How RCX Sports Achieved 92% of their Sponsorship Revenue Goal for their Largest Multi-Sport Summit

Case Study

Client

Kevin Duggan,
Director of Partnership Marketing

Team

RCX Sports

Use Case

Selling Partnerships for
RCX Next Play Summit 2026

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

"Without this [platform], I would not have been able to turn some of those assets and agreements around that fast."


RCX Sports transformed their annual NFL Flag Summit into a multi-sport event featuring 460+ attendees and record-breaking revenue. Director of Partnership Marketing, Kevin Duggan, used Playmaker's template system and streamlined workflows to manage both standardized exhibitor packages and custom deals for major partners - including closing agreements in as little as four days when sponsors came in right before the event.

"It was very efficient for me because I had partners coming in literally that Monday of the event starting Friday and Saturday."

Selling an event for multiple sports with tight timelines

RCX Sports expanded their proven NFL Flag Summit into a multi-sport event for January 2026, bringing together league operators from NFL Flag, MLS GO, NHL Street, NBA Junior, USTA, and other programs.

The expansion created operational complexity: managing sponsors across multiple sports properties, creating packages for different partner segments from technology platforms to CPG brands, and coordinating everything on a tight timeline right after the holiday season.
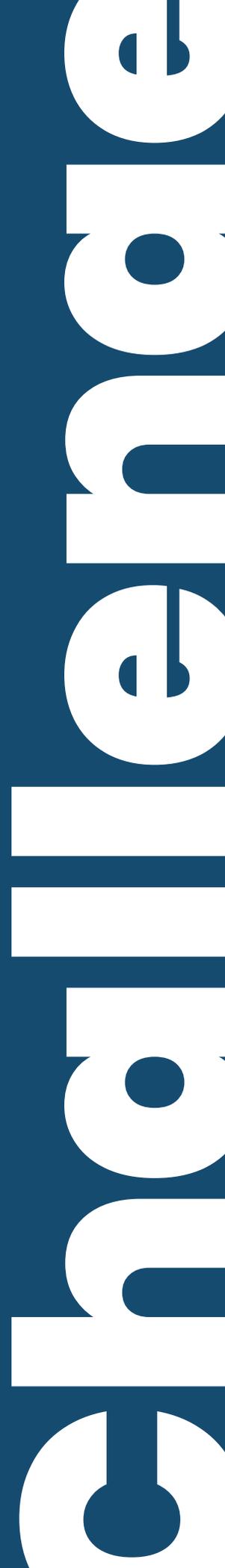
Templates for Speed, Customization for Major Partners

For the bulk of summit sponsors, RCX created templated packages that could be deployed instantly. For larger brands, the team created customized packages tailored to each partner's specific goals and marketing needs.

PlayMaker's platform made it easy to adjust assets, reuse templates, and generate contract-ready agreements from finalized packages.

Solution

"I'm all about streamlining the work and working smarter, not harder... I love how we could add customized assets to any templated proposal."

Custom Package

🍥 0

Exhibitor_Vendor

🍥 7

All-Pro Partner

🍥 9

Presenting Partner

🍥 17

All-Star Partner

🍥 5

New Template

Apply Template

Applicable Templates

Custom Package

🍥 0

Exhibitor_Vendor

🍥 7

All-Pro Partner

🍥 9

Presenting Partner

🍥 17

All-Star Partner

🍥 5

Edit Template

Template Name: Exhibitor_Vendor

Rate

Total Assets: 7 Assets

Total Cost

Profit Margin: 100.0%

Inventory Asset Name	Type	Quantity	Rate		
On-Site Branding	💬 Signage	– 1 +			
Logo placement on on-site signage, event emails, and website	💬 Signage	– 1 +			
In-App Message	💬 Other	– 1 +			
Welcome Packet	🏠 Presenting Sponsor	– 1 +			
Exhibitor Passes	🎟 Tickets	– 2 +		100.0% –	✕
Exhibitor Space (8ft x 3ft)	🎟 Booth	– 1 +		100.0% –	✕

Manage Selected Assets

Delete Template

Save Changes

Templates

"We had about seven or eight exhibitors that were all the same price point package that we just, you know, cut, paste, repeat," Kevin said. "Those assets were already built out... it's **very easy to take those assets in a template, put [the template] into an agreement, send it off.**"

Planning for 50% Growth

PlayMaker enabled Kevin to quickly deploy standardized, template-based packages for most sponsors while efficiently customizing proposals for major brands with specific goals. It also made last-minute deals executable by allowing him to easily adjust assets and generate ready-to-send agreements within a streamlined workflow.

With the first multi-sport summit completed successfully, Kevin is planning aggressive expansion for year two.

Why It Matters

460+ total attendees including league operators, partners, and top executives from NFL, NBA, NHL, and MLS GO

Largest revenue-generating event ever from sponsors and partners

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92% of ambitious revenue goal achieved despite compressed timelines

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Multiple last-minute deals executed that would have been impossible with manual processes

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PlayMaker's sales dashboard gave Kevin and RCX leadership real-time visibility into sponsorship performance across multiple segments. This reporting capability drove effective executive communication while allowing Kevin time to focus on sponsorship sales & execution.

"**Without PlayMaker, I would not have been able to turn some of those assets and agreements around that fast... I'm all about working smarter, not harder. Any tool that I could use in my arsenal to do that, I'm all for it.**"

Thank you!

About RCX Sports Summit

RCX Sports operates youth and amateur sports programs including NFL Flag, NHL Street, NBA programs, MLS GO, and USTA initiatives. Their annual Summit brings together league operators, technology partners, and industry leaders.

Want to learn more about RCX Sports Next Play Summit or become a RCX Sports Partner?

📩 Reach out to kduggan@rcxsports.com

🌐 Learn more at Our Partners | RCX Sports Youth Sports Partnerships and Collaborations

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 to hannah@playmaker-software.com

🌐 Learn more at www.playmaker-software.com