

The Sports and Coaching Camp Business Guide

One-page camp plan

Add your details and work through this sheet with your team.

Camp / programme

Prepared by

Date

Camp name

Name

The person we serve

Age or adult audience, skill level, location, and main need

The promise

We help [people] learn or experience [clear result] through [format].

What we offer

Sport, dates, hours, venue, inclusions, exclusions

What we will not offer

Activities or services outside our approved scope

Safe capacity

Limit by group and date; source of approval

Staff and backup

Roles, qualifications, cover, and substitute plan

Customer evidence

Interviews, paid pilot results, inquiries, or other evidence

Price

Full price, tax treatment to confirm, average expected net price

Money

Starting cash needed, weekly cost, break-even, realistic sales, cash low point

Main risks

Risk; control; owner; stop condition

Approvals still needed

Authority; requirement; due date

Sales channels

Channel, cost limit, and measurement

Decision date

When we run, change, delay, or cancel

Next three actions

Action, owner, and due date