (\$2.5mm+, varies by market)
- > 3rd party Financing Available
- > SBA Franchise Registry Verified

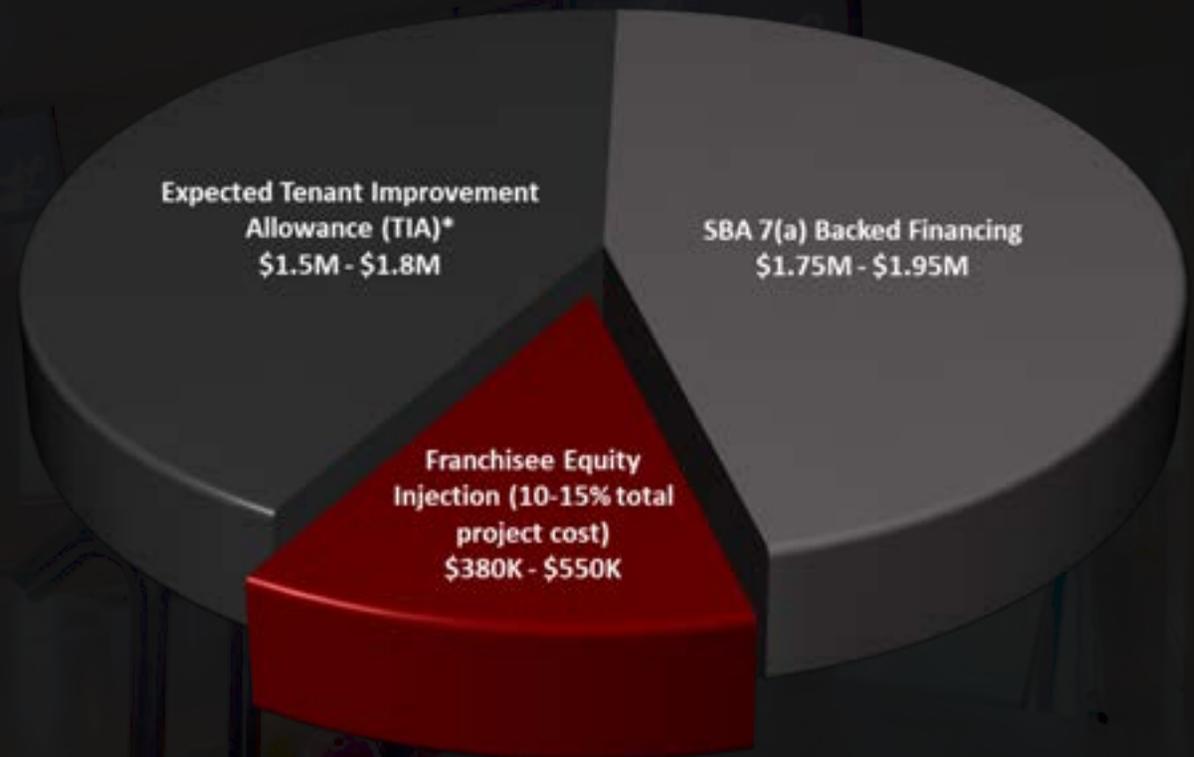


Investment Mechanics



30,000 ft² Location - Leased Space

- > \$120 to \$144 Per square foot total blended cost.
- > In addition to the equity injection, \$240k-\$360k in additional working capital will be required.
- > Costs will vary based on square footage of selected site.



*810 and its National Real Estate Team have obtained TIA in similar amounts in every lease in the system.

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Standard Footprint & Package

- > 16–24 lanes premium bowling.
- > 6–12 championship billiards tables.
- > Shuffleboard, darts and other assorted entertainment options.
- > Golf Simulators
- > Mini-Bowling
- > Mean Mugs Milkshake Bar
- > Arcade
- > Private entertainment and bowling space for group functions.
- > 150 person bar and dining capacity.
- > 1,950,000 to 3,990,000 total investment (net of estimated landlord contribution.)
- > 25k - 35k square feet high traffic retail space.



Site Requirements

- > Former big box retail or grocery location preferred in a high density dining and entertainment district.
- > 25K-35K sq feet ideal range.
- > Minimum population density of 70,000 within the relevant trade area (Typically a 5 mile radius).



Franchise Advantages

- > High margin revenue streams.
- > Early positive cash flow.
- > Long-term security.
- > Stable business model not threatened by disruptions from trends or technology. Friends & family will always want to eat, drink, play, and gather.
- > Emerging franchise:
 - Most territories available
 - No barriers to multi-unit ownership
- > Only franchise access to upscale bowling & entertainment.
- > Significant savings on build-out costs through exclusive manufacturing relationships.
- > Unparalleled support and training in location development and operation.
- > It's a fun business where people love to be and to work!
- > National sales team dedicated to booking events and lanes.
- > Well-staffed executive and support teams with corporate headquarters in South Carolina and regional headquarters in Phoenix, AZ.

Franchise Support

- > The right to use the 810 business systems and know-how through initial and ongoing training, provision of operating manual and standard recipes.
- > Evaluation of target market and data-driven viability analysis.
- > Technical support in relation to customized store designs and layouts.
- > Post-Launch support including soft opening and launch event, on-the-job training, and store monitoring.
- > Comprehensive real-estate support aided through our national real estate partner including site selection and lease negotiations.
- > Advice and guidance in relation to launch and annual marketing plans, customized design, and artwork.
- > Ongoing field visits to franchised stores and periodical review of financial performance.
- > Ongoing market research and introduction of new products, promotions and marketing ideas.
- > Support in relation to the design of e-media and newsletters.
- > The right to use the 810 brand and trademark.
- > Relationship with third-party lending group specializing in larger deals blending TI funding with SBA backed funding.

Frequently Asked Questions

Q: Do I need industry experience to become a franchisee?

A: No. Our comprehensive training and support will teach you everything you need to know to operate your location.

Q: Can I be a passive owner?

A: Absolutely, though we do require that you hire a qualified GM that will participate in our training program. We will assist in the hiring process.

Q: How do I find a viable location for my store?

A: We're involved in every aspect of location selection, from choosing a broker to lease negotiations per our site approval process.

Q: How do I set up payroll and handle HR issues?

A: We have a program set up with our POS provider to handle all of your payroll items including a user-friendly website and a dedicated rep to field HR questions 24/7.

Q: How do I source the food and supplies for my store?

A: We have a national contract with US Foods. They have a digital order guide that is pre-loaded with our foods, supplies, and special pricing all in place. They will also supply you with their state-of-the-art online ordering platform.

Next Steps

1. Review our EKIT materials.
2. Discovery phone call with our team.
3. Franchise Committee will review your application—must receive approval to continue.
4. Receive and review our FDD.
5. Discovery Day: Visit to Phoenix, AZ
6. Execute an 810 Franchise Agreement.
7. Find a location and build the store.
8. Begin looking for a second unit!

Contacts

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ENTERTAINMENT
EAT BOWL DRINK PLAY

Be social.