

BLUE SOMBRERO

PARTNERSHIP UPDATE



The Path to Unity

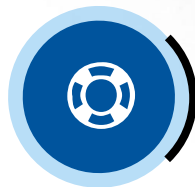
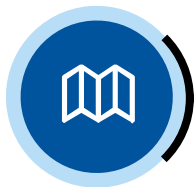
15 years of evolution and 50+ combined years of youth sports experience coming together to solve the biggest challenges in youth sports.

Blue Sombrero + DICK'S Sporting Goods

Free services subsidized by retail
marketing opportunities

Stack joins with U.S. Soccer

US Soccer Connect becomes
national service for U.S. Soccer



Blue Sombrero founded 2002
Affinity Sports founded 2002
Bonzi/Connect founded 2004
GroupNet founded 1997

Affinity + DICK'S Sporting Goods

Following the addition of the Affinity service, we
began working with national partners like AYSO,
Little League, Pop Warner, and PONY Baseball

Stack + Affinity + Blue Sombrero

Combined to solve the biggest
problems in youth sports

United Experience, Common Goal

Unmatched
Technical Support

3 Strategic
Locations

Serving Youth
Sports for
17+ years



TRUSTED SUPPORT

"Our mission is
to **increase**
participation
and
transform the
sports
experience."

Registration Built for Mobile

One Experience. Any Device.

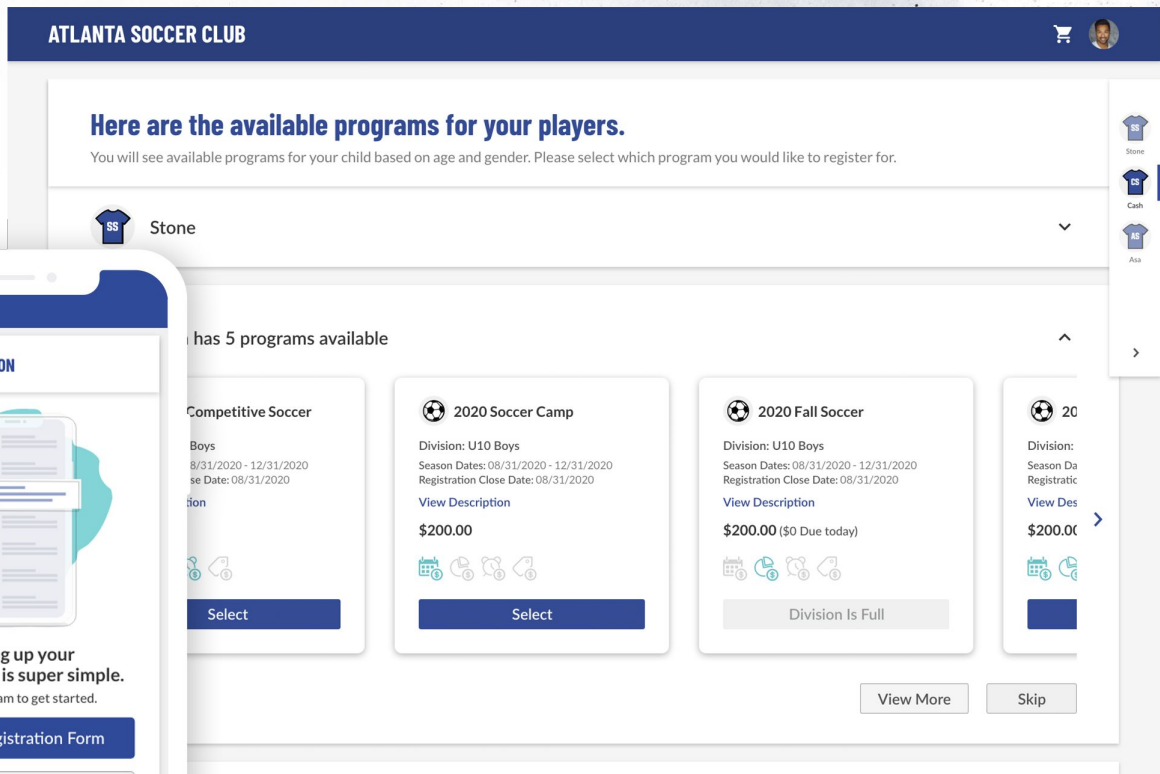
- Responsive
- Easy-to-use
- Reliable, well supported

Club Branding

- Your business, your brand
- Identify growth opportunities

Solve the Big Issues

- Simplified user experience
- Compliance driven
- Setting the standard
- Make the best 1st impression



DICK'S Team Manager App Integration

Rosters

- Digital rosters
- Automated sync from Blue Sombrero to DICK'S Team Manager Mobile App

Scheduling

- Manage schedules
- RSVPs for games and practices

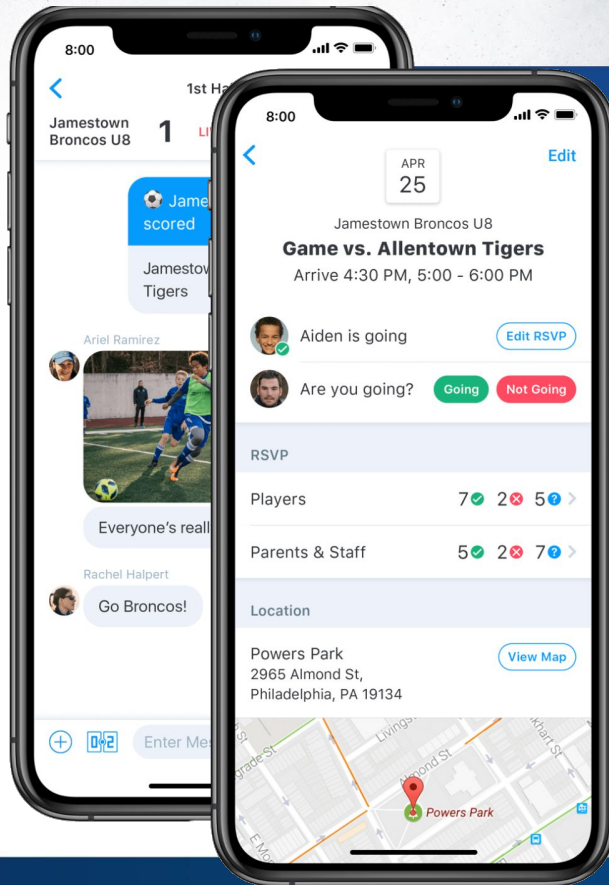
Messaging

- Direct messaging
- Streamlined communication

Photo Sharing

- Share team photos and highlights

All in one place!



Modern Web Design



On-Demand Fan Wear

Easy to Set Up

- 3-step process to open store in minutes
- Custom club artwork management

Always On-Demand

- Open 24/7/365
- No minimum orders

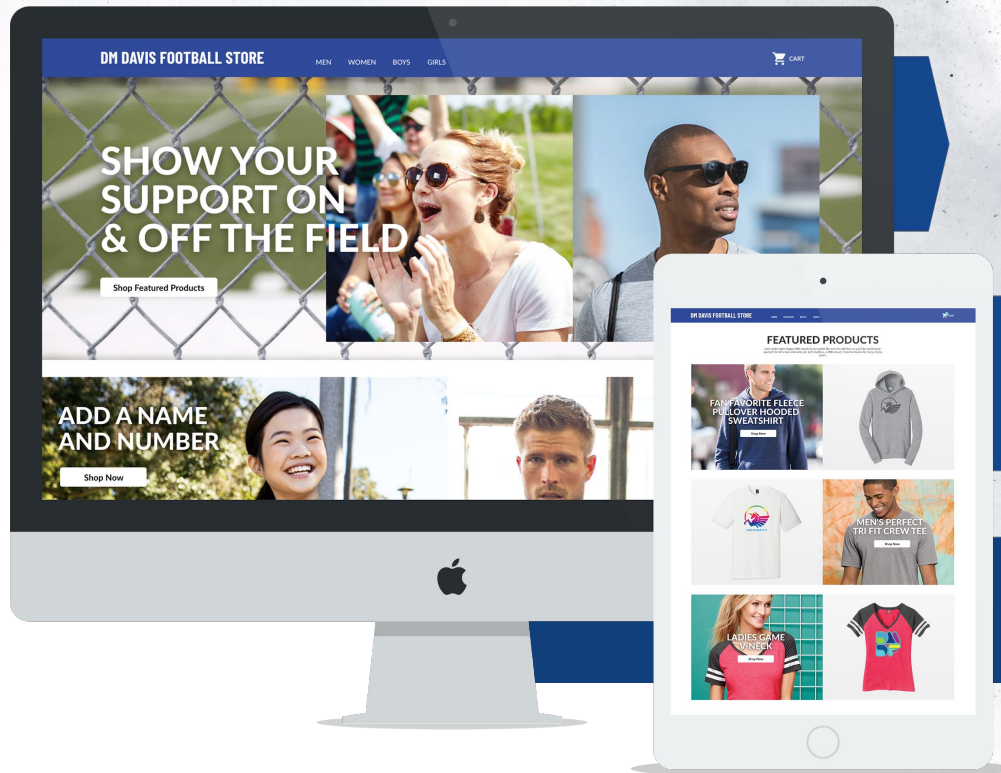
Money Back

- Club earns 7.5% back on every sale
- 100% free to set up

Hassle-Free

- All orders shipped directly to families
- No inventory management

Revolutionizing the Fan Wear Experience.



Everything In One Place

Scheduling

- Quickly create game and practice schedules, manage your league calendar

Email and Texting

- Targeted messaging with reporting and professional templates

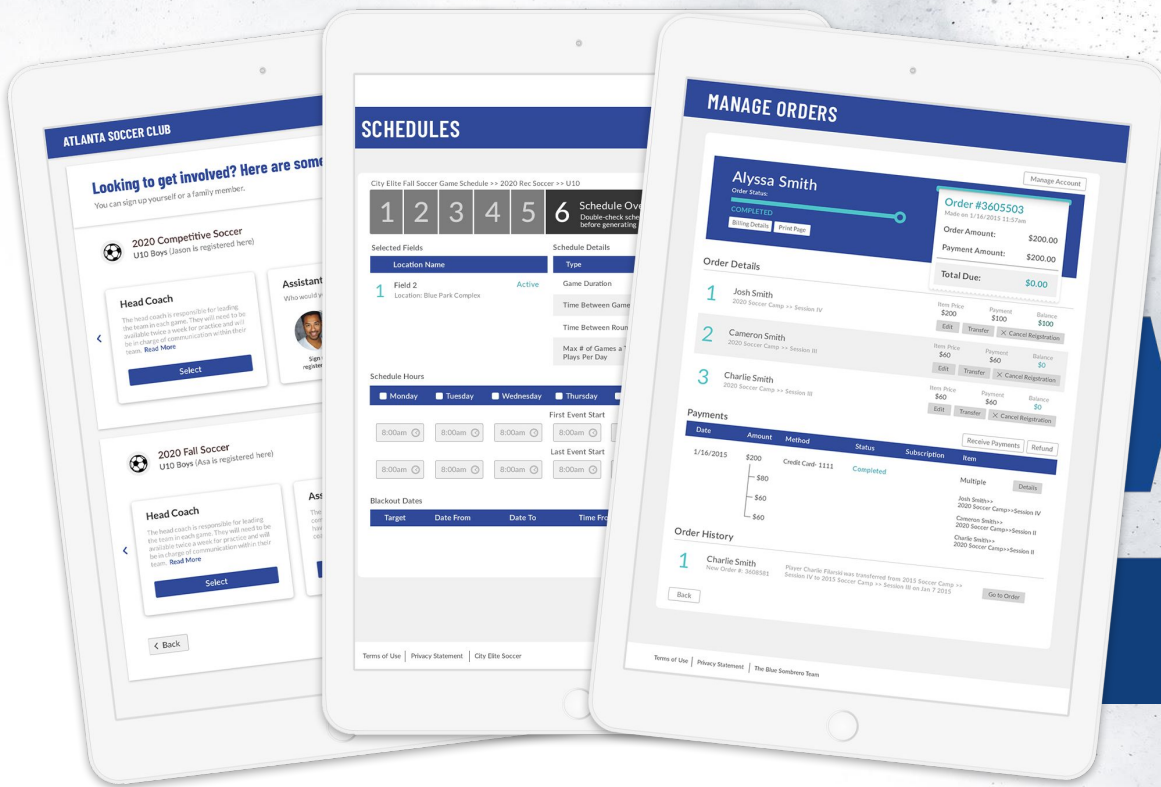
Team Building

- Auto-assign or build from scratch

Reporting

- Customizable and pre-built reports for real time data management

And More!



Same Service, Same Support, FREE to Club

Due to your existing business and loyalty, we are excited to present your organization with an exclusive offer that will include the same service and support that you have come to expect, at the best value.

**YOUR
SPECIAL
OFFER**

~~\$29~~

Monthly
Service Fee



NO MONTHLY FEES!

~~3.99%~~

Blended
CC Rate



3.4% CC RATE

FOR VISA, MC, AMEX & DISCOVER

To make sure our new pricing model minimally affects your organization, the **\$3** service fee **per transaction** will be passed along to your registering members.

Unlike our competitors who charge a per registrant fee, our per transaction model is designed to be more affordable for your members.

What To Expect



Priority Technical Support

Get your questions answered faster in our priority queue, and enjoy free phone support!



Same Software, Enhanced Experience

Take advantage of all our **Blue Sombrero** tools including mobile friendly registration, scheduling, and current integrations to make your life as an administrator easier.

**Have More Questions?
Visit our FAQ.**