# Transforming sports sponsorship management with PlayMaker



The landscape of sports sponsorship is undergoing significant transformation with the introduction of PlayMaker, a new platform poised to enhance how brands, teams, and leagues manage their partnerships. Co-founded by Hannah Sorkin, who previously held an executive position at Anheuser-Busch, PlayMaker is designed to tackle the complexities involved in sponsorship management by employing advanced automation, visibility, and collaboration features.

The inspiration for PlayMaker emerged from Sorkin's personal experiences while overseeing contracts for 28 professional sports teams at Anheuser-Busch. She recounted her frustrations, stating, “I spent countless hours drafting emails, navigating approvals, and searching for the most up-to-date inventory lists, all without a clear source of truth.” This led her to conceptualise and eventually develop the tool “I always wished I had.”

PlayMaker aims to revolutionise sponsorship management by addressing critical inefficiencies through several key features. These include:

* **Centralised Asset Management:** This function automates tracking and execution, providing users with a unified view of sponsorship inventory.
* **Enhanced Collaboration:** The platform fosters improved communication between brands and rights holders, streamlining interactions that are often bogged down by administrative tasks.
* **Actionable Insights:** By leveraging AI-driven analytics, PlayMaker enables users to identify performance trends and uncover new opportunities within their partnerships.

These features reflect insights gathered from extensive discussions with industry professionals, determining the needs and challenges stakeholders face. The platform is positioned to allow users to shift their focus from administrative burdens to cultivating valuable relationships.

The advent of PlayMaker aligns with the broader trend of increasing AI integration within the sports business sector. As AI capabilities advance, platforms like PlayMaker are set to facilitate more intelligent sponsorship strategies, enabling stakeholders to analyse fan engagement metrics, forecast business trends, and enhance activation campaigns. In this rapidly evolving environment, tools such as PlayMaker are anticipated to drive innovation, empowering brands to navigate a competitive landscape more effectively.

In discussing the potential impact of the platform, Sorkin remarked, “PlayMaker empowers the industry to focus on what truly matters—relationships and impact. This is just the beginning of a revolution in how we manage and grow sports partnerships.”

The entry of PlayMaker into the marketplace signals a shift towards a more data-centric and efficient methodology in sponsorship management, indicating a promising future for the industry's evolution. For further details regarding PlayMaker, interested parties can visit the official PlayMaker Software website.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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