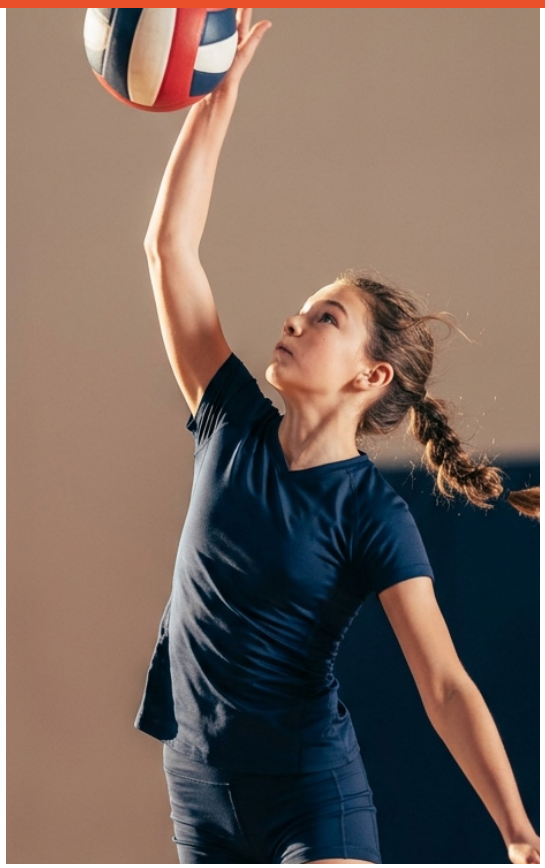
# The Financial Impact of Sprocket Sports for Youth Sports Clubs

**Independent Research Conducted by Hobson & Company**







SprocketSports

Hobson & Company



# Introduction

## The Complex Challenge of Running a Youth Sports Club

Youth sports clubs today operate in an increasingly competitive and demanding environment. Club leaders are expected to deliver exceptional experiences for players and families while managing the operational and financial complexity required to run a modern business. At the same time, clubs face rising operating costs, increasing pressure to grow participation and strengthen their brand, and limited staff and resources to support continued growth.

## Fragmented Club Operations

Many youth sports clubs still rely on multiple disconnected systems, spreadsheets, and manual processes to manage day-to-day operations. Core functions — including registrations, scheduling, communications, marketing, accounting, reporting, volunteer tracking, and website management — are often handled across tools that do not share information. As a result, staff spend significant time reconciling data, re-entering information, coordinating between coaches and team managers, and resolving issues through constant emails, texts, spreadsheets, and follow-ups. Without centralized visibility and connected workflows, club leaders and administrators are forced to spend time managing problems instead of focusing on higher-value priorities.

## The Pressure to Grow and Maintain High Quality

Youth sports clubs face growing pressure to attract players, keep families engaged, and grow in an increasingly competitive environment. Families expect an organized, seamless experience with clear communication, easy registration, and convenient access to club information and staff — even as clubs operate with lean staff and limited time. But when communications, marketing, payments, program management, and reporting are spread across disconnected systems, it's difficult to effectively promote programs, maintain visibility into club performance, and support long-term growth. Without a connected platform, many clubs struggle to maximize participation, bring in new players, and capitalize on growth opportunities.

## About This Study

Sprocket Sports partnered with Hobson & Company, an independent research firm specializing in Return on Investment (ROI) studies, to explore these challenges. In-depth interviews were conducted with existing Sprocket customers to quantify the platform's key sources of value and explore how clubs are improving operational efficiency, reducing costs, and supporting growth.

# The Value of Sprocket Sports

OVER

# $200K

A Sprocket customer can realize over $200k in annual value

See the full breakdow of Hobson's value analysis on page 7 →

Hobson & Company's analysis found that a club generating $2M in annual revenue — including 500 players at roughly $3,200 revenue per player plus $400K in supplemental programming — with 3 paid staff members managing operations across inefficient processes, absorbing all of 3.5% payment processing fees without an ACH option, and spending $9.5K annually on systems Sprocket could replace, could see total value creation of more than $200k annually with the Sprocket platform.

## Customer research validated Sprocket helps:

### Streamline Operations

### Reduce Expenses

### Grow Revenue

## Beyond the Numbers: A Partner for Building Better Clubs and Supporting Kids

While this paper focuses on the most immediate and measurable operational, financial, and revenue-related benefits identified during customer research, many clubs also cited Sprocket Sports as a strategic partner for supporting a more modern and connected experience for players, families, coaches, and staff — helping foster stronger club engagement, parent education, recruitment, retention, and growth.



# Streamline Operations

**30%** **REDUCTION**

in time spent on administrative tasks, according to Sprocket customers.

> **Sprocket makes everything easier. It saves time and reduces frustration. Without the business running right, none of the rest matters. Sprocket gives us the structure, tracking, accountability, and reporting we were missing, and that's helping drive our numbers and revenue."**
>
> — Executive Director, Customer Club F

## Reduce Time Spent on Administrative Tasks

Clubs interviewed reported meaningful reductions in the time required to manage day-to-day administrative operations after moving to Sprocket Sports. Before Sprocket, many clubs described spending hours navigating disconnected systems, entering the same information in multiple places, searching for and reconciling data, managing spreadsheets, and manually coordinating club and team communications.

With one login and one connected platform, Sprocket centralizes registration, scheduling, tryouts, team management, payments, financial management, websites, marketing, player development, volunteer tracking, and communications into a single system where information updates automatically across the organization. The result: streamlined day-to-day operations and improved visibility into club activities and financial performance through dashboards and reporting.



# Reduce Expenses

## Eliminate Spend on Systems That Sprocket Can Replace

Many clubs interviewed relied on a number of point solutions, incurring annual software costs as well as the burden of managing multiple systems.

Sprocket consolidates club operations and marketing into a single platform for team and program registration, payments, tryouts, rosters, team communication, website and mobile app, giving clubs one system to manage everything and one team to support it.

**100%** **REDUCTION**

in spend on systems replaced, as reported by Sprocket customers

> **We don't have to spend $10K on another solution for player evaluations."**
>
> — Executive Director, Customer Club K

## Reduce Bad Debt

Clubs often experience financial strain from overdue balances and unpaid registration fees, particularly when clubs are required to commit upfront to coaches, facilities, tournaments, travel, and other operating expenses. Customers interviewed reported that Sprocket Sports improved visibility into outstanding balances and strengthened collections management. Sprocket's financial dashboard highlights overdue balances, enables admins to send individual or batched communications, automates weekly payment reminders, and supports dynamic payment plans and in-app payments.

**70%** **REDUCTION**

in bad debt, as reported by Sprocket customers

> **Due to improved collection processes, Sprocket pays for itself. I can see exactly what's owed and show families their statement. Before, I just didn't know, and there was no way to prove anything."**
>
> — Executive Director, Customer Club F

## Manage Payment Processing Cost Share

Rising credit card processing costs quietly cut into club revenue, and many clubs have little control over how those fees are handled.

Sprocket gives clubs real control over payment processing economics, making it easy to shift volume toward a lower-cost ACH option through built-in prompts, and to choose to whether processing fees are absorbed by the club or passed through to families, with the ability to adjust for different programs.

**1.5%** **CAP**

enables clubs to cap their share of processing fees

> **Without question, we're easily saving $60K a year. Sprocket gives us the ability to control how fees are handled instead of just eating them."**
>
> — Director of Coaching, Customer Club A

# Grow Revenue

## Fill Rosters Faster and More Completely

In competitive markets, quickly securing player commitments and filling open roster spots directly impacts club growth and team operations. Sprocket helps clubs fill rosters by centralizing tryouts, invites, and roster management in one system with real-time visibility into who's been invited, accepted, or declined so staff can quickly send offers, and backfill open spots.

> **We see everything on the dashboard, offers, registrations, declines, and queue players to move quickly. It's an advantage because tryouts are all in the same week; after that, players are usually on another team."**
>
> — Executive Director, Customer Club M

## Grow Supplemental Program Revenue

Camps, clinics, lessons, and other supplemental programs represent meaningful revenue opportunities for youth sports clubs, but promoting and filling them is often a challenge. Sprocket Sports helps clubs streamline the setup, promotion, and management of supplemental programs through a centralized platform and frictionless purchasing experience. Eligible programs are automatically presented to families at key engagement points — including during registration, within the mobile app, and on the club website — while public-facing, search-optimized web discovery helps attract additional participants. Club leaders gain real-time visibility into registrations, capacity levels, and waitlists to better optimize program performance and revenue opportunities.

**10% INCREASE**

in supplemental program revenue, as reported by Sprocket customers

> **Parents love seeing their household in one place, but what's huge for us is that they immediately see what each child is eligible for which drives sign-ups."**
>
> — Club President, Customer Club B

## Increase Revenue Through Registration Add-Ons

A streamlined checkout experience not only simplifies player registration, but it also creates incremental revenue opportunities at the point of sale. Sprocket lets clubs include add-ons directly into checkout, boosting donations, merchandise, tickets, or other add-ons rather than relying on separate asks and transactions.

**20% INCREASE**

in opt ins to donate or purchase add-ons at registration checkout, as reported by Sprocket customers

> **We enabled donations at checkout and later realized $6k had come in. We weren't capturing this before."**
>
> — Executive Director, Customer Club L

# Key Findings

## The Value of Sprocket Sports

The value of moving to Sprocket Sports is immediate and measurable, as Hobson & Company's findings suggest for a youth sports sports club with the profile below. The results draw on in-depth analysis and interviews with multiple Sprocket Sports customers.

### Before Sprocket Sports

**Annual Revenue**
**$2M**
500 players + $400k supplemental programs

**Bad Debt**
**$20K / yr**

**Operating Expense**
**3.5% + $0.30**
Processing fees plus charge per transaction

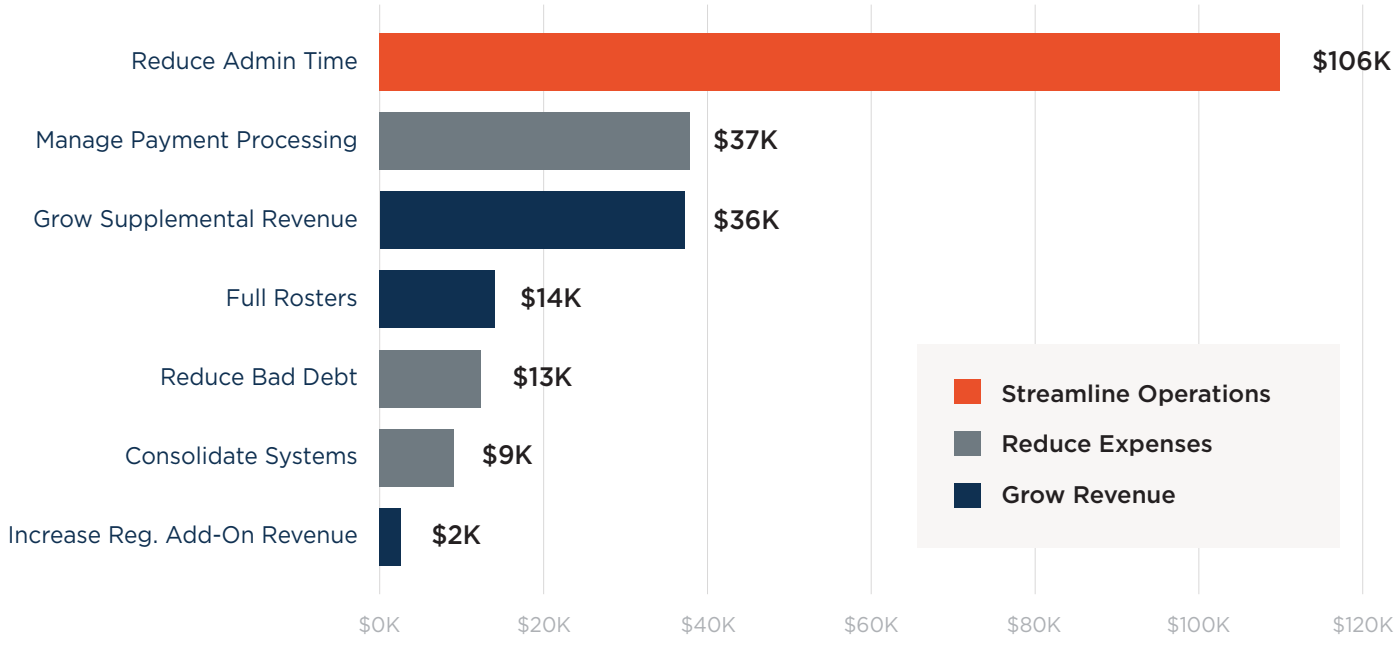
**Admin Staff**
**3**
FTE's

**Systems Spend**
**$9.5K / yr**
(includes registration, communication/email, mobile app/team mgmt, CMS, player evaluations)

### After Sprocket Sports

MORE THAN $200K IN ANNUAL IMPACT

**>$200,000**





## About Sprocket Sports

Sprocket Sports is a modern, all-in-one management and marketing platform designed specifically for youth sports clubs. Its comprehensive technology helps clubs reduce operating expenses, increase revenues, build their brand and engage with families. In addition to player registration and payments, Sprocket Sports offers websites, marketing and communication modules, administrative tools, dashboards, mobile apps, and more.

Visit **sprocketsports.com** or email a team member at **hello@sprocketsports.com.**

## About Hobson & Company

Hobson & Company helps technology vendors and purchasers uncover, quantify and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. Our well researched, yet easy-to-use ROI tools have also helped many technology companies better position and justify their unique value proposition.

For additional information, please visit **www.hobsonco.com.**

**Disclaimer:**
The return-on-investment (ROI) and other financial calculations expressed in this research paper are based on data provided by Sprocket Sports customers and various assumptions and provide estimates only. The actual ROI realized by customers may vary from the estimates provided. Sprocket Sports offers this tool to assist customers with evaluating their club management platform; however, Sprocket Sports and Hobson & Company (the firm that created the tool) are not responsible for the accuracy of any estimates.

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