

# How PlayMaker Cut Recap Deck Time by 80%

at the 2025 World Police and Fire Games



# Case Study

## **Client**

Zach Jimenez,  
*Manager of Corporate Development*

## **Team**

2025 World Police and Fire Games

## **Use Case**

Brand Partnership Activation  
& Contract Fulfillment

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

“It used to take 20–30 hours to build a recap deck. With PlayMaker, it took just a few.”



**Zach Jimenez leads corporate development** for an international event, juggling multiple brand partners and game-day activations. After the event, each sponsor would receive a deck with image confirmation for each of their assets. Before PlayMaker, this meant searching through contracts for assets and hunting down images in GoogleDrive.

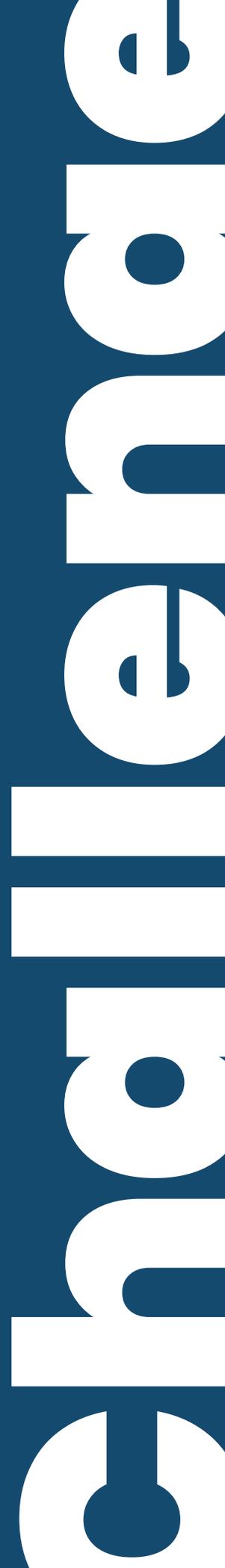
---

**“On the proof of performance decks, some of these documents would take weeks to put together.”**

---

## Seamless and Accurate Post-Event Reporting

Manual post-event recap decks were time-consuming and fragmented, requiring weeks of work collecting proof-of-performance materials and formatting them into polished presentations.



## Automated, Ready-to-Share Recap Decks

PlayMaker's recap deck builder auto-populated deliverables and images already uploaded through the lifecycle of each sponsor, **slashing hours of formatting and data entry.**

Eliminating the chase for contracts and images let Zach finish his event on a high note.

# Solution



“In a larger practice, the recap decks might be the biggest time saver”

The Results:

## 80% of time saved

Zach estimated that generating a recap document - normally a 20-30 hour task- now took only a "handful of hours" with PlayMaker, cutting his workload by roughly 80%. That reclaimed time is now spent on what truly matters: building lasting partnerships with thoughtfully curated recap decks that showcase the full value of his events.

### Why It Matters

20-30 hour recap decks now done in a few hours

---

Easier proof-of-performance reporting

---

Stronger brand communication and professionalism

---

More time for next event strategy, less time file hunting

---

Zach also used PlayMaker for contract uploads and benefit tracking - setting a new standard for event operations.

---

**"PlayMaker has been intuitive, easy to use, and a massive time-saver."**

---

# Thank you!

## About World Police and Fire Games

The World Police and Fire Games, founded in 1985 and organized by the California Police Athletic Federation, are a biennial, multi-sport event for first responders. The games promote physical fitness, wellness, and camaraderie among law enforcement and firefighters worldwide, with participants competing in more than 60 sports. The most recent edition, which utilized PlayMaker, was held in Birmingham, Alabama, from June 27 to July 6, 2025, and welcomed roughly 8,500 athletes from over 70 countries.

## 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](mailto:hannah@playmaker.software)

 Learn more at [www.playmaker-software.com](http://www.playmaker-software.com)

---