



Miniature Golf Course

Management Team

Paul Kreins, Managing Partner
Ben Kreins, Director of Operations
Kerry Ann Clark - Assistant Manager
Christy Parish - Food & Beverage Mgr.
Will Shy - Head Mechanic
Errica Kreins - Bookkeeper/Lounge Mgr.
Kam Davidson - Party Coordinator/HR

Competitive Advantage

New Victory Lanes is considered by many to be the premier bowling and events center in the entire Southeast. In addition to bowling, Victory Lanes features live, stand-up comedy, live music and a variety of other entertainment events. Victory Lanes was selected to host the 2019 Southeast Bowling Association Tournament, the 2019 U.S. Open, the 2021 North Carolina Youth Championships, the 2024 North Carolina Open Championships, the 2026 Southeast Bowling Association Tournament, and will host the 2027 USBC Women's Open Championships - an event that will have a \$25 million economic impact on the Lake Norman market. General/ Partner, Paul Kreins, was selected as the Mooresville Chamber of Commerce 2019 Entrepreneur of the Year.

The projected growth in the Lake Norman/ Mooresville area is significant over the next 10 years. Planned new road construction around Victory Lanes will make accessibility and visibility much better over the next 3-5 years. Mooresville (and the surrounding Lake Norman area) demographic make-up is attractively diverse in its age, income and ethnic breakdown.

"Paul Kreins' alliances in the Mooresville community have always been very evident, providing one of the largest Pro-Am turnouts on the PBA50 Tour as well as aligning with numerous local businesses who have supported the PBA events." John Weber, PBA50 Tournament Director

Use of Proceeds

The purpose of this offering is to fund the construction of a premier 18-hole miniature golf course on the northeast side of the property.

New Victory Lanes

Events and Entertainment Center
 Presents an opportunity to help build
 The Wobbly Putt Miniature Golf Course



"Victory Lanes is a highly revered bowling alley and entertainment center located in my hometown of Mooresville, NC. It provides a wonderful place for friends and family coming together. Paul Kreins has always maintained a commitment to excellence in fostering an atmosphere that is fun and engaging for children and adults alike." -Senator Vickie Sawyer

About Victory Lanes Events and Entertainment Center

Victory Lanes is a state of the art family entertainment center featuring 40 championship bowling lanes, automatic scoring, automatic bumpers (for the kids), billiard room, a beautiful arcade with full redemption, and a full-service Pro Shop.

Victory Lanes is also home to the **Wobbly Butt Taproom & Eatery**, an extraordinary gastro-pub featuring 24 craft beers on tap and an amazing eclectic menu. The Wobbly Butt hosts live entertainment and private events and is also home to **The Comedy Zone Mooresville** featuring live stand-up comedy every Wednesday night.

Victory Lanes is family-friendly and features legendary children's, teen and adult birthday parties. It is an ideal venue for company parties, team-building functions, fund-raisers, wedding receptions, family reunions, class reunions, church groups and other group events.

The home of 2019 U.S. Open, Victory Lanes is a beautiful, modern family entertainment and events facility ideally located in the booming Mooresville/Lake Norman market. The business has shown substantial growth since Paul Kreins took over as GM, yet still has tremendous potential for additional improvement and sustained long-term profitability.

The center was built in 2007 by professional bowler, George Pappas. Current General Partner, Paul Kreins, became the General Manager of the center in the Fall of 2012 and began a systematic turnaround effort that resulted in significant revenue and profit growth. The current ownership group purchased the center from Pappas in July 2018.

Victory Lanes Historical Sales

2008 - \$2,017,146	2014 - \$2,224,768	2020 - \$1,494,181* (Covid closure)
2009 - \$1,987,483	2015 - \$2,259,299	2021 - \$2,339,488* (Covid affected)
2010 - \$1,787,109	2016 - \$2,272,122	2022 - \$2,834,829
2011 - \$1,675,727	2017 - \$2,233,197	2023 - \$3,108,177
2012 - \$1,631,910	2018 - \$2,494,252	2024 -
2013 - \$1,845,640	2019 - \$2,554,512	

**In 2020 Victory Lanes was forced to shut down for 103 days, then operate at 50% for several months thereafter. Business didn't "normalize" until 2022. Even then, it hasn't been the same as since pre-Covid.*

"There are some businesses that bend over backwards to support our schools and simply make our community a better place. Paul Kreins and his staff at Victory Lanes are just such a group of individuals. We are proud to call Victory Lanes and Paul Kreins a true partner of our school district, where we serve 20,000 students across 37 campuses." -Boen Nutting, Iredell-Stateville School District

Opportunity Overview - Purchase a Founders Brick

New Victory Lanes LLC is seeking contributors and investors to participate in a capital raise to provide capital to build a premier miniature golf course on the property. This project has been in the works for five years, but kept getting stalled for various reasons. We are now ready to move forward with this important project.

So how can YOU help make this project a reality? Become a FOUNDER, and make your contribution by purchasing a FOUNDER'S brick. There are five levels of participation, ranging from \$100 to \$5,000, including an equity level. Each Brick tier comes with special lifetime perks, privileges and benefits (see reverse side).

Diamond Level Brick - Equity Investor - 100 units available

In addition to valuable perks and privileges, holders of Diamond Level Equity Bricks will own stock in The Wobbly Putt and receive profit-sharing dividends. Each \$5,000 unit represents 1% ownership.



New Victory Lanes

Presents an opportunity to help build
The Wobbly Putt Miniature Golf Course
in Mooresville, North Carolina

For almost two decades, Victory Lanes has been a staple in the Mooresville community. We've built our reputation as a PBA quality bowling facility, but also as the region's leading entertainment venue, with a gourmet restaurant and bar, music venue, comedy club and as the go-to place to host everything from corporate events to birthday parties.

And now, we're planning something truly special. After years of research and planning, listening to our patron community, and deeply considering what would elevate the customer experience to the next level, we believe we've found the next logical complement to our current attractions, that will also serve as a powerful additional profit center... a truly top-quality miniature golf course.



This is a perfect plan for our existing client base, offering yet another fun attraction, especially when they find themselves on a waiting list for a bowling lane. And since miniature golf is phenomenally popular, generating ten billion dollars in global revenue annually...it would also be a powerful draw for new customers.

Miniature golf also makes sense from a logistical standpoint. Victory Lanes already owns the property on which the course will be built, so there's no additional cost for land. And, we have the infrastructure to operate the course with little additional overhead.

Financially, the operating cost will be less than 20% of revenues, which we project will be at least \$360,000 a year, so the cash flow potential is huge.

And from a customer viewpoint, miniature golf will be an excellent add-on to birthday parties, corporate events and group outings.

Bringing miniature golf to Mooresville also makes sense for another major reason... there's nothing like it. The nearest similar facility is several exits south, and there's nothing at all to the north, east and west.

So how can YOU help make this project a reality? Become a FOUNDER, and make your contribution by purchasing a FOUNDER'S brick. There are five levels of participation, each with special lifetime perks, privileges and benefits.

To learn more about the project, and to make your contribution, visit our website: <https://www.victorylanes.com/wobbly-putt>. Tell your friends about it. And most of all, look forward to "family fun at its best" at the new Victory Lanes miniature golf course!

Our timeline for this project is:
Fundraising – now through September 2024
Break ground – October 2024
Construction complete by March 2025
Grand Opening – April 5, 2025

Disclaimer

This document is confidential. It is being furnished by New Victory Lanes LLC, to prospective investors for the sole purpose of evaluating an investment opportunity. Prospective investors should not assume this document is complete and should conduct their own due diligence.

THIS MEMORANDUM INCLUDES FORWARD-LOOKING INFORMATION. SUCH INFORMATION IS BASED ON ASSUMPTIONS AS TO FUTURE EVENTS THAT ARE INHERENTLY UNCERTAIN AND SUBJECTIVE. THE COMPANY MAKES NO REPRESENTATION OR WARRANTY AS TO THE ATTAINABILITY OF SUCH ASSUMPTIONS OR AS TO WHETHER FUTURE RESULTS WILL OCCUR AS PROJECTED. IT MUST BE RECOGNIZED THAT THE PROJECTIONS OF THE COMPANY'S FUTURE PERFORMANCE ARE NECESSARILY SUBJECT TO A HIGH DEGREE OF UNCERTAINTY, THAT ACTUAL RESULTS CAN BE EXPECTED TO VARY FROM THE RESULTS PROJECTED AND THAT SUCH VARIANCES MAY BE MATERIAL AND ADVERSE. PROSPECTIVE INVESTORS ARE EXPECTED TO CONDUCT THEIR OWN INVESTIGATION WITH REGARD TO THE COMPANY AND ITS PROSPECTS.

Founders Bricks Perks, Privileges and Benefits

Diamond Equity Brick

- \$5,000 Investment receives:
 - Custom Founder's Brick
 - 50% off all food and beverage (excluding alcohol)
 - 4 FREE rounds of golf per month (for up to 4 people)
 - 4 FREE Friends & Family FUN Packs/month
 - Invitation to Founder-only special events
 - Special recognition on our "Founders Wall"
 - Choice of "Preferred" brick location
 - Wobbly Butt/Wobbly Putt merch bundle
 - Diamond Level bowling benefits
 - Pay only prize fund when joining a bowling league
- 2 FREE tickets to Live Comedy Zone shows (weekly)
- 2 FREE Big Band tickets monthly (includes Christmas)
- Same-day bowling reservations (availability permitting)
- Profit-sharing dividends
- Complimentary advertising for your business or group

Platinum Founders Brick

- \$1,500 Contribution receives:
 - Custom Founder's Brick
 - 25% off all food and beverage (excluding alcohol)
 - 3 FREE rounds of golf per month (for up to 4 people)
 - 3 FREE Friends & Family FUN Packs/month
 - Invitation to Founder-only special events
 - Special recognition on our "Founders Wall"
 - Choice of "Preferred" brick location
 - Wobbly Butt/Wobbly Putt merch bundle
 - Receive special Founder bowling benefits
- 2 FREE tickets to Live Comedy Zone shows (weekly)
- 2 FREE Big Band tickets monthly (excludes Christmas)
- Same-day bowling reservations (availability permitting)
- Discounted in-house advertising for your business or group

Gold Founders Brick

- \$1,000 Contribution receives:
 - Custom Founder's Brick
 - 20% off all food and beverage (excluding alcohol)
 - 2 FREE rounds of golf per month (for up to 4 people)
 - 2 FREE Friends & Family FUN Packs/month
 - Invitation to Founder-only special events
 - Special recognition on our "Founders Wall"
 - Choice of brick location
 - Wobbly Butt/Wobbly Putt merch bundle
 - Receive VIB bowling benefits
- 2 FREE tickets to Live Comedy Zone shows (monthly)

Silver Founders Brick

- \$500 Contribution receives:
 - Custom Founder's Brick
 - 15% off all food and beverage (excluding alcohol)
 - 1 FREE round of golf per month (for up to 4 people)
 - 1 FREE Friends & Family FUN Pack/month
 - Invitation to Founder-only special events
 - Special recognition on our "Founders Wall"
 - Receive VIB bowling benefits

Friends & Founders Brick

- \$100 Contribution receives:
 - Custom Founder's Brick
 - Invitation to Founder-only special events
 - Special recognition on our "Founders Wall"