
A win-win for both fans and operations

In an industry where 85% retention is needed just to sustain the previous year's revenue, delivering an exceptional fan experience is essential. Equally important is ensuring profitable game-day operations and streamlining the sponsorship process. And paper-based processes simply don't have what it takes to go the distance. To create a fan experience that's nothing but net and minimize liability, lost sponsorships and expenses, you need to modernize the agreement process.

Deliver stellar fan experiences

Give fans the digital experience they expect whether they're purchasing individual, season, group or suite tickets. Enable game-day mobile transactions that reduce lines, shorten registration times for activities and promotions and provide VIP services and programs that keep fans coming back again and again.

Grow sales

Automate and streamline ticket sales and renewals, enable new subscription and licensing models and accelerate complex sponsorship agreements.

Ensure smooth game-day operations

Execute vendor and contractor agreements from concessions partners to facility maintenance to stadium security more efficiently. Also hire, train and pay hundreds of seasonal and game-day staff more efficiently, eliminating HR paperwork bottlenecks.

Maximize ticket and sponsorship profit

Reduce lost sales and cancellations with digital contracting for season tickets, suite rentals and corporate sponsorship contracts, and speed sales and renewals by sending digital contracts that customers and partners can sign online, wherever they are, from any device.

Results

20% higher
in-store close rate, T-Mobile

10x faster
turnaround time
on employment contracts, Expedia

\$36 per-agreement
savings
and faster speed to revenue

The DocuSign Agreement Cloud for Sports

The DocuSign Agreement Cloud for Sports provides frictionless document management for sports teams and event venues across sales contracts, sponsorship agreements, vendor relationships and mobile forms to deliver a great fan experience and smooth gameday operations.

eSignature

Securely send and sign agreements electronically and streamline the preparation and sending of agreements.

Contract Lifecycle Management

Gain visibility, increase efficiency and reduce risk with automatic, seamless contract management from creation and negotiation through post-signature actions and storage.

Intelligent Insights

Locate and analyze clauses within your agreements, indexed across multiple DocuSign eSignature accounts, internal systems and external storage.

Integrations

Easily embed DocuSign into your existing tools with 350+ prebuilt integrations, like Salesforce, Oracle NetSuite, Workday and more.

To learn more, go to docusign.com.

Use case examples

Day-of-event activities

Event participation forms

Liability waiver forms

Parking and facilities use liability agreements

Promotional registration forms

Sponsorship agreements

Corporate sponsorships and advertising

League sponsorships

Ticket package sales and renewals

Fundraising, nonprofit group contracts

Group ticket sales

Membership subscriptions

Personal seat licenses

Season ticket sales and renewals

Suite sales, rentals and renewals

Ticket resale agreements

Vendor agreements

Catering and concessions contracts

Copyright agreements

Independent contractor agreements

Merchandising agreements

Player name usage rights

Purchase orders



About DocuSign

DocuSign helps organizations connect and automate how they prepare, sign, act on, and manage agreements. As part of the DocuSign Agreement Cloud, DocuSign offers eSignature: the world's #1 way to sign electronically on practically any device, from almost anywhere, at any time. Today, more than 500,000 customers and hundreds of millions of users in over 180 countries use DocuSign to accelerate the process of doing business and to simplify people's lives.

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