

Referral Program

Sports, Fitness & Recreation

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Design a referral program for a sports business — structure and rewards, making referring easy, and economics — to drive low-cost, high-trust enrolments and bookings from members and parents. Describe your business below.

Purpose of this tool & output

Turn members into advocates

How the output is used

Use it to turn members into advocates — a referral program that rewards members for bringing new players.

Important cautions

AI-generated program; validate economics against your acquisition cost.

Companion documents

- Sports Business Marketing Plan
- Sports Business Social Media Plan
- Enrollment / Admission Campaign
- Trial-to-Enrollment Playbook
- Sports Lead Generation Plan
- Sports Business Profile

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.