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.

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**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 [docsign.com](http://docsign.com).

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**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
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

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**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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