



# Q4 Insights Report

Q4 2021

**TeamSnap is the #1  
Sports Management App  
for busy parents and families.**

We've heard from administrators, coaches, parents, and players about the need to return to play safely. We're tracking the return to play this season by reviewing trends from previous years and our latest research in this space.



# Executive Summary

## **Youth sports are bouncing back** *pg 3*

There are a huge number of TeamSnap events that happened in September 2021 (+ 40% YOY).

## **Practices are continuing** *pg 4*

Practices continue to grow YOY every month since March 2021, reaching an all time high in September.

## **There are encouraging trends at the sport level** *pg 5*

In season sports are making a massive comeback this year.

- Football
- Volleyball
- Hockey

## **Sport activity is growing across the country** *pg 6*

Every state delivered an increased TeamSnap monthly active user count when comparing September 2021 to the same period in 2020.

## **Communities recognize sports as a safe haven** *pg 7*

Parents, players and coaches are participating safely to preserve these experiences.

# Youth sport is bouncing back

In spite of ongoing pandemic challenges, we continue to see encouraging signs from our TeamSnap data leading into fall. Many new teams are joining TeamSnap and we are seeing a record breaking number of events created this fall. We are also seeing low cancellation rates for events, which tells us that thoughtful planning and coordination is going into event preparation.

## TeamSnap Event Data

**Record**  
**Number of New Registered Teams**  
**August**  
(+76% YOY)

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**Record**  
**Number of**  
**September Events**  
(+40% YOY)

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**September**  
**Practices**  
(+32% YOY)

**September**  
**Games**  
(+64% YOY)



## Practices are continuing

Teams are practicing more than ever despite missing out on some games as TeamSnap helps them reunite safely.

- Compared to the pre-pandemic era, teams have been about 10% more likely to gather for practice than a game.
- We launched Health Check in August of 2020 and since then over 20 million Health Checks have been completed in TeamSnap.
  - \* We logged +13% more health checks in August than the same period last year.
- Practices scheduled on TeamSnap have been up YOY every month since March 2021.
  - \* We set an all time high in September (+32% YOY)

# There are encouraging trends at the sport level

Some sports are coming back faster than others - factors may include sport seasonality or the ability to play the sport outside. Still, we are seeing indoor sports like hockey and volleyball make strides in their return, even though they are indoor activities.

All of our primary sports delivered event increases when compared to August led by

## Basketball

(+66%)



## Lacrosse

(+59%)



These are the four sports making strong comebacks this season:

## Football



August 2021 is seeing +181% increase in events from last August and +29% from 2019.

## Volleyball



Coming back strong with +119% from last year and +31% from 2019.

## Lacrosse

An interesting trend shows we have -53% from last year and +59% from 2019.



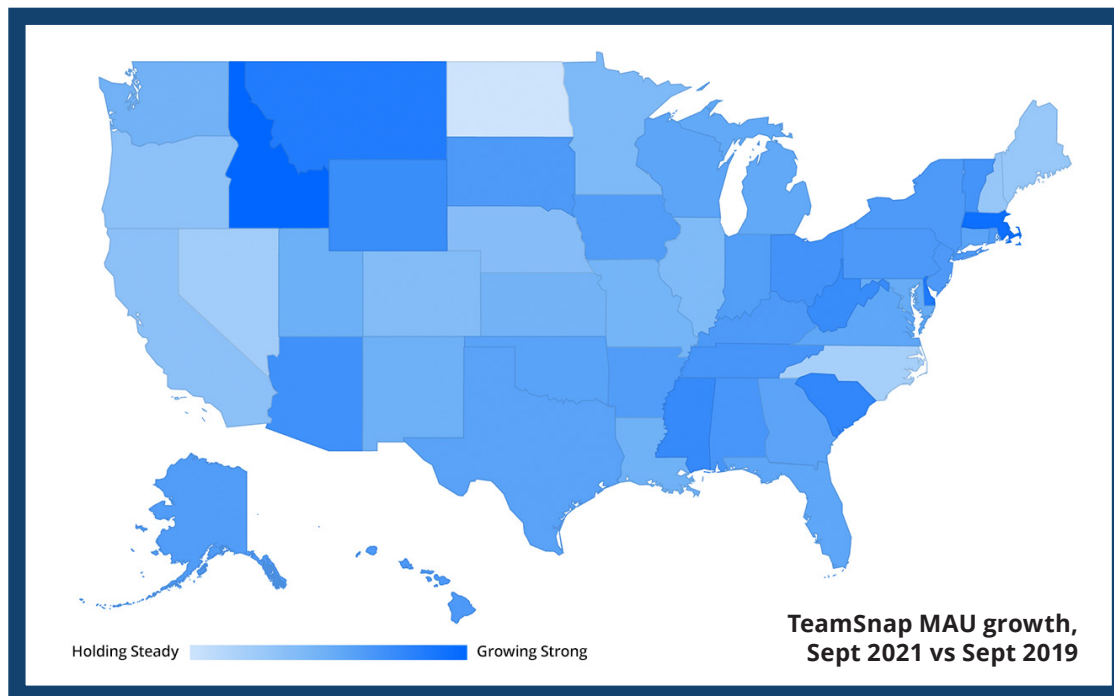
## Hockey

August 2021 is seeing +54% from last year and +31% from 2019.



Lacrosse boomed last summer as outdoor sports gained popularity during the pandemic. TeamSnap hosted 240% more Lacrosse events in August 2020 vs. August 2019

# Sport activity is growing across the country



**Every state delivered an increased TeamSnap monthly active user count when comparing September 2021 to the same period in 2020.**

- **41 states and Washington D.C. returned over 20% YOY growth in September**, led by Hawaii (+133%), New Mexico (+110%), Washington D.C. (+81%), California (+64%), and Washington (+57%).
- The low end of the growth scale shows **9 states returned between 8-20% YOY growth**, including Utah, Colorado, Kansas, North Dakota. Even with a few slower moving states, we see tremendous growth across the board.
- **Restrictive COVID measures are not broadly impacting sports activity** as much as they originally did:
  - \* For example, according to the Stringency Index from Our World in Data, Hawaii currently has one of the most restrictive sets of state measures in place. However, it was also TeamSnap's fastest growing state in September
  - \* On the other hand, North Carolina is also in the top 1/3 of restrictive state measures and their growth was more conservative (+21%)

# Communities recognize sports as a safe haven

Parents, players and coaches are participating safely to preserve these experiences with thoughtful planning and COVID precautions like completing Health Checks before scheduled events.

## **In our latest research study with the Aspen Institute, we found coaches are a trusted source of information.**

- TeamSnap facilitates an environment of trust: 74% of parents were satisfied with their child's coach's response to the pandemic and 61% were satisfied with the organization's response
- Only 40% were satisfied with their state's response, and just 33% were satisfied with their country's response.

## **Fewer games are being held but practices maintain routines and community bonds**

Compared to the pre-COVID era, teams have been about **10%** more likely to gather for practice than a game.

### **TeamSnap**

users are incredibly engaged and #9 in ComScore's Sports Category in Total Minutes per Visitor, averaging 85 mins/visitor in August.

Parents are willing to send their kids to practices and games with some precautions in place.

TeamSnap has delivered over 20 million health checks in the past year.

We logged +13% more health checks in August than the same period last year.





# Looking forward in 2021

1

**TeamSnap** anticipates we could see up to **33% YOY in Monthly Active Users** on the TeamSnap platform in Q4 based on historical user growth data.

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2

Based on historical trends, we expect **Hockey, Volleyball, Basketball** and **Soccer** to fuel participation in Q4. On a smaller scale, Q4 is the biggest quarter for **Water Polo** and **Swimming**.

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As pandemic restrictions continue to shift going into the winter, we anticipate teams continuing to **stay engaged** on the **TeamSnap platform** to fill out **Health Checks**, communicate via chat with coaches and monitor their practice/game schedules.

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We anticipate **communication** on the platform to continue growing - **TeamSnap messaging** activity was **up +59% in September** compared to the same period last year.





The pandemic put youth sports on pause in 2020, but now it's time to press play. According to a 2020 Aspen Institute study, 3 out of 10 kids are no longer interested in playing sports after the COVID-19 shutdown and we want to help everyone get back in the game.

Through our own research with the Aspen Institute, we know that fun is the number one reason parents have their kids in sports. Mental health was listed as the second goal for having their kids participate in sports. Sports help kids stay physically active, mentally healthy, improve their GPAs and teach them social skills and interactions with their peers.

**Sports help kids, families and communities thrive.**

**Be the brand that helps families keep their kids in sports.  
Reach out today to get involved.**