



FREE KIT FOR GYMNASTICS CLUBS

Price it right.

The gymnastics club's pricing and policies kit. Price recreational classes, Kindergym, squads and parties so every hour on the floor pays, and copy ready-made policies for makeups, injuries and notice.

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simple worksheet to find your real cost per class hour

4

formats priced: recreational, Kindergym, squads and holiday programs

5

policies to copy: makeups, injuries, notice, payments and trials

What does one hour on the floor really cost you?

Most clubs set prices by checking what the club down the road charges. Start with your own costs instead. Then you know the lowest price that still pays.

$$\frac{\text{Gym space + coaches + admin and fees + equipment}}{\text{Gymnasts in the class}} = \text{Cost per gymnast}$$

Cost for one class hour in one area	Example	Yours
Gym space · a fair share of rent and power for one area	\$40	
Coaches · two coaches for a 1:8 ratio	\$70	
Admin and payment fees · bookings, messages, card fees	\$8	
Equipment and insurance · mats, apparatus upkeep and cover	\$7	
Total cost per class hour	\$125	

\$65

Private lesson floor. One coach and a share of one area for an hour. Anything below this and you're paying to coach.

\$7.81

Cost per gymnast for a class of 16 with two coaches. Add your margin on top, for example 30%, and you get about **\$10.15** per gymnast, the lowest you should ever charge.

Ratios set your costs. Every extra coach adds cost, so fill each class to its safe ratio before adding another. Kindergym runs at smaller ratios, so price it for that. All figures are examples. Use your own costs and currency.

Four formats, four ways to charge

Each format has a different cost and a different value to the gymnast. Price them so each one does its job.

PER TERM, UPFRONT

Recreational classes

Your core income, and where most gymnasts start.

- Bill **per term upfront**, with a monthly option.
- Price by **class length** (45, 60 or 90 minutes), not just level.
- Fill to your **safe ratio** before opening another class.

PER TERM OR CASUAL

Kindergym

The front door for whole families, often from age two.

- Offer a **term price** and a casual drop-in rate.
- Keep ratios small, like 1:6, and price for it.
- Build a clear path into **Level 1** at age five.

MONTHLY

Competitive squads

Your most committed gymnasts, training several times a week.

- Charge a **monthly squad fee** by training hours.
- Pass on **meet entries** at cost, collected before you enter.
- Price **leotards and tracksuits** up front, with sizes collected early.

PER EVENT

Holiday programs and parties

Extra income from the gym on quieter days.

- Run **holiday programs** by the day, with a discount for the week.
- Price **birthday parties** per child, with a minimum.
- Take payment in full when they book.

Check the per-hour sum. A private lesson at \$70 earns \$70 an hour. A recreational class of 16 at \$19 earns \$304 in the same area in the same hour. Know which formats pay best, and give them your best times and areas.

Get paid upfront and keep gymnasts committed

When gymnasts pay ahead, they turn up more and stay longer. You get steady cash flow and less chasing.

Option	Example	Why it works
Term in advance	10 weekly classes, billed before term starts	Families commit to the whole term and show up
Monthly plan	The term split into monthly payments	Easier for families, still committed
Multi-class discount	A discount for a second class each week	Faster progress, longer stay
Sibling discount	A small discount for the second gymnast	Keeps whole families with you
Holiday program week	Five days for the price of four	Keeps gymnasts moving when the routine breaks
Trial bundle	Trial class plus a discounted first term	Builds the next step into the first purchase

Three rules for discounts

Take payment at booking.

The single biggest fix for unpaid sessions and no-shows. Gymnasts expect it, and you stop chasing.

Discount for commitment.

Reward gymnasts who pay ahead or join, never just anyone who asks.

Always set an expiry.

Without one, you carry unused visits for years and can't plan around them.

Keep it simple. Two or three options are easier to sell than ten. If a gymnast needs a calculator, it's too complicated.

Clear rules mean fewer awkward conversations

Copy these into your booking page and welcome message. Change the words in teal to suit your club.

Missed classes and makeups

RECREATIONAL AND KINDERGYM

Please let us know at least **2 hours** before class if your gymnast can't come, and we'll give you a makeup credit. You can use up to **2 makeups per term**, in a class at the same level, before the term ends.

Injuries and medical

EVERYONE

Tell us about any injury before class. We'll agree a **safe plan** for what your gymnast can do. After a serious injury we may ask for a **medical clearance**. Classes missed through injury get **makeup credits**.

Enrolment and notice

EVERYONE

Enrolment rolls over from term to term so your gymnast keeps their spot. If you'd like to stop, please give **4 weeks'** notice before the end of term. Spots are held for current gymnasts until **re-enrolment closes**.

Payments

EVERYONE

Term fees are due by **the first class of term**, or by monthly instalments on the **1st of each month**. If a payment fails, we'll send a reminder with a pay link. If it's still unpaid after **14 days**, classes are paused until it's settled.

Trial classes

NEW GYMNASTS

A trial class costs **trial price**. If you enrol within **7 days**, we'll take the trial price off your first term.

What makes a policy work

Short

A gymnast should understand it in one read. If it needs a paragraph of exceptions, simplify it.

Fair both ways

If gymnasts lose a session for a no-show, they get a credit when you cancel.

Applied every time

One exception becomes the new rule. Let your booking system enforce it, not you.

How to chase a late payment, kindly

Most late payments are forgotten, not refused. A friendly, automatic schedule gets them paid without an awkward chat at pick-up.

DAY 0

Friendly reminder

"Hi **parent**, a quick reminder that **the squad fee** is due. You can pay here: **link**. Thanks!"

DAY 3

Second nudge

"Just checking you saw this. Here's the link again. Reply if anything's wrong and we'll sort it."

DAY 7

Final notice

"We need payment by **date** to keep your bookings active. After that, bookings are paused."

Put policies where gymnasts agree to them. Show your policies at booking, so gymnasts accept them before they pay. Then there's nothing to argue about later.

How to put prices up and keep everyone

Your costs go up every year. If your prices don't, your margin shrinks. Small, regular rises with plenty of notice rarely cost you gymnasts.

When

At the start of a new month, term or season. Never in the middle of a series gymnasts already paid for.

How much

Small and regular beats big and rare. A little each year is easier to accept than a big jump every few years.

Notice

Give 4–6 weeks. Honour every pack already bought at the old price.

Price change message

[COPY AND SEND](#)

Hi **parent**, thank you for training with **club**. From **next term**, **class type** will be **new price**. This helps us keep safe coach ratios and invest in **one improvement, e.g. a new sprung floor**. Terms you've already paid for keep their current price. As always, reply if you have any questions.

Show gymnasts what they get for the money

Visible progress

Skill sign-offs and coach feedback parents can see in the app.

Safe classes

Coaches and ratios planned for every class.

Easy admin

Makeups, reminders and payments handled in seconds.

Expect a few questions, not an exodus. Answer each one personally and briefly. Gymnasts who enjoy their games rarely leave over a small, well-explained rise.

Set it up in one afternoon

Work through this list once, then review it every year when you set new prices.

COSTS

Know your numbers

- ☐ Fill in the cost worksheet on page 2
- ☐ Work out your private lesson floor
- ☐ Work out cost per gymnast for each class

PRICES

Set your prices

- ☐ Set term prices by class length
- ☐ Set Kindergym term and casual rates
- ☐ Set squad, party and holiday prices

TERMS

Get paid upfront

- ☐ Bill per term, with a monthly option
- ☐ Add multi-class and sibling discounts
- ☐ Build a trial bundle

POLICIES

Write your rules

- ☐ Makeups and injuries
- ☐ Notice, payments and trials
- ☐ Show them at enrolment, so families accept them

One last check: look at your timetable for next week. Are your after-school areas full of the classes that pay best? If not, move privates and squads to quieter times.

Prices, packs and policies that run themselves

Everything in this kit works on paper. It's far easier when your booking system enforces it for you. That's why we built Outcoach.

Every format

Classes, Kindergym, squads, parties and holiday programs, each with its own pricing.

Term billing

Term invoices and monthly plans, billed automatically.

Paid at enrolment

Families enrol and pay online from your own booking page.

Automatic reminders

Overdue invoices get reminders with a pay link, without you chasing.

Makeups tracked

Makeup credits and bookings handled in the app.

Meets and leotards

Add meet entries and uniform to any invoice.

Get paid on time, every time

Outcoach brings recreational classes, Kindergym, competitive squads, meets, holiday programs and payments into one app, with AI that does the admin for you.

Start your free trial at outcoach.io

Questions? Email support@outcoach.io and a real person will get back to you.