

Franchise Information



LAS VEGAS

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The Business Concept

We use modern, large scale equipment to re-create and enlarge those special childhood sandbox memories.

The DIG THIS® model delivers a unique, unforgettable experience to the customer and generates revenue through corporate training excursions, private parties, individual digs, retail sales, and sponsorships. Since 2011, the business model in Las Vegas has garnered so much attention that it created a market industry niche perfect for franchising.

The demographics are evenly split between men and women with an average age of 35. Sessions are sold as individual or group sessions for corporate events, training sessions, and personal social events such as parties or getaways. There is a participant minimum age of 8. New programs are being developed in 2018 to create a family experience for all ages.

The vision is to develop a national and global marketplace for the DIG THIS® operating model by delivering an unparalleled experience to the customer and establishing the brand as the leader in the marketplace of heavy equipment playgrounds.

To assist in the launch of a successful heavy equipment playground business, franchisees will have the opportunity to utilize the coaching, support, branding, and strategic alliances that DIG THIS® has developed since 2005.

As a DIG THIS® franchisee, you'll enjoy the benefits of being your own boss, while being supported by a dedicated franchise team that is committed to your long term success! Our franchise program gives you the opportunity to own a "one-of-a-kind" recreational experience!

DIG THIS® is America's first ever heavy equipment playground concept. This unique opportunity can be available to you for an affordable startup investment of only \$75,000.



“As I clung to a hillside in a 20-ton excavator, something occurred to me: this was fun! And if I was having this much fun, wouldn't others? DIG THIS® was born.”

Ed Mumm, Founder and CEO



DIG THIS® is America's first ever heavy equipment playground where YOU'RE in control. Relive your childhood sandbox imaginary play days the way you always dreamed with a real earth mover! Huge Caterpillar bulldozers and excavators await you in one of your most memorable lifetime experiences.



By owning a DIG THIS® franchise, you'll be operating a one-of-a-kind business that no one else in your area has ever seen!

Dig This® was founded by New Zealand native Ed Mumm in Steamboat Springs, Colorado in 2007.

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Why Choose a DIG THIS® Franchise?



DIG THIS® has been one of Las Vegas' top 5 attractions on TripAdvisor, the world's largest travel site, since October of 2012.

-Overall the system is very simple and structured in a way that can be replicated in an efficient manner.

It hasn't always been simply playing in the dirt. Along the way we've developed and refined activities for heavy equipment enthusiasts and models for corporate groups. We have taken seven years of research and development to ensure that your DIG THIS® franchise has the greatest opportunity for success!

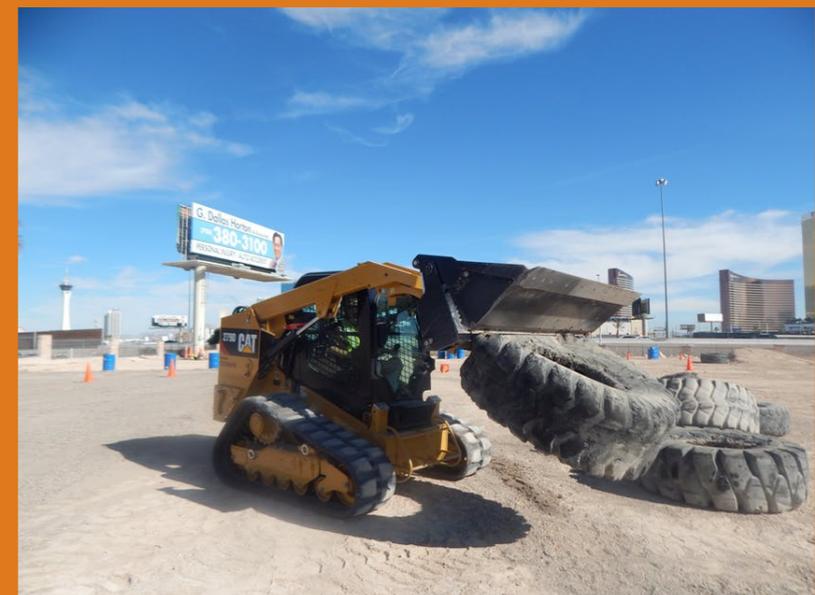
We continue to improve our business model at our flag ship location in Las Vegas. Since opening in May 2011, DIG THIS® had over 6000 extremely satisfied participants in our first year of business. In addition to a steady stream of happy customers, CBS Sunday Morning, CNN, The Travel Channel, and Spike TV have reported glowingly about getting down and dirty at DIG THIS®.

Now YOU can have to opportunity to operate a DIG THIS® franchise with the same proven popularity and profitability.

- DIG HUGE HOLES
- CREATE SKY-HIGH PILES OF DIRT
- BUILD BRIDGES, TUNNELS, AND RAMPS
- MOVE HUGE BOULDERS AND 2000 LB TIRES



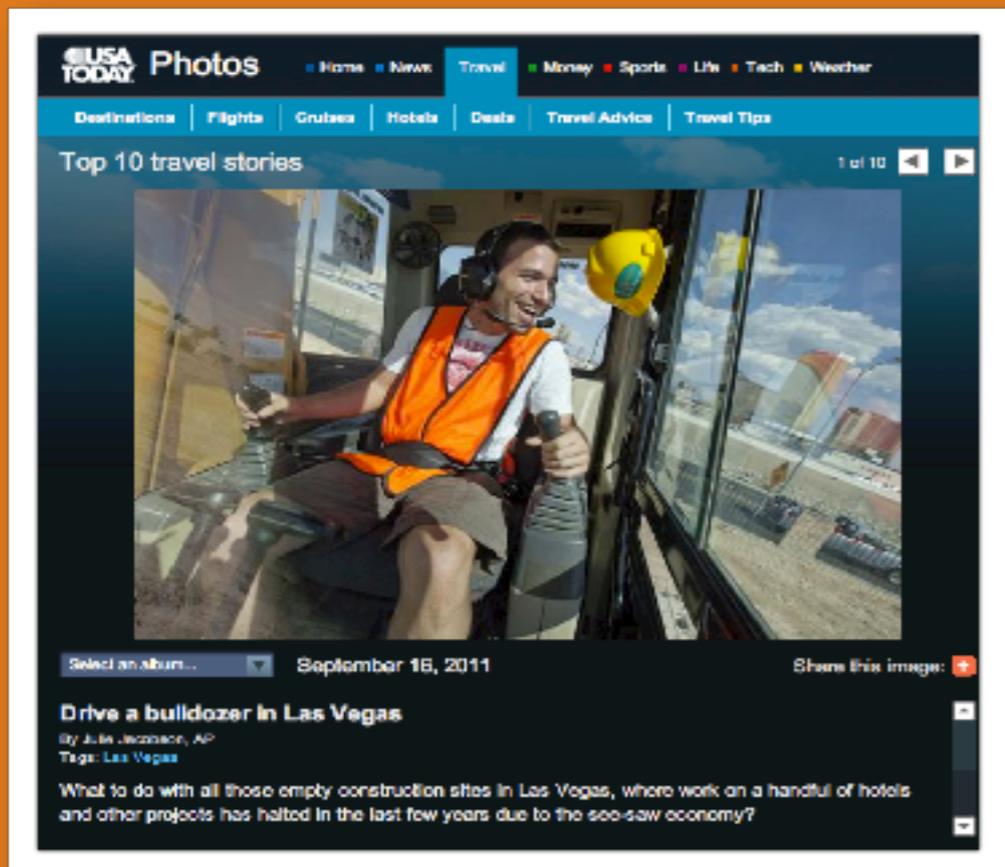
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A Unique Business Opportunity

As a DIG THIS® franchisee, you'll enjoy the benefits of being your own boss, while being supported by a dedicated franchise team that is committed to your long term success!

The opportunity to own A "One-of-a-kind" recreational experience, DIG THIS® is America's first heavy equipment playground concept. By owning a DIG THIS® franchise, you'll be operating a one-of-a-kind business that no one else in your area has ever seen.



OUR FRANCHISE PROGRAM INCLUDES:

PROTECTED TERRITORY

Specified territories are arranged for early adopters! With our approval of the site selection, franchisees could have the opportunity to have a substantial and exclusive area to operate a DIG THIS® franchise.

CURRICULUM & PROGRAM DEVELOPMENT

In the past several years, DIG THIS® has developed and refined exciting and extremely safe curriculum models, including fully engaging hands on individual activities as well as dozens of corporate group programs that are yours to use and modify as you wish. In addition, by becoming a DIG THIS® franchisee, you will receive lifetime access to new programs, activities and curriculums as they are developed!

EMPLOYEE TRAINING

We believe that training and employee development is the keystone to your success as a franchisee. We don't just drop you off a manual to train your people, we actually TRAIN THEM FOR YOU. In addition to comprehensive start-up training for your site manager and instructor team, we can also offer additional training sessions for you and your team in the first year!

MARKETING PARTNERSHIPS

The media loves our concept too! In our five years of operations, DIG THIS® has been featured in over 1000 publications, featured on numerous prime time national television news and network programs and logged over 1.5 billion media impressions! We are committed to helping you achieve marketing success as well. We have created opportunities for franchisees to capitalize on our marketing partnerships with some of the most respected and popular marketing companies, wholesalers and event planning companies in the United States.

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Training and Marketing Support

TRAINING

DIG THIS® offers a deliberate, comprehensive and effective on-going support program and franchise training program designed to help you get the most out of your DIG THIS® location.

The franchise training program covers:

- Franchise Owner Training
- General Operations & Site Management
- Management of Daily Operations
- Guest Service Models
- Financial Management and Accounting assistance
- General Equipment Maintenance
- Local Marketing
- Operations Manager Training Las Vegas – 1 Week
- Curriculum Models and Scheduling
- Staff Selection and Development
- Train-The-Trainer Facilitator Training
- Site Specific Marketing Plan Development
- Site Specific Operations Manual Development
- On Site Staff Training – 1 Week
- Equipment Operation Seminars
- Comprehensive Facilitation Training
- Customer Service Training
- Hands-On Activity Orientations of all DIG THIS® activities
- Safety Training



ON-SITE TRAINING

Additionally, in your first year, we will also send our training team to your location to assist with conducting on-site training sessions for your staff on the day-to-day operations of your location for an additional fee.

We will also provide you with manuals and training materials that will be used to assist with the successful operation of your DIG THIS® location. These resources will aid you in virtually every aspect of your business.

MARKETING SUPPORT

As a DIG THIS® franchisee, you will have access to a very strong marketing and advertising support team that has spent several years researching and developing programs that:

- INCREASE LOCAL AND REGIONAL EXPOSURE
- INCREASE ATTENDANCE
- INCREASE RETAIL SALES PER ATTENDEE
- CREATE NEW MARKETS

Additionally, you will have access to our premium tools to help establish your success with a DIG THIS® franchise:

- Website Development
- Branding
- Strategic Partnership Development



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Ready To Get Started?

Contact one of our DIG THIS® franchise consultants today to discover if you are a good fit and to see how you can be a part of this exciting opportunity!

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“Dig This has a great following but more importantly, we’ve brought a positive awareness to the construction trade, and our customers walk away with a first-hand appreciation for the work accomplished by the men and woman who engineer and operate heavy equipment for a living.”

Ed Mumm on being nominated Top 25 Newsmakers by Engineering News-Record (ENR)



“Felt like a kid again.....”

This was so much fun..... takes me back to being a kid and playing with the toy size model of the Excavator..... but now I have complete control..... so much fun.

-Trip Advisor Review September 5, 2012

- Unique business concept
- Coaching, support, branding, and strategic alliances that DIG THIS® has developed
- Strong Return On Investment
- Number One Trip Advisor Ranking
- Opportunity for high income producing business
- Protected Territory
- Marketing Partnerships
- Training



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