

# Atlas Sports Group – Business Plan

**Version:** January 2026 (updated)

**Company structure:** Atlas Sports Group (ASG) as the parent company, operating multiple sport “brands” underneath.



## 1) Executive Summary

Atlas Sports Group (ASG) will deliver high-quality, recreational sport programming for youth and adults across the Tri-Cities (Port Moody, Coquitlam, Port Coquitlam). ASG's focus is healthy living, fun, inclusion, and community connection through accessible sport options and reliable operations.

ASG will operate multiple programs under one umbrella to create efficiency and consistency in registration, staffing, scheduling, customer service, and brand experience.

### Programs under ASG

- **Skyhawks Flag Football** (Youth 5–18; Adult co-ed recreational)
- **Home Run Jays Baseball & Slow Pitch** (Youth 4–18; Adult co-ed slow pitch)
- **All Girls Field Hockey** (Girls 4–18; Adult recreational league)
- **All Sports Spring & Summer Camps** (multi-sport camps, weekly registration)

### Launch

- **Website built:** January 2026
- **Business registration (Limited):** January 2026
- **Partnership agreement:** signed by Directors in January 2026
- **Spring registration opens:** Late January 2026
- **Spring programming:** April–June 2026
- **Spring Break Camps:** Two weeks in March 2026
- **Summer Camps:** 8 weeks (July–August), weekly registration
- **Summer programming:** July–August (registration opens May 2026)
- **Fall phase (Sept–Dec):** registration opens May 2026
- **Winter phase (Jan–Mar):** registration opens October 2026

**Biggest expenses:** staffing/coaches, fields/facilities, uniforms/equipment.

## 2) Mission, Vision, Values

**Mission:** Make sport easy to access and enjoyable—creating healthy habits and community through fun, safe, recreational programs.

**Vision:** Become the Tri-Cities' most trusted multi-sport recreation provider, offering a clear pathway from “first time trying a sport” to ongoing seasonal participation for both youth and adults.

### Values

- **Fun first** (age-appropriate, positive environments)

- **Inclusive and welcoming** (all skill levels, clear behavior standards)
- **Safety and quality coaching**
- **Reliable operations** (organized schedules, consistent communication)
- **Community impact** (healthy living and social connection)

### 3) Products & Services

#### A) Skyhawks Flag Football

- **Youth (5–18):** age-grouped training + games, skill progression, non-contact flag format
- **Adult co-ed:** recreational league, social/fun emphasis

#### B) Home Run Jays Baseball & Slow Pitch

- **Youth (4–18):** fundamentals, game play, confidence-building
- **Adult co-ed slow pitch:** league play, community-first model

#### C) All Girls Field Hockey

- **Girls (4–18):** grassroots intro + skill development, girl-focused environment
- **Adult recreational league:** beginner-friendly, social sport option

#### D) All Sports Camps

- **Spring Break Camps:** two separate week-long camps in March 2026
- **Summer Camps:** 8 weeks (July–August), each week independently registered
- Multi-sport rotation appropriate to venue: flag football, baseball skills, field hockey intro, soccer-style games, and other athletic activities.

#### Program promise

- Clear age groupings
- Consistent weekly structure
- Positive coaching approach
- Simple communication and reliable scheduling

### 4) Market & Customers

**Primary market:** families with children ages 4–18 in the Tri-Cities; adults seeking co-ed recreational leagues.

**Customer needs being met**

- Local, accessible, affordable recreation options
- Positive coaching and safe environments
- Flexible seasonal options (spring/summer/fall/winter)
- Camps during school breaks and summer

### **Competitors**

- Local clubs/associations, private academies, municipal programs, independent camps.

### **ASG positioning**

- Recreation-first + beginner-friendly entry points
- Multi-sport convenience under one parent brand
- Strong customer experience (registration clarity, communication, reliability)

## **5) Business Model & Revenue Streams**

### **Revenue streams**

1. Youth program registrations (seasonal)
2. Adult league registrations
3. Camps (weekly registration; high volume in summer)
4. Uniform fees/sales (where applicable)
5. Sponsorships/partnerships (optional Year 1; expand in Year 2)

### **Pricing strategy (high-level)**

- Tiered pricing by age group and program length
- Early-bird and “bring-a-friend” incentives (optional)
- Multi-program or family discounts (optional)
- Clear refund/credit policy and deadlines

## **6) Operations Plan**

### **Seasonal Calendar (Annual Cycle)**

- **Late January:** registration opens for Spring (Apr–Jun) + Spring Break Camps (March)
- **March:** Spring Break Camps (2 weeks)
- **April–June:** Spring programs (all sports)
- **May:** registration opens for Summer (Jul–Aug) + Fall (Sept–Dec)
- **July–August:** Summer programming + 8 weeks of camps
- **October:** registration opens for Winter (Jan–Mar)

## **Facilities / Fields**

- Secure field allocations and suitable spaces for each sport (as required).
- Build schedules around:
  - youth-friendly time blocks
  - minimal conflict across brands
  - contingency plan for weather/closures

## **Staffing Plan**

### **Core roles**

- Program Director (overall delivery, quality control, staffing)
- Sport-specific Leads (flag football, baseball/slow pitch, field hockey)
- Camp Coordinator (spring break + summer operations)
- Admin/Registrar (customer service, rosters, comms, registration support)

### **Coach recruitment**

- Returners + new pipeline
- Standard onboarding: expectations, safety, curriculum, behavior standards
- Pay grid by role/experience/certifications (as applicable)

## **Customer Experience & Systems**

- Centralized registration platform with consistent policies across brands.
- Standard operating procedures for:
  - communications (welcome email, weekly updates, rainout messaging)
  - attendance/rosters
  - incident reporting and escalation
  - refunds/credits
  - uniform distribution

## **Website & Digital Infrastructure (January 2026)**

- Build and publish a simple, mobile-first ASG website in January 2026 with:
  - program pages for each brand
  - season calendar and registration windows
  - pricing, locations, and schedules
  - policies (refunds, code of conduct, safety)
  - registration links and contact form
- Use the website as the “single source of truth” for families.

## **7) Marketing & Sales Strategy**

## **Primary channels**

- Social media (Facebook/Instagram), community groups
- School PAC newsletters, community centers
- Local business partnerships
- Email list building via camps and registrations
- Referral incentives and word-of-mouth flywheel

## **Launch campaign (Jan–Mar 2026)**

- “Try a new sport this spring” campaign across all brands
- Weekly spotlight posts (one sport per week)
- Early bird + urgency (“limited spots”)
- Short videos/testimonials (simple phone clips work)

## **Retention strategy**

- End-of-season “next phase” push while families are engaged
- Multi-program cross-sell (spring sport → summer camp → fall league)
- Optional family bundle offers

## **8) Financial Plan (Framework)**

### **Key cost drivers**

- **Staffing/coaches** (largest variable cost)
- **Fields/facilities** (largest fixed/semifixed cost)
- **Uniforms/equipment** (per-player/per-team cost)
- Insurance, permits, admin tools (registration platform, payment fees)
- Marketing (launch + ongoing)

### **Budgeting method**

- Budget by program line (each brand) + shared overhead
- Track per-program:
  - revenue per registrant
  - coach cost per session
  - facility cost per hour
  - margin per program/phase
- Establish minimum viable enrollment thresholds (break-even) for each offering.

### **Cash flow approach**

- Align facility deposits and coach agreements with registration timing

- Maintain a contingency reserve (weather, cancellations, permit changes)

## **9) Risk Management**

### **Top risks**

- Field availability and cancellations
- Coach recruitment and reliability
- Registration volume below break-even
- Safety incidents / unclear policies

### **Mitigation**

- Book facilities early + backup options
- Maintain standby coach list; clear onboarding and expectations
- Pilot offerings Year 1; scale what performs best
- Clear policies: code of conduct, incident procedures, refund policy, insurance coverage

## **10) Governance, Legal, and Compliance**

### **Business registration (January 2026)**

- Register Atlas Sports Group as a Limited company in January 2026.
- Establish corporate records, banking, and signing authorities.

### **Partnership agreement (January 2026)**

- Finalize and sign a Partnership Agreement by Directors/Partners covering:
  - ownership and roles/responsibilities
  - signing authority and spending approval thresholds
  - profit/loss distribution (and timing)
  - dispute resolution
  - exit/transition terms and valuation method
  - confidentiality and brand/IP ownership (Atlas + program brands)

### **Policies & compliance**

- Confirm baseline policies before launch:
  - refund/credit policy
  - code of conduct (players/parents/coaches)
  - safety standards and incident reporting
  - insurance requirements by sport

- privacy/data handling for registration info

## **11) Milestones & Implementation Timeline (Jan–Jun 2026)**

### **January 2026 – Foundational Setup**

- **Incorporate ASG (Limited)**; establish corporate records and banking.
- **Partnership Agreement signed** by Directors/Partners.
- **Website built and published** (program pages + policies + registration links).
- Finalize spring schedules, pricing, facility bookings.
- Confirm registration platform setup and payment flow.
- Recruit/confirm program leads; start coach recruitment.

### **Late January 2026 – Launch**

- Launch registration for:
  - Spring programs (Apr–Jun)
  - Spring Break camps (March)

### **February 2026 – Build & Prepare**

- Coach onboarding/training and staffing finalization
- Uniform/equipment planning and ordering timelines
- Weekly marketing cadence begins

### **March 2026 – Deliver Spring Break Camps**

- Deliver two weeks of camps
- Finalize spring rosters, schedules, and operations checklists

### **April–June 2026 – Spring Delivery**

- Deliver spring programming across all brands
- Collect feedback, track participation/retention intent
- **May 2026:** open registration for Summer (Jul–Aug) + Fall (Sept–Dec)

## **12) Organization Structure**

### **Atlas Sports Group (Parent)**

- Operations & Admin (registration, customer service, scheduling)
- Finance & Compliance (payments, insurance, contracts, policies)



- Marketing & Partnerships
- **Program Brands**
  - Skyhawks Flag Football
  - Home Run Jays Baseball & Slow Pitch
  - All Girls Field Hockey
  - All Sports Camps