

YOUTH SPORTS MAPPING

2025

VOLUME ONE

Ecosystem Platforms



YOUTH
SPORTS
BUSINESS
REPORT

WELCOME

VOL. 1 ECOSYSTEM PLATFORMS



 PROFLUENCE SPORTS

“

“Youth sports platforms are becoming the **glue that holds** the rapidly professionalizing industry together. **Private Equity** has a keen interest in this category, as these platforms are often the gatekeepers.”

Andrew Petcash

Founder, Profluence Sports

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Cameron Korab

Founder, Youth Sports Business Report

“The youth sports ecosystem platforms are **digital architects** of a rapidly expanding market, projected to exceed \$114 billion by 2032. By integrating registration, scheduling, payments, and communication, they **streamline operations and enhance the experience** for athletes, coaches, and families.”



Event Connect™

The Operating System for Youth & Amateur Sports.

Run your entire tournament on one OS — or connect the tools you already use. Grow room nights, end spreadsheet chaos, and keep every datapoint in one place with live pace for hotels, impact for CVBs, and a smoother path for families.

[Book a Demo](#)

Connecting tournament registration and housing create unparalleled outcomes.

10x

Faster registration

80%

Of teams instantly block hotel rooms

<10 Days

For all teams to block hotel rooms

<6 Days

For teams to fully reserve all rooms from their block



Increase your room night reservations by up to **30%**, while saving **24%** of hotel costs for teams, by using EventConnect's integrated registration.

“ ”

Families want fewer clicks. Organizers want control. We deliver both.

Eric Vardon EventConnect President

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PROFLUENCE & YSBR TRENDS TO WATCH & KEY INSIGHTS

Data Analytics & AI Are Transforming Operations

We're seeing coaches, administrators, and parents embrace data-driven strategies like never before. Real-time analytics from wearables, video analysis, and sensors are becoming standard tools for optimizing player performance and making smarter training decisions.

AI Scheduling: We're particularly excited about AI-powered scheduling platforms that can generate fair, efficient schedules in a fraction of the time it takes manually. These systems analyze thousands of variables to create more effective matchups, minimize travel, and respond instantly to last-minute changes, such as cancellations or weather delays.

Beyond Performance Metrics: We're noticing a shift toward more holistic player development. Teams are using predictive analytics for injury prevention and integrating mental health support through mindfulness programs. The rise of eSports and hybrid models shows how technology is creating new pathways to engage different types of young athletes.

Market Consolidation Is Accelerating

We're tracking substantial investment activity from diverse institutional sources, including venture capital, family offices, professional leagues, and athlete-backed funds that's driving strategic consolidation in this fragmented market. The recent \$100+ million investments into platforms like TeamSnap, Rocket Youth and Unrivaled Sports reflect how major assets and adjacent markets are converging to fundamentally reshape the competitive landscape rather than simply combining smaller players.

Platforms Are Expanding Their Reach: We're tracking how platforms are moving beyond basic management to offer integrated ecosystems that include:

- Partnership Tools: Connecting organizations with sponsors to offset costs
- Event Operations: Streamlined tournament management with real-time results
- Compliance Automation: Background checks and coach training to reduce liability
- Fan Experience: AI-powered highlights and synchronized live streaming

This trend toward all-in-one solutions is helping organizations simplify their operations and enhance efficiency.

Integration Over Disruption Is Emerging

We're noticing a thoughtful approach where platforms focus on integrating with existing systems rather than trying to replace everything. This strategy acknowledges the reality of market fragmentation while improving user experience through unified information management.



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Youth Sports Mapping 2025

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*Some organizations may have functionality of buckets they are not placed in below

**Roster Management,
Messaging, Scheduling,
and Analytics**



**Registration, Scheduling, Payments,
Communications, Facility Management**



Will be added to full market map in future volumes



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Comms and Engagement

250



Average number of messages or communications sent per event between organizers and participants

Average open rates or response rates for event-related messaging

Scope



Clear and reliable communication is one of the most important factors in shaping the experience of teams and families at youth sports events. The way information is delivered can significantly impact how smoothly participants navigate the weekend, from arrival to departure. **SMS** and **email** remain the primary channels of communication, ensuring that families receive timely updates, reminders, and critical details.

Within the broader event ecosystem, **housing** and **scheduling** tools are consistently the most utilized features. Families and teams rely heavily on housing information to coordinate lodging, while up-to-date scheduling is essential for managing game times, practice sessions, and travel between venues.

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Planning and Scheduling



Lead Time

9

Months

Average lead time from event creation to execution

3

Months

Months In advance families typically register or book travel

2.7

Days

Most common event duration lengths

Scope

Youth sports tournaments are large-scale events that draw significant participation and economic impact. On average, a single tournament brings in around 1,500 players representing roughly 120 teams or organizations, though the biggest events can attract between 500 and 1,000 teams.

With about 12 players per team and an estimated 1.5 additional travelers per athlete, these events typically generate around 2,600 total visitors, including players, coaches, and family members.

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Event Discovery & Facility / Hotel Booking



10

Hotel Rooms

Average number of hotel rooms booked per youth sports team per event



75%

Families

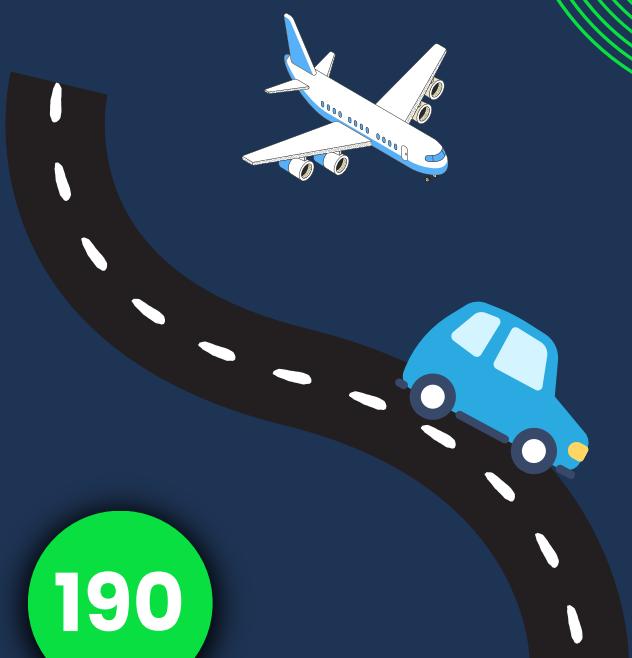
Families book hotels through the event platform versus independently



190

Miles

Average travel distance or origin radius for families attending out-of-town events



The financial footprint of each event is substantial

Families spend on average \$330 on hotel bookings, \$250 on travel expenses, and another \$250 on meals, with player registration fees ranging anywhere from \$50 to \$1,000 depending on the club and event level. Hotels see strong demand, with an average booking rate of \$170 per night. Seasonal variations also play a role, as overall event revenue and travel costs can shift significantly depending on the tournament's location and time of year across different states.

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Key Stakeholder Insights / Quotes



Eric Vardon
EventConnect | President



"Youth and amateur sports is now a national travel economy. In 2024 alone, sports-related travel produced 63.5M overnight visitors and \$47.1B in direct spending, evidence that weekends on the road have become meaningful civic infrastructure, not just family rituals.*

In a consolidating landscape, organizers, hotels, and destinations need a neutral operating layer that centralizes data and elevates outcomes. **EventConnect** was built to be that layer. The Operating System for Youth & Amateur Sports run events end-to-end on our platform or integrate your existing tools. Either way, every datapoint lives in one place, with live pace for hotels, defensible impact for CVBs, and a smoother path for families."



Brian Litvack
LeagueApps | CEO



"Youth sports is a \$75+ billion industry, according to our math, attracting new streams of capital from private equity to professional leagues and brands. For this investment to truly serve kids and communities, we need strong leadership to drive the key mission and benefits of including accessibility, opportunity, youth development and community."

LeagueApps mission is to create amazing sports experiences for all. We do this by leveraging software, data and AI to provide solutions to sports organizations and their communities of coach's, parents and youth athletes."



Peter Frintzilas
TeamSnap | CEO



"Youth sports has rapidly expanded into a complex ecosystem, and it demands mature technology and infrastructure, connective fabric that brings order to fragmentation and scale to innovation. The winning platforms will be those that unify workflows, participants, and data to shape this next era."

"TeamSnap sits at the convergence of business-grade operations and mobile-first consumer experiences. We're building the digital rails on which the future of youth sports will run across registration, communications, scheduling, coaching, and video streaming. And we believe this leadership comes with responsibility: to use scale not just for growth, but to expand access and equity across the communities we serve."



Zoya Lehrer
ORG0 | Founder & CEO



"The \$50B youth sports industry is built for coaches and leagues, while parents struggle to keep up with the mental load of juggling multiple team management apps, conflicting schedules, and mounting stress that take many out of the game."

"Orgo is a parent-first mobile app that aggregates schedules across team management apps, then levels up events to true logistics (think prep and travel times, early arrival, multi stop events, and carpool driver assignments!). Parents, grandparents, and caregivers collaborate seamlessly, led by our guiding notifications every step of the way to stay present, not paranoid."



John Stewart
FastBreak.ai | CEO



"As NIL expands at the college level, we're already seeing more families turn to travel and club sports as both a passion and a pathway. I think this trend will only grow, but with it comes pressure to deliver more competitive, near-pro tournament experiences."

Organizers shouldn't have to juggle 6 to 10 disconnected tools, so Fastbreak's AI-powered platform brings everything together, improves efficiency, reduces costs and unlocks new revenue streams. Without raising prices for families. Our goal is to expand access to sports by giving organizers the intelligence to operate smarter".





Profluence Sports Business Association

More Inquiries And Information About Us

Profluence Sports is the official association for sports business, with over 1,000 members and growing. It serves as a dynamic platform where sports entrepreneurs can learn, grow, and scale their ventures.

With a focus on community, education, and access, Profluence offers:

- Weekly online and offline events
- Expert insights and industry reports
- Investor databases and capital connections
- A robust startup school and fundraising guides
- A vibrant, curated network of leading professionals in sports business

Whether you're an early-stage founder or a seasoned executive, Profluence is designed to help you accelerate your impact in the sports world.

THANK YOU!

Website :

www.profluence.com

Explore Membership →



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At the Youth Sports Business Report (YSBR), we empower stakeholders across the entire youth sports ecosystem with comprehensive and trustworthy information. Recognizing the immense influence and growth potential of this \$54 billion market, we serve as the vital hub connecting industry professionals, parents, coaches, athletes, and enthusiasts.

Despite its significant size, the youth sports landscape has historically been segmented and challenging to navigate. YSBR addresses this by providing unparalleled access to meticulously curated news, in-depth analysis, and expert insights across key areas. Our coverage spans critical verticals such as sponsorship, institutional capital, content creation, Name, Image, and Likeness (NIL), coaching, recruitment, facility management, and the crucial intersection of technology and data analytics.

THANK YOU!

Website:

www.youthsportsbusinessreport.com

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