



How PlayMaker Created a 90% Faster Workflow

at the 2025 World Police and Fire Games

Case Study

Client

Zach Jimenez,
Manager of BRIK Sponsorships

Team

2025 World Police and Fire Games

Use Case

Brand Partnership Activation
& Contract Fulfillment

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

“To upload and track sponsor data took forever. With PlayMaker, it’s 10x faster - and way more reliable.”



Zach Jimenez leads BRIK Sponsorships for an international event, juggling multiple brand partners and game-day activations. After a new partner was brought in, Zach was able to upload the signed contract to PlayMaker and immediately start tracking his contractual assets.

“He [Steven Tricarico] informed me that he found a great software that filled a big role that we typically need for all our events”

Unified, Dependable Data Management

Tracking benefits and deliverables in a static, spreadsheet-driven workflow was tedious and error-prone, requiring manual data entry and ongoing maintenance for every new partner.




Contracts, Auto-Extracted and Ready to Track

PlayMaker's dynamic contract upload and activation tracking tools allowed Zach's team to ditch spreadsheets and **onboard sponsors in just 10% of the usual time.**

On top of that, Zach could easily add new team members to the platform, giving them instant access to all documents and the latest updates on every asset.

Solution



“It streamlined the process from the full sponsor lifecycle...making sure that we were all tracking the various deliverables that needed to be maintained”

The Results:

90% of time saved

Zach estimated that he saved nearly 90% of time spent manually entering details from signed contracts into trackers. With those hours back, he and his team could focus their resources where it mattered most - ensuring every partner was supported and every contract was accurately fulfilled.

Why It Matters

90% of time savings on sponsor setup

Instant visibility into deliverables

Better collaboration across teams

Recap decks (while not the primary focus) took only 20% of the usual time thanks to integrated tracking, saving hours of manual work and simplifying the reporting process.

“[The PlayMaker] team’s flexibility, fast responses, and willingness to adapt made a big difference. The product is intuitive and scalable.”

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

 Learn more at www.playmaker-software.com
