



How One Club Saves 3+ Hours a Day

with PlayMaker Software

Case Study

Client

Nayellie Flores,
Head of Sponsorship Activation

Team

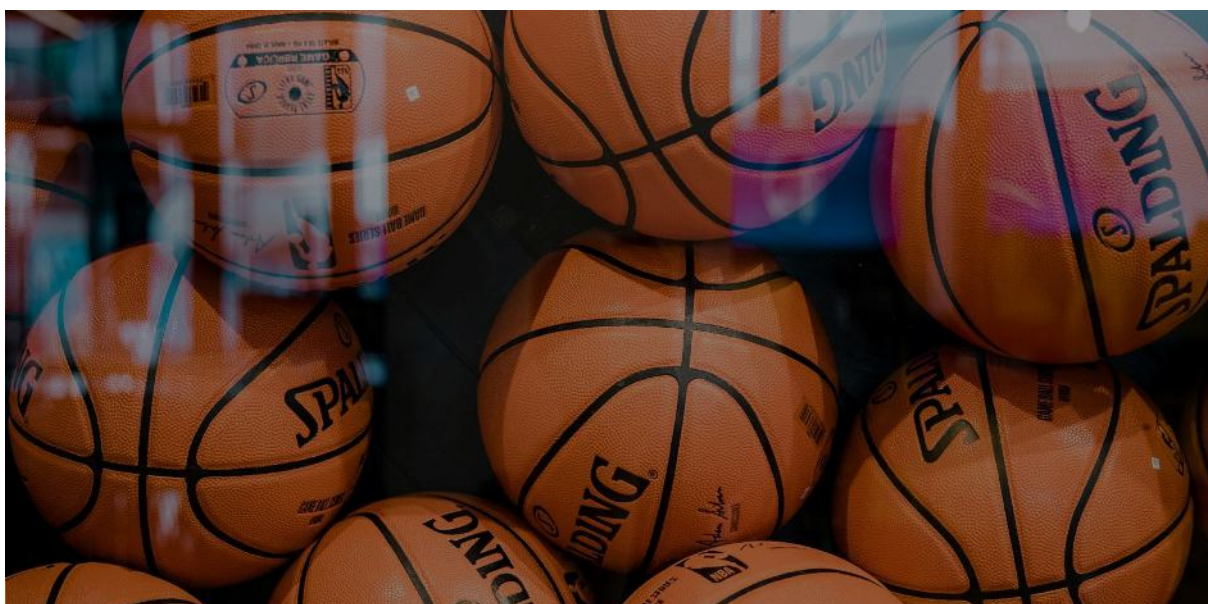
Leones de Ponce

Use Case

Brand Partnership Activation
& Contract Fulfillment

The Setup | The Challenge | The Solution | The Results | The End

“I used to spend hours digging through contracts. Now, I go straight to what matters.”



Nayellie Flores leads sponsorship activation for a professional sports team, juggling multiple brand partners and game-day activations. Before PlayMaker, every sponsor request meant hunting through contracts and manually verifying what had (or hadn't) been fulfilled.

“It was about 30 minutes every time a brand needed something,” she said. “And that was happening every day.”

Keeping Sponsors Happy Without Losing Hours

In her role, Nayellie's priority is making sure brand partners are happy - by delivering what was promised, when it matters most. But without a centralized, accessible view of contract terms and activation status, **she was stuck in a time-wasting loop**: reading through documents, tracking fulfillment manually, and constantly responding to the same types of questions.




Centralized, Click-to-Know Sponsorship Management

With PlayMaker, Nayellie now has everything she needs at her fingertips. “I just go directly to the brand in PlayMaker and check what’s done and what’s due. I don’t have to read through the full contract anymore.”

That simple shift—replacing contract hunts with instant visibility—transformed her day.

Solution



“I’m not reading contracts anymore—I’m talking to partners, organizing activations, and making sure everything runs smoothly.”

The Results:

3+ Hours Saved Per Day

Nayellie estimates PlayMaker saves her over 3 hours daily. That time now goes toward what actually matters: activating partnerships, supporting brand needs on game day, and being present where her value is highest. “I’m not reading contracts anymore—I’m talking to partners, organizing activations, and making sure everything runs smoothly.”

Why It Matters

~15+ hours saved per week

Instant access to what’s been delivered (and what hasn’t)

Stronger sponsor relationships through responsiveness

More time for strategy, less for searching

“It’s just made everything easier. PlayMaker keeps me organized, saves me time, and helps me keep our sponsors happy.”

Thank you!

About Leones de Ponce

Leones de Ponce is one of Puerto Rico's most storied professional basketball teams, competing in the Baloncesto Superior Nacional (BSN) league. With a rich legacy that includes multiple championship titles, the team is known for its passionate fan base, dynamic game-day experiences, and commitment to excellence both on and off the court. Leones continues to set the standard for sports entertainment in the Caribbean, building strong relationships with brand partners through innovative activations and community engagement.

About PlayMaker Software

PlayMaker is the all-in-one platform that simplifies and supercharges sports sponsorships. We help brands & rights holders build, track, fulfill, and optimize their partnerships - from contract to activation - with unprecedented speed and clarity. No more contract digging or messy spreadsheets - just streamlined, intelligent partnership management that saves time for both teams & brands alike.

Want to learn how PlayMaker can work for your team?

 Reach out at hannah@playmaker.software

 Learn more at www.playmaker-software.com
