



## **FRANCHISE DISCLOSURE DOCUMENT**

**Cooperstown Connection Franchise LLC**  
**137 Main Street**  
**Cooperstown, New York 13326**  
**(607) 547-7220**

**[www.cooperstownconnectionfranchise.com](http://www.cooperstownconnectionfranchise.com)**

The franchise offered is for the establishment and operation of a business offering specialty sports retail stores selling licensed apparel, souvenirs, professionally-autographed memorabilia, and other unique retail products. We offer 1 type of franchise: Cooperstown Connection (“Cooperstown Connection”). We also offer the option to establish and operate a seasonal business under the name of Football Connection (“Football Connection Add-On”). Football Connection Add-On is a business offering specialty sports retail stores selling licensed apparel, souvenirs, professionally-autographed memorabilia, and other unique retail products. Football Connection Add-On may be operated as an add-on business only by those franchisees who operate a Cooperstown Connection franchise. Football Connection Add-On may not be established and operated unless the franchisee already operates a Cooperstown Connection franchise.

As a franchisee, you will operate a Cooperstown Connection location providing all our products and services. You also will have the option to operate a Football Connection Add-On location as a seasonal add-on business providing all our products and services.

The estimated actual investment necessary to begin operations of a Cooperstown Connection franchise is \$113,000 to \$270,500. This includes \$29,000 that must be paid to the franchisor or affiliate. The estimated actual investment necessary to begin operations of a Football

Connection Add-On is an additional \$76,500 to \$108,000, if the option is exercised to establish and operate a Football Connection Add-On. This includes an additional \$5,000 that must be paid to the franchisor or affiliate.

This Franchise Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. Note, however, **that no governmental agency has** verified the information contained in this document.

You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Vincent Carfagno, 137 Main Street, Cooperstown, New York 13326, (607) 547-7220.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read all contracts carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as "[A Consumer's Guide to Buying a Franchise](#)," which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue NW, Washington, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

The issuance date of this Disclosure Document is April 18, 2012.

## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THE FRANCHISE DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit D for information about the franchisor, or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise.

1. THE FRANCHISE AGREEMENT REQUIRES THAT MOST DISPUTES BE SUBMITTED TO ARBITRATION IN NEW YORK. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN NEW YORK THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT NEW YORK LAW GOVERNS THE AGREEMENT, AND NEW YORK LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS YOUR STATE LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. WE USE OR MAY USE THE SERVICES OF ONE OR MORE **FRANCHISE BROKERS** OR REFERRAL SOURCES TO ASSIST US IN SELLING OUR FRANCHISE. A FRANCHISE BROKER OR REFERRAL SOURCE REPRESENTS US, NOT YOU. WE PAY THIS PERSON A FEE FOR SELLING OUR FRANCHISE OR REFERRING YOU TO US. YOU SHOULD DO YOUR OWN INVESTIGATION OF THE FRANCHISE.
4. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$113,000 TO \$270,500. THIS AMOUNT EXCEEDS THE FRANCHISOR'S SHAREHOLDERS EQUITY AS OF DECEMBER 31, 2011, WHICH IS \$22,440.
5. THE FRANCHISOR HAS BEEN IN EXISTENCE FOR A SHORT PERIOD OF TIME, SINCE MAY 6, 2011. THEREFORE, THERE IS ONLY A BRIEF

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