



Take Your Investment Portfolio to New Heights

The Ultimate Indoor Destination for the Whole Family

UNLEASHED BRANDS
AN UNLEASHED BRANDS COMPANY

Turn the Ultimate Indoor Play Destination Into **Your Thriving Business**



Urban Air Adventure Park offers so much more than just trampoline-based fun. It's a premier destination hub for the best indoor adventures for the whole family, making it a franchise opportunity with boundless potential within the Unleashed Brand's youth enrichment platform.

What started as a single park has grown into a brand that's charting a new course in the family entertainment industry. Designed to deliver not only engaging experiences but also diverse revenue streams for owners, **Urban Air is a place where both families and franchisees thrive.**

With a wide variety of thrilling attractions (and a café for refueling) Urban Air appeals to a large target market. From kids' birthday parties, group events, field trips, and even private park rentals to organizational team-building activities, everyone can experience pure, unadulterated fun at Urban Air.



Cody Herndon

Current Franchisee -

Waxahachie, TX

"I came into the Urban Air system by going to a birthday party at Urban Air. We went and had a blast dunking basketballs and the entrepreneurial curiosity came out with me and the rest is history. You can open up any business, but are you going to have fun in that business? Our experience has been overwhelmingly positive fun—fun when we're in the park, when we're playing, when our guests are playing—but it's also fun to be a franchisee as well."





Lead the Way to Adventure

By opening an Urban Air Adventure Park franchise, owners become creators of some of life's most memorable moments!

What young people love

About Urban Air Adventure Park

With kids' natural ability to find fun in everything around them, they enjoy the vibrant lighting, high-energy sound system, exciting attractions, games and food—all contributing to unforgettable memories in a confidence-building environment!

What parents love

About Urban Air Adventure Park

Parents love Urban Air because it's built on a simple premise: providing their children with a year-round, ...exciting, wholesome, clean and — most importantly— safe environment to have fun. They appreciate the wide array of options, with activities catered to different age groups and interests.

What you'll love

About Urban Air Adventure Park

As an Urban Air owner, you'll love the chance to get in on a proven, high-demand industry with an award-winning, top franchise in the U.S. The business of building up the next generation is not only personally but financially fulfilling, thanks to recurring revenue and multiple revenue streams.

For seven consecutive years, Urban Air Adventure Park has not only earned a top-100 spot in Entrepreneur's Franchise 500 list but was also named No. 1 in the Entertainment Category.

Urban Air Adventure Park
is More Than an Attraction.
**It's a Destination for Pure,
Unadulterated Fun.**



A World of Unique Attractions



Known as a location where “fun takes flight,” here are the individual branded and themed attractions you’ll find at Urban Air Adventure Park:

- Go Karts
- Flip Zone
- Spin Zone
- Virtual Reality
- Laser Tag
- Twist Tower
- Immersive Reality Arena
- Virtual Golf
- Mini Golf
- Bowling
- Indoor Slide Park
- Surf Slide
- Scoop Slide
- Launch Slide
- Max Launch Slide
- Tubes Slide
- Racer Slide
- Stairway to Heaven
- Leap of Faith
- Climbing Wall
- Skyrider
- Ropes Course
- Mini Go Karts
- My Fly
- Battle Beam
- Runway
- Drop Zone
- Dodgeball
- Slam Dunk
- Apex
- Trapeze
- Wipeout
- ProZone
- Warrior Course
- Basic Trampolines
- Air Court
- Flash Pads
- Climbing Hill
- Skydiving
- Arcade

There’s no shortage of exciting options, but Urban Air knows that keeping kids happy goes beyond just thrilling attractions. That’s why we’ve crafted a special menu at the branded Urban Air Café, featuring mouthwatering, kid-approved favorites like piping hot pizza and flavorful slushies.





What Makes Urban Air Stand Out?

To succeed, your business model must have clear value propositions and operate in an in-demand market. With Urban Air Adventure Park, you'll get both.

Top 10 Reasons Why You Should Own an Urban Air Adventure Park:

- 1** We're **fast innovators** and **market leaders**
- 2** Urban Air's unique atmosphere creates **barriers to entry for others, besting the competition**
- 3** Each facility is **uniquely designed**, but the attractions complete a **recognizable brand**
- 4** A **data-driven approach** allows franchisees to monitor each **park's performance**
- 5** We supply attractions at a **fraction of the cost** of what competitors would charge
- 6** **Safety** and **training** are both top priorities
- 7** Landlords and developers love the **brand's attraction as a tenant**
- 8** Site selection is based on an **analytic study of each location**
- 9** The brand's marketing platform is **unique, measurable, and leverages data**
- 10** Our guest insights identify **the right markets** - and **how to attract consumers through marketing**



An In-Demand Marketplace



In business since 2011 and franchising since 2014, Urban Air Adventure Park is now the world's largest indoor adventure park with 350+ parks open or in development—and shows no signs of slowing down, with a 200% increase in established units in the last three years alone. One of the features attracting franchise owners to Urban Air is the flexibility to operate centers from a distance, with over 60% of Urban Air franchisees owning multiple family entertainment centers in areas other than their home market.

The market opportunity for indoor adventure parks remains highly attractive. **According to a recent industry report, the global market is expected to grow to \$744 million by 2026, with a CAGR of +4.16%.**

*Source: Technavio Trampoline Market Growth, Size, Trends, Analysis Report by Type, Application, Region and Segment Forecast 2022-2026





The Investment

To open an Urban Air franchise of your own, here are the financial requirements, cash required, and ongoing franchise fees associated with business ownership:

Initial Franchise Fee: \$100,000

Initial Investment Range: \$3,111,409 - \$8,382,109

Required Net Worth: \$1,500,000

Required Liquid Capital: \$750,000

Veteran Discount: 5% off Initial Franchise Fee

Royalty fee: 7%

Ad fund: Up to 5%

Term of agreement: 10 years

Urban Air does not offer financing for our franchises directly but maintains relationships with several trusted small-business lenders and financial organizations. Owners get access to our dedicated VP of Franchise Finance who fosters lender relationships to help with business financing.



Training and Support



With over a decade of experience in the industry in developing a proprietary franchise platform, the Urban Air team is more than prepared to help you build a consistent and sustainable operation. All new Urban Air franchisees are required to complete the brand's training program prior to opening their facilities.

Urban Air offers more than **70 hours of classroom instruction**, and an additional **70+ hours of on-the-job training.**

Once you are ready to open your park, not only will we continue to cheer you on, but we will be there! You'll receive two to three days of pre-opening assistance to ensure your grand opening goes off without a hitch.

The support continues from there with access to corporate personnel and services to drive your success. Our data-driven systems and analytics help you monitor and improve park performance, while our targeted marketing strategies keep your customers engaged. Translation: We'll get people excited and bring them into your park!





Our Data Reveals Why You Can't Argue With Success

Urban Air Adventure Park is seeking individual franchise owners, as well as multi-unit investors. Our top-performing parks provide unforgettable experiences that drive substantial revenue and long-term profits. With Urban Air, you're not just investing in an indoor play facility; you're also gaining a branded Urban Café fast-casual restaurant, offering a unique two-in-one business model that maximizes your earning potential. Take a glance at these inspiring statistics that demonstrate Urban Air's high-flying potential as a business opportunity:

 **300k**
Birthday Parties
hosted in the past 12 months

 **19M**
Pairs of Socks
sold annually

 **5M+**
Slushies
sold annually

 **26.3%**
Average EBITDA
(all, not just the top quartile)

 **\$3.3M**
in AUV

Being an award-winning, family entertainment franchise company is something we don't take lightly. Each day, we're focused on innovation, excitement, and quality family fun.

If you're an entrepreneur driven by a passion for children, innovation, and family-focused entertainment, Urban Air offers a powerful way to build a thriving business. Our franchise is perfect for business-minded individuals who crave the freedom to operate their own business while receiving the backing and expertise of an experienced corporate team.



"Urban Air has definitely changed our life. For us, the difference between a corporate job and Urban Air, is relying on a paycheck, or building wealth. That's what we are doing, is build for our future and for our family."

Lauren Dukes | Franchisee - Cool Springs, TN



**Where Every Visit is a
Brand-New Adventure.**

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About Unleashed Brands

Unleashed Brands was founded to curate and grow a portfolio of the most innovative and profitable brands that help kids learn, play and grow. Over the last 10 years, the team at Unleashed Brands has built a proven platform and know-how for scaling businesses focused on serving families. Its mission is to impact the lives of every kid by providing fun, engaging and inspiring experiences that help them become who they are destined to be.

For more information, please visit www.unleashedbrands.com.

All financial information presented is for information purposes only and subject to the Urban Air Adventure Parks 2023 franchise disclosure document (the "FDD"). Please refer to Item 19 of the FDD for a complete financial performance representation. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. Gross Sales," as used in the FDD, means the dollar aggregate of: (1) the sales price of all products, services, memberships, food, beverages, merchandise and other items sold, and the charges for all services you perform, whether made for cash, on credit or otherwise, without reserve or deduction for inability or failure to collect, including sales and services (A) originating at the franchised business premises even if delivery or performance is made offsite from the franchised business premises (including without limitation sales for access to Attractions within your Adventure after school programs, camps and other services offered to guests of the Adventure Park, food and beverage sales, retail sales and membership fees), (B) placed by mail, facsimile, telephone, the internet and similar means if received or filled at or from the franchised business premises, and (C) that you in the normal and customary course of your operations would credit or attribute to the operation of the franchised business; and (2) all monies, trade value or other things of value that you receive from franchised business operations at, in, or from the franchised business premises that are not expressly excluded from Gross Sales. Gross Sales does not include: (1) the exchange of merchandise between franchised businesses (if you operate multiple franchises) if the exchanges are made solely for the convenient operation of your business and not for the purpose of depriving us of the benefit of a sale that otherwise would have been made at, in, on or from the franchised business premises; (2) returns to shippers, vendors, or manufacturers; (3) sales of fixtures or furniture (excluding the Attractions) after being used in the conduct of the franchised business; (4) the sale of gift certificates, stored value cards and loyalty program benefits (the redemption value will be included in Gross Sales at the time of redemption); (5) insurance proceeds; (6) sales to employees at a discount (provided such discounts will not exceed 1.5% of Gross Sales during any reporting period); (7) cash or credit refunds for transactions included within Gross Sales (limited, however, to the selling price of merchandise returned by the purchaser and accepted by you); (8) the amount of any city, county, state or federal sales, luxury or excise tax on such sales that is both (A) added to the selling price or absorbed therein and (B) paid to the taxing authority; and (9) tips and gratuities. Gross Sales figures does not reflect the cost of sales, operating expenses, rent/real estate or other costs or expenses that must be deducted from the Gross Sales figures to obtain your net income or profit. This information is not intended as an offer to sell or the solicitation of an offer to buy a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.