

Membership pricing worksheet

Use collected fees, realistic staff costs and paying athletes. All amounts are monthly unless noted.

Facility: _____

Planning month: _____

1 Find contribution per paying athlete

A. Fee collected per athlete (\$) _____

B. Variable delivery cost per athlete (\$) _____

Include coaching labor, payment fees and other per-athlete costs.

C. Contribution per athlete (\$) _____

A - B. If C is zero or negative, revise the offer before dividing.

2 Build the cost and cash targets

D. Monthly license (\$) _____

E. Other fixed monthly costs (\$) _____

Include administration and applicable overhead. Do not double-count labor.

F. One-time startup costs (\$) / paid in month: _____

G. Ongoing monthly target (\$) _____

D + E. For launch cash needs, add startup costs due in that month.

3 Calculate coverage and check capacity

H. Athletes needed for license only _____

D / C, rounded UP to a whole athlete.

I. Athletes needed for ongoing monthly target _____

G / C, rounded UP. For launch month: (G + startup costs due) / C, rounded UP.

Expected paying athletes: _____ License limit: _____ Staff capacity: _____

☐ Coverage count fits the license and staffing limits.

☐ If not, revise the price, delivery cost, staffing or tier, then recalculate.

4 Test the month you can actually deliver

Paying athletes x C - D - E - startup costs paid this month = \$ _____

Lower-enrollment scenario: _____ athletes Recalculated amount: \$ _____

This is before any omitted costs or taxes; it is not a facility profit forecast.

HYPOTHETICAL EXAMPLE

\$199 fee - \$49 variable cost = \$150 contribution. \$1,250 / \$150 is about 8.33; round up to 9.

Nine athletes cover the license only. Existing member transfers do not create new revenue.