



Welcome!

Thank you for your interest in Club Team Headquarters — or simply, Club Team HQ. I'm Christine Schinagl, co-founder of Club Team HQ. Along with my husband Will, we've spent years immersed in the youth sports world. As parents to four active athletes, we've worn many hats: volunteers, team parents, coaches, board members, photographers, social media consultants, directors — and more.

Throughout our journey, we've noticed a major disconnect in how families find club and travel teams. Right now, it's mostly word of mouth — or worse, limited to who you know. But what if there were a single place where all club and travel teams across the country were listed? What if it included every youth sport?

It's a simple idea — but a big task.

That's why we created Club Team HQ: a platform designed to list club teams across the United States, making it easier for parents to find the right fit for their athlete.

Of course, we can't do it alone. To cover thousands of teams in regions we don't know personally, we're inviting other sports-minded individuals to manage local directories — and earn money doing it.

This packet includes details about clubteamhq.com. If it sounds like something you'd like to be part of, we invite you to apply to become a Club Team HQ County Rep. Act fast — only one rep per county will be selected.

See you at the next game,

Christine Schinagl

WHAT YOU'LL RECEIVE

County Directory

Your exclusive county Club Team HQ directory will be set up on clubteamHQ.com.

Email

You'll receive an email address at @clubteamHQ.com.

Weekly Email

Club Team HQ sends out an informational email each Monday to all Club Team HQ County Reps. It introduces new Reps, highlights what Reps have been up to, and shares tips for success with your directory.

Swag Box

You'll receive a Club Team HQ County Rep swag box in the mail. We can't tell you what's inside - but you'll love it!

HOW YOU MAKE MONEY

Advertising Banners

Eight (8) advertising banners on your county's home page give you recurring, monthly income. You set the price for your advertising spaces - and keep 100% of the income.

Premium Listing Upgrades

Basic listings on your county's Club Team HQ page are free. Teams can choose to upgrade their listing to include their team logo, Facebook link, Instagram link, and a short About blurb for a one time fee of \$50. Again, this income is 100% yours to keep.

ESTIMATED DIRECTORY COSTS & REVENUES

One Time Set Up Fee

There is an initial, one time set up fee of \$249 to launch your county directory. Not technical? No worries! The Club Team HQ team sets this all up for you.

Monthly Lease

Your lease payment for your Club Team HQ county site is automatically charged on the 1st of each month. Monthly lease payment amounts are based on the population of your county and range from \$50 to \$1500 a month.

Branded Promotional Items

Club Team HQ maintains a private store for Club Team HQ Directory Reps. This allows you to purchase branded, promotional items to use to promote your county directory page in your local community. While promotional items cannot be resold, we do offer them at wholesale prices to keep your expenses down. Purchasing promotional items is optional.

Monthly Lease Amount

The below chart details our recommended advertising rates based on the monthly lease amount for your county's directory. Advertising rates are suggestions, and Club Team HQ County Reps are able to increase or decrease the rates.

MONTHLY LEASE AMOUNT	ABOVE THE FOLD BANNER ADVERTISING INCOME	BELOW THE FOLD BANNER ADVERTISING INCOME	MONTHLY BANNER INCOME	PREMIUM LISTING UPGRADES
\$50	\$50 EACH x 4	\$25 EACH x 4	\$300	\$50 EACH
\$100	\$100 EACH x 4	\$50 EACH x 4	\$600	\$50 EACH
\$250	\$250 EACH x 4	\$125 EACH x 4	\$1500	\$50 EACH
\$500	\$500 EACH x 4	\$250 EACH x 4	\$3000	\$50 EACH
\$750	\$750 EACH x 4	\$375 EACH x 4	\$4500	\$50 EACH
\$1000	\$1000 EACH x 4	\$500 EACH x 4	\$6000	\$50 EACH
\$1500	\$1500 EACH x 4	\$750 EACH x 4	\$9000	\$50 EACH

YOUR TIME COMMITMENT

1st Month

Your first month with Club Team HQ will be busier than other months. You'll likely spend several hours per day familiarizing yourself with your county site; as well as adding listings, upgrading basic listings to premium listings, and securing advertisers.

Daily

After the initial setup, your Club Team HQ county site requires less than an hour a day: Maintaining your site, handling emails, adding listings, communicating with advertisers, and promoting locally.

Once a Month

While not required, Club Team HQ recommends getting out in the community once per month. This could be as simple as handing out branded stickers at an event, setting up an information table at a market or town event, or visiting local sports facilities.

WHAT CLUB TEAM HQ IS NOT

Multilevel Marketing (MLM)

With Club Team HQ, there is no recruiting or building lines or teams. There are no home parties to throw or conferences to attend.

Highly Technical

While Club Team HQ County Representatives do need some technical knowledge, there is no social media to keep up with, no videos to constantly record, and no difficult website programming.

An Online Store

There are no products to stock or ship with Club Team HQ.

Available to Many

Each Club Team HQ County Directory is managed by one (1) person living in the county. After the county is leased, another Club Team HQ County Representative cannot also operate in the same county. With only 3,144 counties in the United States - this opportunity is limited.

STEPS TO APPLY AS A COUNTY REP

Check on County Availability

Navigate to our home page at clubteamhq.com, and select your state in the dropdown menu. If your county is not listed, it may be available for you to become a Club Team HQ County Rep.

**Note: You must live in the county to become a Club Team HQ County Rep. Additionally, Club Team HQ County Reps are only allowed one territory.*

Fill Out Application

After you've checked availability of your county, [fill out our application](#). We will review it within 7 days and get back to you.

NEXT STEPS

Sign Webpage Lease Agreement

If you are accepted as a Club Team HQ County Rep, you'll receive start up information as well as a website lease agreement, and invoices for your set up and first monthly lease payment.

Directory Set Up

It takes our Club Team HQ team around 7 days to set up your directory and email address. Once set up, you'll be able to immediately begin adding teams, then advertisers.

Access Our County Rep Portal

Familiarize yourself with the tips and resources in the Club Team County Rep Portal. We offer branded resources, sample email templates, tutorials, and more.

GET MORE INFORMATION

Have more questions or comments? Email us at hello@clubteamhq.com to talk to the team. If you'd like to contact me directly, I'd love to hear from you at christine@clubteamhq.com.