**Facility Usage Model: Membership Tiers (Including the Exclusive Club)**

**1. Membership Overview:**

There will be **four membership tiers**, each with a different level of access to **Venture North**'s facilities, events, and amenities. These will be designed to appeal to a variety of user types: individuals, families, businesses, and those looking for premium, exclusive access.

**2. The Four Membership Tiers:**

| **Tier** | **Access** | **Annual Price Range** | **Exclusive Perks** |
| --- | --- | --- | --- |
| **Venture North Club** | Full access to all amenities (Dome, fields, courts, fitness, trails, etc.) | **$5,000–$10,000/year** | VIP event access, priority reservations, exclusive members-only events, **personalized training sessions**, premium lounge areas, locker rooms |
| **All-Access Member** | Unlimited access to facility (Dome, fields, courts, fitness, trails) | **$2,000–$4,000/year** | Priority booking for peak times, event discounts, group training sessions |
| **Family Plan** | Access for 2 adults + 2 children | **$2,000/year** | Family-oriented events, youth program discounts, exclusive family days, access to fitness programs |
| **Basic Member** | Access to selected fields, courts, and off-peak times | **$500–$1,000/year** | Access during off-peak times, discounts on select events and rentals |

**3. Membership Benefits:**

**Venture North Club (Exclusive Access)**

* **Access to all facilities at all times**, including priority for prime-time hours (fields, courts, dome, fitness center).
* **Exclusive events and networking**: Private member-only events, meet-and-greets with sponsors, local influencers, and pro-athletes.
* **VIP lounge access**: Reserved seating areas, locker rooms, and exclusive spaces during events.
* **Personalized services**: One-on-one fitness and sports training sessions with coaches, wellness experts, and athletic trainers.
* **Reserved prime-time booking**: Early access to book peak hours for practices, events, or training camps.

**All-Access Member**

* Full facility usage during **non-prime** hours with priority for bookings in off-peak times.
* **Exclusive access** to sports leagues, wellness programs, fitness classes, and professional training sessions.
* **Event perks**: Discounts on local tournaments, sponsored events, and merchandise.

**Family Plan**

* Designed to cater to **families** looking for recreational sports access and fitness options.
* Discounted **youth programs**, family days, and children’s camps.
* **Family workout areas** and classes designed specifically for all ages.

**Basic Member**

* **Off-peak access** during weekdays and early mornings, with flexibility to use the facility during non-peak hours.
* Discounts on **events, programs**, and **training camps**.
* **Access to leagues** or community-based fitness sessions at a lower membership rate.

**4. Membership Usage Allocation:**

| **Facility** | **Venture North Club** | **All-Access Member** | **Family Plan** | **Basic Member** |
| --- | --- | --- | --- | --- |
| **The Den (Dome)** | Unlimited access | Non-Prime | Family hours, select events | Off-peak access |
| **Fields/Courts** | Priority | Non-Prime | Family-oriented events | Off-peak access |
| **Fitness Center** | VIP access | Off-peak | Family classes | Off-peak only |
| **Trained Coaching** | Personalized sessions | Group sessions | Youth programs | Limited, off-peak |
| **Events** | VIP access | Discounts | Family-friendly events | General admission discounts |
| **Lounge Areas** | Exclusive, reserved seating | General seating | Family seating | General seating |

**How This Enhances Sponsorship Opportunities:**

* **Corporate Sponsors** will want to target high-value members who will be attending exclusive events and using facilities. They can activate branded areas in the **VIP sections**, **fitness lounges**, or sponsor **events** exclusive to **Venture North Club** members.
* **Local businesses** (restaurants, retailers) can offer exclusive **members-only perks** through their sponsorship, offering discounts or special promotions to **Venture North Club** members.
* **Premium event sponsors** can co-host **VIP events**, where **Venture North Club** members get **first access** to high-profile regional/national tournaments or social events.

**Membership Benefits & Discount Breakdown (for Flyers and Contracts)**

**Venture North Club (Exclusive)**

* **Exclusive Event Access**: Invitation to **VIP-only events** (e.g., pre-event sponsor mixers, post-event networking with local influencers).
* **Premium Priority Booking**: Access to **prime-time hours** before others, including **weekends and evenings**.
* **Member-Only Services**: **Personalized coaching**, fitness programs, and priority wellness services.
* **Discounts on Merchandise**: 10-15% off **Venture North** and **sponsorship merchandise** (apparel, gear).
* **Exclusive Travel Packages**: Discounted hotel rates for tournament weekends and **travel packages** for away games.

**All-Access Members**

* **Event Access**: Discounted tickets for **sports events** and priority entry for major local tournaments.
* **Training Discounts**: **20% off** on training camps and personalized coaching sessions.
* **Fitness Classes**: Free access to **group fitness classes** and **wellness programs** during non-peak hours.
* **Merchandise Discounts**: 10% off all **Venture North** branded merchandise.

**Family Plan**

* **Discounted Youth Programs**: 15–20% off **youth sports camps**, leagues, and fitness training.
* **Exclusive Family Days**: Family-oriented **events** and access to family fitness programs at a discounted rate.
* **Event Access**: Special family day tickets to major sports events, such as **youth league tournaments**.
* **Youth Membership Add-Ons**: Option for adding **additional children or family members** to the plan at a discounted rate (e.g., $50 for an additional child).

**Basic Members**

* **Off-Peak Hours Discounts**: Priority to **off-peak** hours, including **weekday mornings and evenings** at a **discounted rate**.
* **Discounted Leagues and Programs**: Access to **recreational leagues** at a lower cost compared to non-members.
* **General Event Access**: Discounted tickets to public events, such as **family nights, community tournaments**, or **sports expos**.