



PACKERLAND

— SPORTS CENTER —

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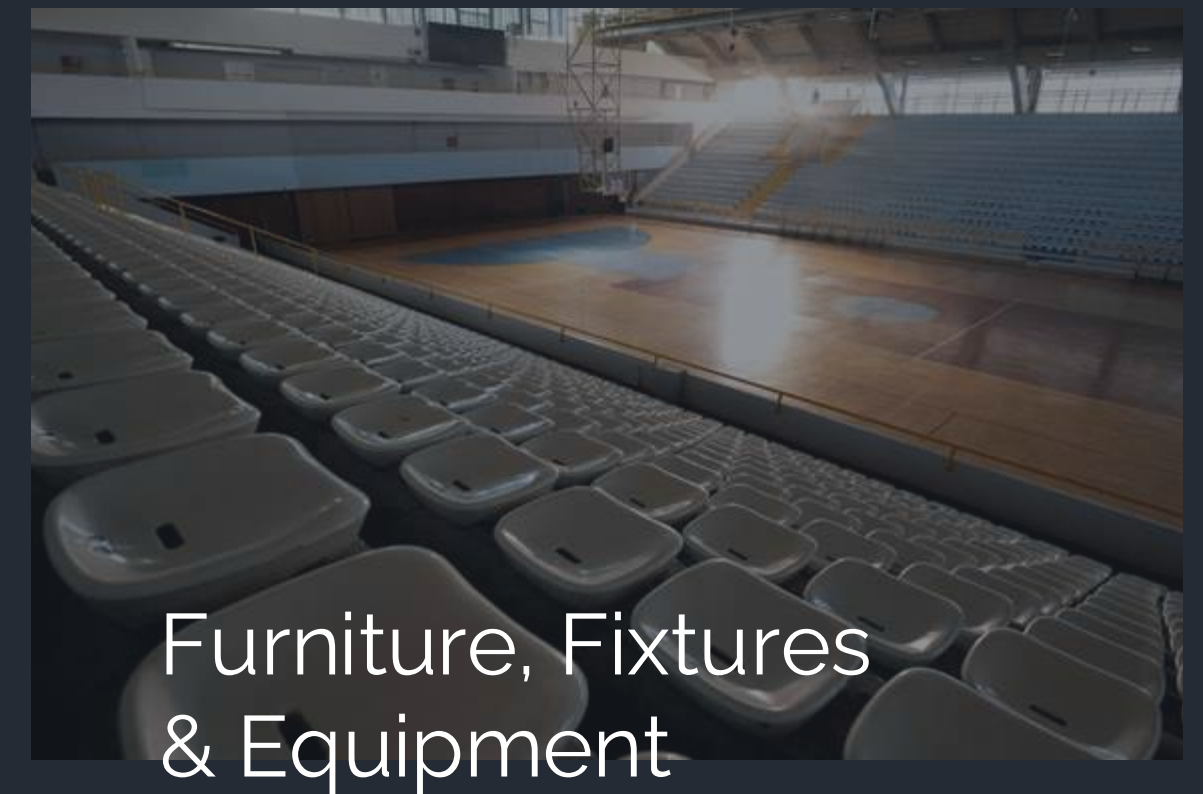
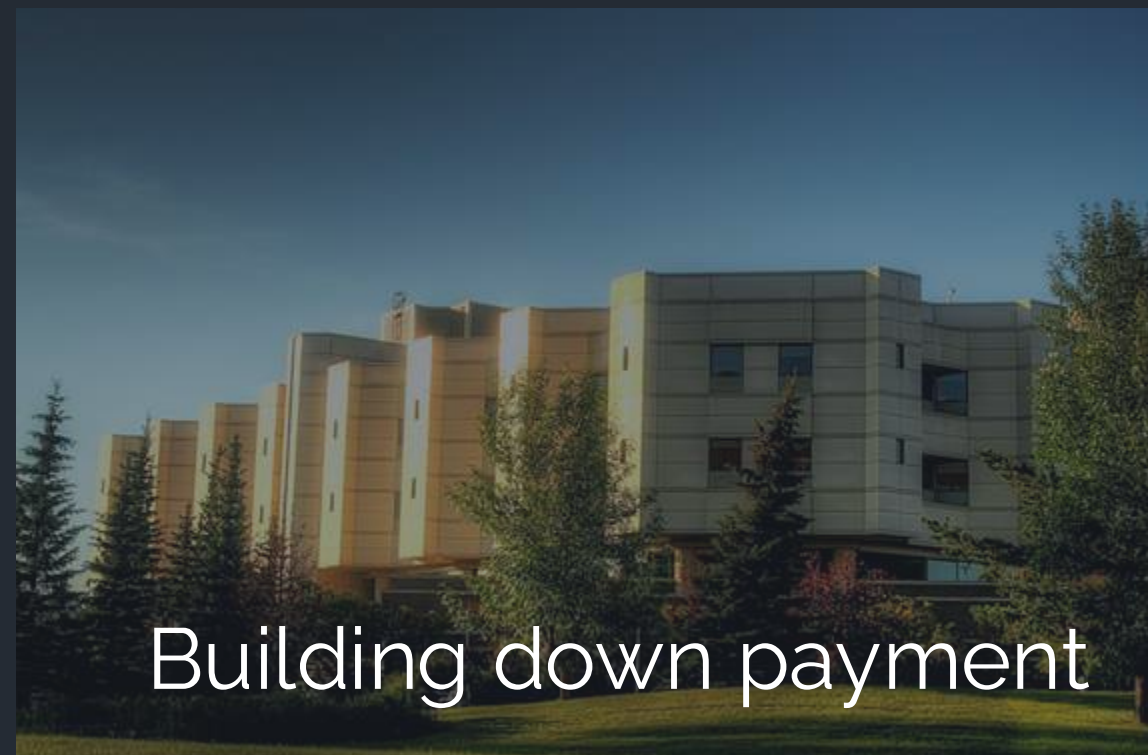
BAYLAND
BUILDINGS, INC.

What Are We About?

We are transforming sports participation and viewership in Green Bay, WI. Our aim is to build a lively sports community, promote healthy lifestyles, and offer a welcoming space for athletes and spectators.



The Capital Raise - We are seeking \$1.8M for:



The Problem

With limited sports facilities and programs, children and adults are missing opportunities to enhance their athletic skills, develop healthy habits, and build social connections through sports

37%

OF CHILDREN AGES 6-12 PLAYED
TEAM SPORTS REGULARLY IN 2021

Limited Number of Indoor Fields

The Green Bay area faces a shortage of recreational spaces due to the limited number of indoor fields & courts available.

Limited Sports Offerings

Current sports centers are limited to a few sports, making participants and parents travel between different locations. Our facility will offer a diversity of sports all in one place

Uncomfortable Sports Venues

Current options do the bare minimum to create a comfortable environment. Players and spectators, who spend significant time and money at these venues, seek a flexible environment that caters to their needs.

Our Solution

We are building a facility to serve over one million people within a 60-mile radius, our facility offers:

- 2 indoor soccer/flag football turf fields
- 2 multi-sport courts and various leagues
- 1 professional size outdoor soccer field
- Beverage and food service with a smile

Designed for All Seasons:

- Year-round sports programming
- Indoor & outdoor surfaces
- Recorded games + live streams (great for parents, grandparents, team reviews)
- Mezzanine viewing deck + beverage and food bar



Business Model

Sports Leagues

\$750

Entry fee per team (average)

Camps

\$125

Per day (average)

Coaching

\$15

Price per athlete-hour (average)

Field Rentals

\$175

Per hour (average)

Developmental
Programs

\$450

Per program (average)

Retail Rental

\$14

Per sq ft per year (average)

Advertising

\$1,500

Annual cost per banner (average)

Food & Merchandise

\$Variable

Target Customers

- Sports-oriented families
- Adults aged out of school-based sports
- School teams in need of year-round practice space
- Clubs and recreational leagues
- Community members seeking fitness, friendship, and fun

More demographic and profile details to be added once market feasibility study completes.

Value Proposition

Affordable

More accessible than elite club sports

Year-Round Access

All-weather facilities support continuous play

Family-Oriented

Programs for kids and adults

Tech-Enabled

Game replays, livestreaming, AI support

Connected Environment

New sports, new teammates, new connections

Customer-Centric

Feedback-driven programming and exceptional service

Marketing Strategy

Social Media Campaigns

Targeted content on Facebook, Instagram, and TikTok showcasing programming, highlights, and behind-the-scenes.

Email Newsletters

Monthly updates with seasonal programming, registration deadlines, and promotions for recurring users.

Website & Search Engine Optimization

Optimized for local search terms like “Green Bay indoor sports,” “youth leagues,” and “turf rental.”

Content Marketing

Blog posts and videos featuring coaches, event recaps, and community stories to build brand connection.

Club & School Partnerships

Collaborations with local schools, clubs, and leagues for team rentals, clinics, and special programs.

Community Events & Sponsorships

Hosting and sponsoring tournaments, youth leagues, and nonprofit fundraisers to boost visibility.

Direct Outreach

Personal outreach to club directors, school ADs, rec coordinators, and team managers with tailored offers.

Local Advertising

Flyers, banners, and ads in high-traffic areas like schools, parks, and family restaurants.

Market Size & Growth

Population Reach

>1M

(Individuals within 60 miles)

Target Participation

143K

(Individuals currently engaged in relevant sports)

Annual Recreational Spending

\$110M

Youth and adult recreational sports

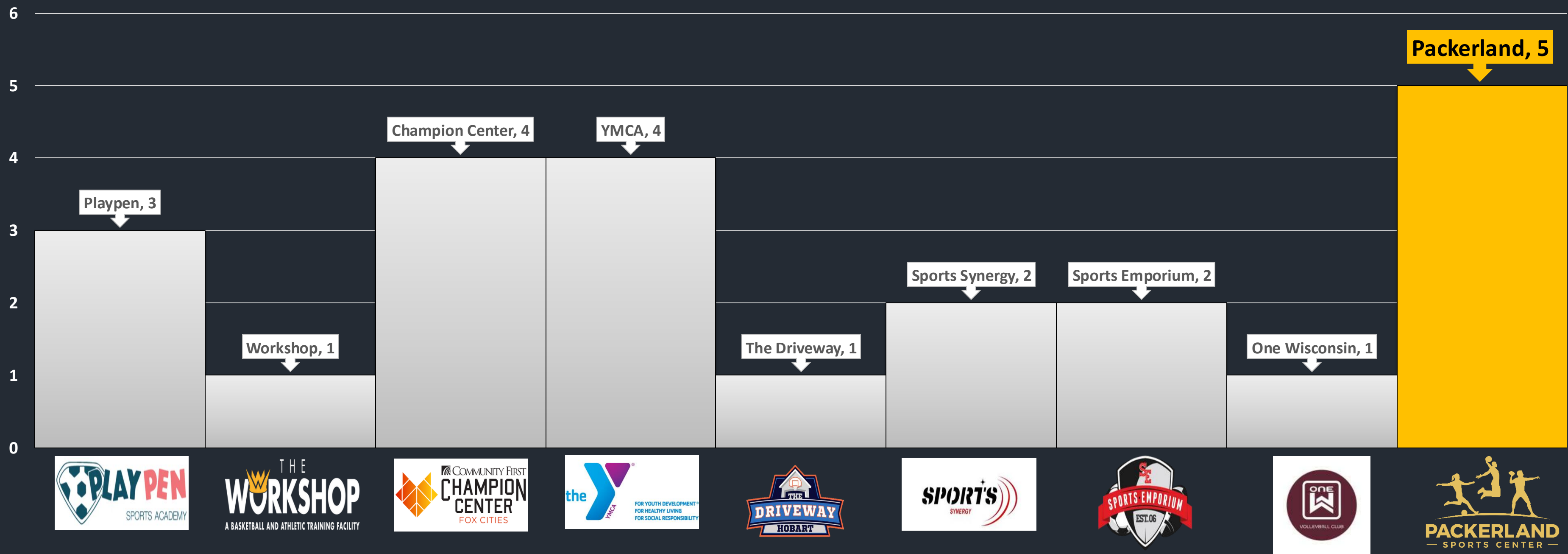
4.9%

Compound Annual
Growth Rate
[2024 to 2030]

Source: BlueWeave Consulting

Competitive Landscape

Sports Offered



Competitive Advantages



Location

Right off Highway 29, central to Green Bay



Facilities

Only venue offering turf + multi-sport hard courts under one roof



Tech Forward

Game streaming, video playback, AI support



Customer Service

Rooted in hospitality industry principles



Diverse Programming

From Lil Kickers, Dodgeball, Flag Football, Basketball, and more Leagues



Community-Centric

A place to play, meet, and connect year-round

Traction to Date & Milestones



Land under Contract – 5/17/25

6.05 acres in Hobart w/option to purchase 1.75 additional acres



Raise Remaining Startup Capital 10/1/26 (Target)



Construct Building 1/1/26- 9/1/26 (Target)



Building Design Finalized - 6/3/25

Bayland Buildings will construct the building

Finalize Financing 11/27/26 (Target)



Our Leadership



Jon Marlier – CEO

Jon, a lifelong sports enthusiast and current flag football captain, Jon combines hospitality, corporate leadership, entrepreneurial experience, and a passion for sports to drive Packerland Sports Center's growth in the indoor sports facility market.



Joey Davis – CFO

Joey, CFO of Packerland Sports Center. With an MBA and a strong background in business management, budgeting, and data analysis, he plays a key role in shaping the company's financial strategy and supporting its growth in the indoor sports facility market.

Patrick Keane – Co-Owner

Patrick, co-owner of two successful indoor sports facilities in Colorado, serves as a consultant for our company. His experience as a board member of the United States Sports Association and advisor to sports startups nationwide brings invaluable industry insight.



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