

# From Play to Purpose

THE FUTURE OF ORGANIZED SPORTS,  
A NEW CATEGORY FOR INVESTMENT

OCTOBER 2025



## Foreword

In February 2023, Baird's Enthusiast Brands practice published a whitepaper forecasting an acceleration of the Team Sports industry as an investment class with strong potential. Furthermore, we proposed seven specific brands to watch, and at the time of publishing this follow-up whitepaper (October 2025) six of those seven companies have transacted, with the remaining asset in an active sale process.

Today, we are turning our attention to the broader Organized Sports ecosystem. For most readers, this will conjure memories of park district sports, local tee-ball leagues, YMCA soccer, Pop Warner football and school-run sports leagues (i.e., primarily non-profit operating models). For the youngest readers of this essay, you may relate more to the current "for-profit" environment, which is a product of glacial change in the 1990s and 2000s that truly accelerated following the Global Financial Crisis.

We noted in our 2023 "[Investing in the Team Sports Equipment Category](#)" whitepaper that conventional wisdom since the turn of the millennium suggested traditional team sports were experiencing low single-digit growth and, in some sports, declining participation rates. Our hypothesis differed – our view was the proverbial tide was turning, if not already turned, and creating attractive investment opportunities – which we've seen proven as demonstrably true.

The current backdrop for the Organized Sports world is similar, with two key distinctions. First, the equipment side of the Team Sports world is led by a small number of well-known brands with strong market share. The Organized Sports market is highly fragmented and brand awareness is predominantly regional. Second, equipment brands are highly sophisticated operators, mature in their lifecycle, whereas Organized Sports are more "cottage industry" in nature, with the quality of experience, breadth of services offered and level of sophistication varying significantly across the industry.

We believe now is the moment to invest on the ground floor of the growth and evolution of the Organized Sports market. We lay out the arguments, mega-trends and activity to support our thesis in this whitepaper. With the anticipated rise of Organized Sports, timely engagement will create a major advantage for the earliest investors generating attractive, above-market investment returns on capital, time and resources. Therefore, we are again encouraging our private, public equity and strategic clients to work with our team to explore the sector's investment potential.



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## Executive Summary

The Organized Sports market, spanning youth athletics and adult recreational sports, represents a compelling investment opportunity. Key drivers – such as increasing participation rates, rising parental and individual spending, professional sports influence and technological advancements – are fueling significant growth. With the market's fragmented nature, national consolidation offers strategic opportunities for institutional investors to build scaled platforms.

This whitepaper explores these trends, highlights the factors making these businesses attractive and presents actionable investment ideas to capitalize on the evolving landscape of Organized Sports.



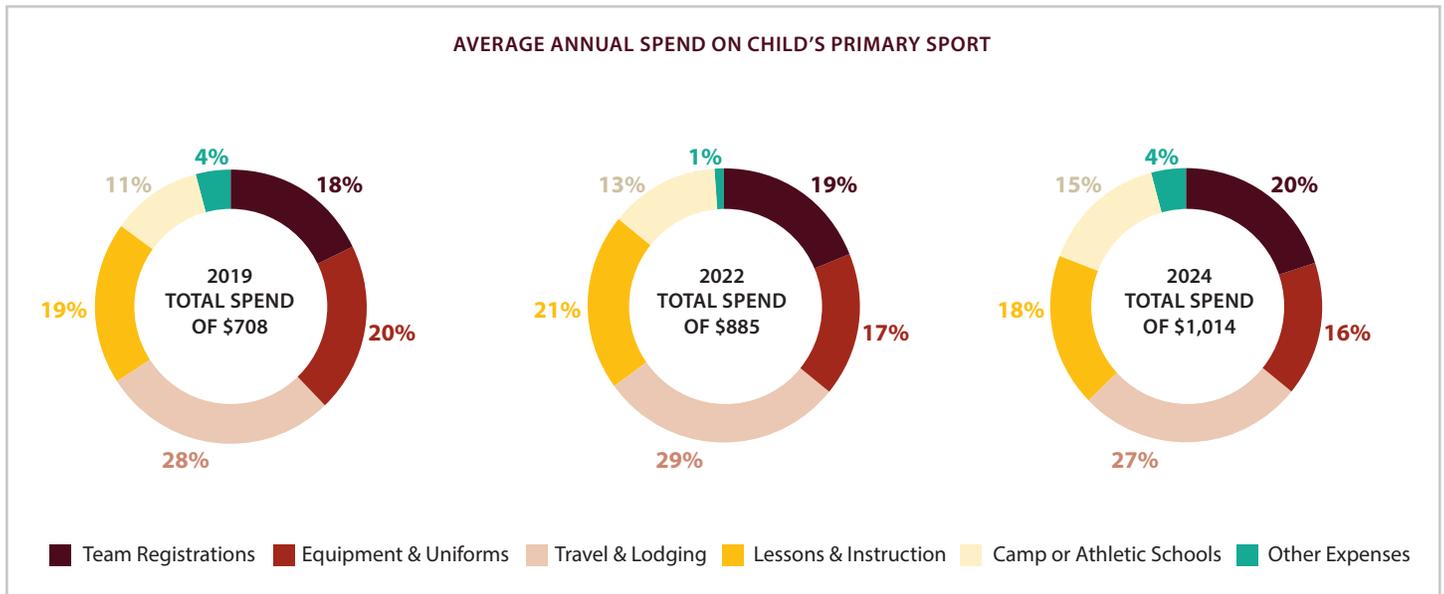
# Introduction: The Evolving Landscape of Organized Sports

The term “Organized Sports” encompasses a wide array of structured athletic activities, from formal leagues and competitive teams to professionally managed tournaments and events. For the purposes of this analysis, we define Organized Sports as any athletic endeavor that involves a defined structure, rules and often, a governing body or operating entity. This includes youth leagues, competitive clubs, amateur tournaments, adult recreational leagues and professionally organized sporting events. This market can be segmented into two primary areas:

## 1. Youth Organized Sports

This segment has undergone an accelerated transformation over the past few decades, evolving from localized recreational participation into a substantial industry increasingly focused on national-level competition, professionalization and player development. Once a collection of small, community-based leagues, the youth sports market is now a sophisticated ecosystem with

a financial footprint nearing \$40 billion. This evolution is characterized by a heightened emphasis on skill development, year-round training and participation in destination tournaments that attract college coaches and professional scouts. The increasing prevalence of travel sports underscores this shift, with parents demonstrating a growing willingness to invest considerable sums in their children’s athletic pursuits, funding year-round training, private lessons, top-tier equipment and participation in competitive tournaments across the nation. This transition signifies a growing demand for specialized training, higher-quality facilities and more competitive events, creating investment opportunities across the entire value chain. The traditional model of purely recreational youth sports is giving way to a system where parents are increasingly viewing their investment in youth sports as a pathway to social and personal development at a minimum or, more ambitiously, to college scholarships or even professional careers.



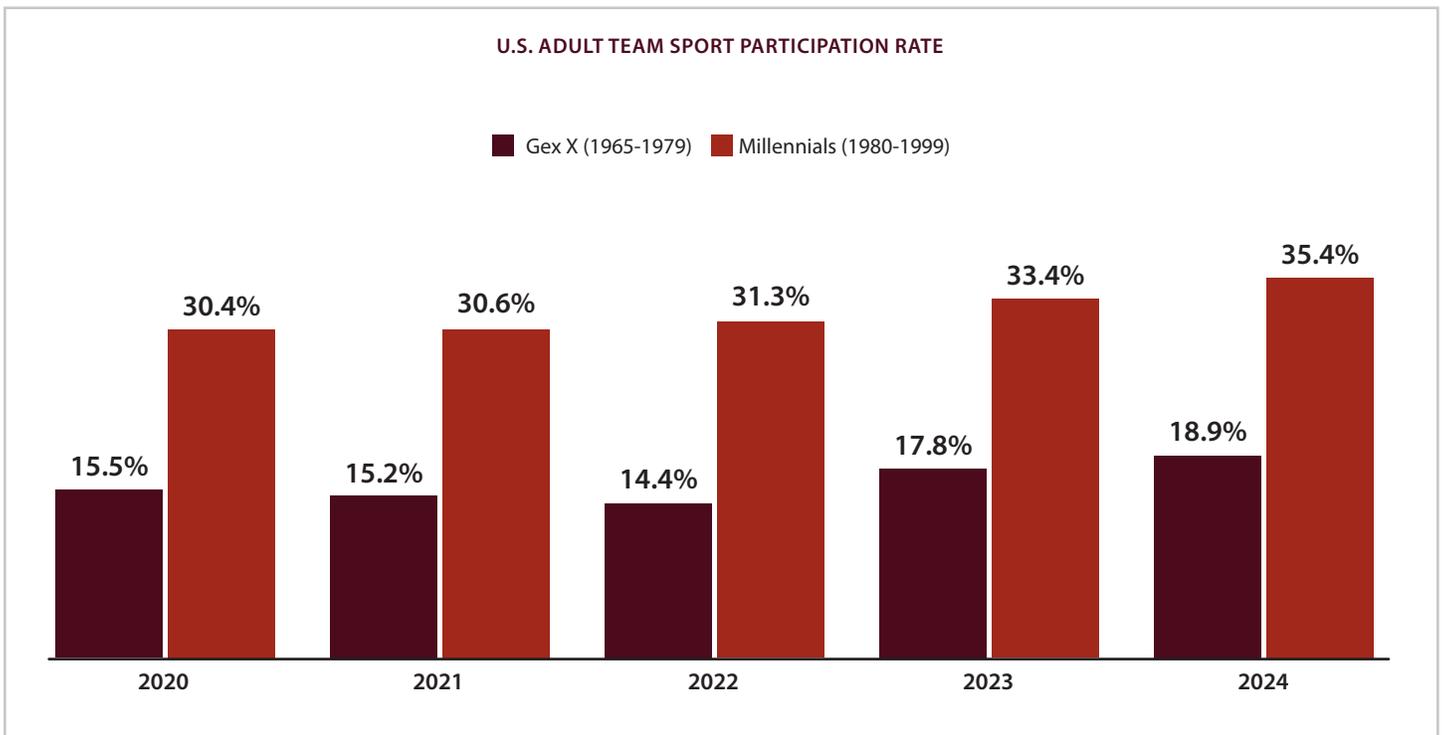
Source: Project Play, Family Spending on Youth Sports Rises 46% over Five Years.

## 2. Adult Recreational/Social Sports

The market for Organized Sports among adults beyond their collegiate years is also experiencing a notable evolution. Driven by increased accessibility and a desire for both competition and community, this segment is transitioning from what was once considered “social fitness” to a more structured realm of “social sport.” The emphasis here lies not solely on physical exertion but also on fostering community building and meaningful connections among participants, alongside the inherent competitive aspects of sports. Factors such as increased disposable income and a growing desire for social interaction are fueling this trend, presenting a significant and potentially underserved investment landscape. As Generation Z and millennials (many of whom grew up with highly structured youth sports schedules) enter adulthood, they are seeking to maintain their

engagement with sports in a more organized manner than traditional informal leagues. This demographic shift, coupled with a greater emphasis on health and wellness and the recognized social benefits of team participation, is propelling the growth of organized adult recreational sports, making it an increasingly attractive area for investment.

Organized Sports, in both youth and adult forms, is gaining increasing recognition as a compelling asset class within the broader investment market. The enduring popularity of live sports content, even at amateur levels, coupled with the increasing professionalization of the industry, is making it an attractive alternative for sophisticated investors and institutional capital seeking consistent, long-term revenue and growth potential. Investors are increasingly looking beyond traditional asset classes to diversify their portfolios and find opportunities for stable returns.



Source: SFIA Topline Participation Report 2025.

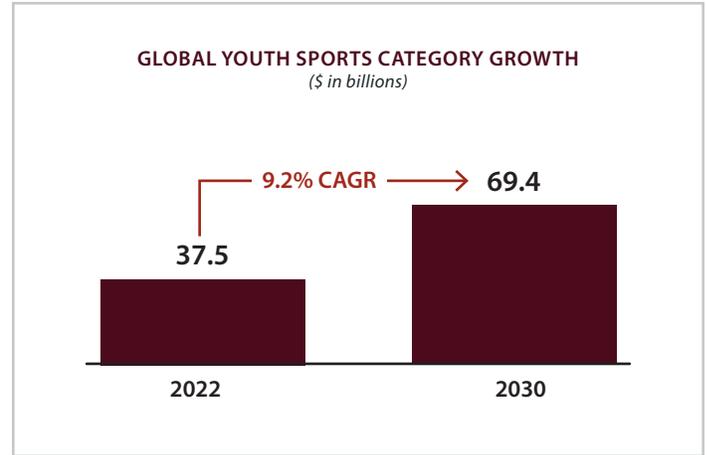
# The Investment Allure of Organized Sports

## MARKET DYNAMICS AND GROWTH

- Approximately 30 million youth athletes participate in 50 million events annually, generating nearly \$40 billion in annual spending.
- The adult recreational sports market generates an estimated \$4.64 billion annually, with participation rates highest among millennials (31%) and Gen Z adults (47%). However, we believe this vastly underestimates the current market as most adult participation occurred in untracked settings historically.

Despite its substantial size, the Organized Sports market remains highly fragmented. The majority of Organized Sports businesses are independently operated by small, local owners who often lack the resources, technology or scale to optimize operations or expand beyond their immediate geographic footprint.

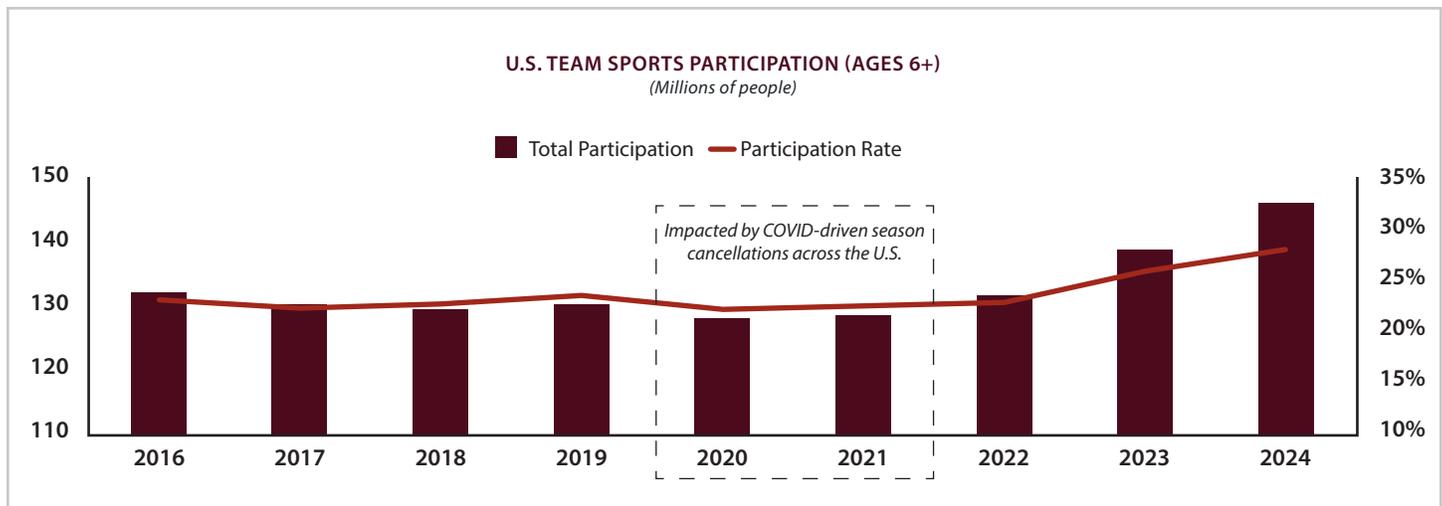
These operators, while deeply embedded in their communities, typically focus on delivering high-quality, localized experiences rather than building scalable, national platforms. This creates a significant opportunity for institutional investors to bring operational expertise, technology and capital to consolidate



Source: Global Youth Sports Market Size, Share & COVID-19 Impact Analysis.

and professionalize the market. By acquiring and integrating these smaller entities, investors can unlock efficiencies, enhance participant experiences and build vertically integrated ecosystems that capture more value across the youth sports value chain.

As it relates to growth, the Organized Sports market is highly dynamic and driven by a number of mega trends including health and wellness concerns, the introduction of technology and data tracking, year-round competition and globalization, and the continued rise of women in sports.



Source: SFIA Topline Participation Report (2022, 2025).

## Addressing Public Health Challenges

Organized Sports are increasingly recognized as a powerful tool for addressing significant public health issues. The United States is experiencing record levels of youth obesity, with nearly 20% of children classified as obese, as well as alarming rates of anxiety and depression among young people. Participation in Organized Sports has been shown to alleviate these issues by promoting physical activity, fostering social connections, and building resilience and confidence in young athletes. Individuals, parents, schools and communities are turning to sports as a proactive way to improve the physical and mental well-being of children and adults, further driving demand for high-quality programs and facilities.

With respect to the adult recreational sports market, a focus on health and wellness demanding structured social activities is fueling rapid growth. As millennials and Gen Z adults seek opportunities to stay active and connected, the demand for well-organized leagues and events has surged. Popular sports such as soccer, basketball, volleyball and the rapidly growing pickleball market are attracting participants across skill levels.

Moreover, the strong social trends and community-building aspects of adult recreational sports enhance their appeal. This market focuses on fostering connections and a sense of community alongside the competition, with a significant portion of participants citing social interaction and the opportunity to meet new people as key motivators. This strong social element fosters participant loyalty and retention, creating a stable customer base for businesses in this sector.

## Introduction of Technology and Data Tracking

Technology has further enhanced the market, with platforms streamlining registration, scheduling and communication, creating a seamless experience for players. The result of which is greater accessibility of sports to people of all ages, skill levels and income levels. Further, the growing availability of disposable income and increased leisure spending among adults also plays a significant role, allowing more individuals to allocate funds towards recreational activities like Organized Sports.

With respect to data tracking, advanced technologies, such as wearables and real-time analytics, enable athletes to monitor performance metrics like speed, heart rate and recovery, driving personalized training and injury prevention. Tools like video analysis and predictive analytics compound this dynamic by enhancing decision-making for coaches and athletes, contributing to improved tactical strategies and consistent performance. The utilization of these tools to improve performance drives greater athlete participation in terms of frequency and intensity.

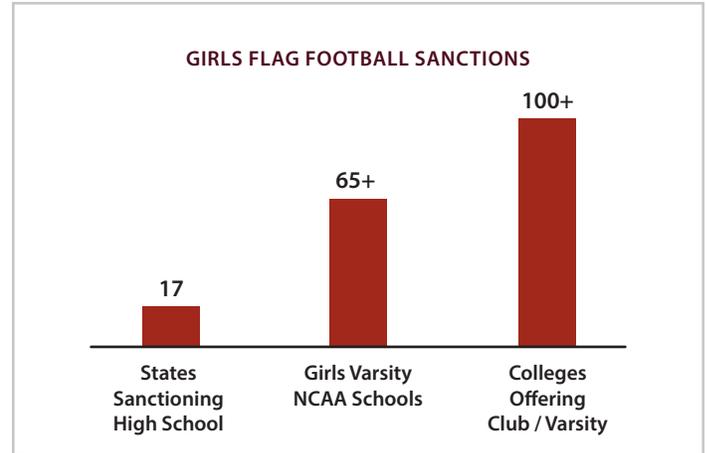
## Year-Round Competition and Globalization

Increasingly, athletes want to pursue their passions year-round. Combined with the globalization of sport, this has significantly impacted the growth of Organized Sports by fostering continuous skill development, enhancing athlete performance, and increasing engagement across age groups and geographies. This approach allows athletes to build a robust foundation of physical and mental resilience, improve sport-specific skills and reduce injury risks through consistent training and conditioning. However, it also introduces challenges such as burnout, overuse injuries and increased pressure on athletes to prioritize performance over enjoyment, especially in youth sports.



## Continued Rise of Women in Sports

The growing participation of women and girls in Organized Sports is narrowing the historical gap with boys' participation. Combined with the surging popularity of women's professional sports, this is driving significant growth in the Organized Sports industry. As more women and girls engage in youth sports, demand for equipment, coaching, facilities and leagues has expanded, creating new revenue streams and fostering a more inclusive sports ecosystem. Simultaneously, the rise of women's professional leagues such as the WNBA, NWSL and women's soccer on the global stage has attracted larger audiences, sponsorships and media deals. This dual trend not only diversifies the industry's consumer base but also fuels long-term growth by inspiring the next generation of athletes and fans, making Organized Sports more dynamic and commercially viable than ever before.



Source: NFL Flag, Girls High School Flag Football is Taking Over – See the States Leading the Way



## KEY DRIVERS OF DEMAND

The Organized Sports market is underpinned by several powerful demand drivers that continue to fuel its growth and investment attractiveness. These include increasing parental spending, the professionalization of youth and recreational sports, the influence of Name, Image and Likeness (NIL) and social media, and the growing recognition of sports as a solution to significant public health challenges.

### Parental Spending and Aspirations

Parents are increasingly willing to invest significant resources in their children's athletic development, viewing youth sports as both a pathway to personal growth and a potential gateway to college scholarships or even professional opportunities. On average, U.S. parents spend more than \$1,400 per child annually on amateur athletics, covering expenses such as training programs, destination tournaments, private lessons and top-tier equipment. This high level of parental investment creates a robust and reliable revenue stream for businesses operating in the youth sports ecosystem. Additionally, the rise of travel teams and elite-level tournaments has further bolstered spending as families prioritize opportunities for their children to gain exposure to college recruiters and professional scouts.

### Professionalization and Specialization of Youth Sports

The youth sports market has evolved from a community-based, recreational model into a sophisticated ecosystem focused on elite competition, year-round training, and specialized skill development. Many families now view athletic participation as a critical component of their child's future success, whether in academics, athletics or personal development. This has led to increased demand for higher-quality coaching, advanced facilities and competitive environments. Businesses that offer specialized training academies, elite travel teams and destination tournaments are particularly well-positioned to capture this growing demand.

### COVID-19's Impact and the Shift Away from Screen Time

The COVID-19 pandemic had a profound impact on youth and recreational sports participation, as lockdowns and restrictions forced families to stay indoors and disrupted traditional

recreational activities. However, the post-pandemic recovery has highlighted the critical role of sports in combating the negative effects of prolonged isolation and inactivity. Parents and communities have become increasingly aware of the harmful effects of excessive screen time, including rising rates of obesity, anxiety and depression. Organized Sports have emerged as a vital solution to these challenges, offering physical activity, social interaction and a sense of normalcy for young people and adults. As families and individuals seek to re-engage their children and themselves in structured, active environments, the demand for Organized Sports programs, facilities and events has reached record levels.

### Social and Community Focus

The social and community aspects of Organized Sports are a significant driver of demand, particularly in the adult recreational segment. Participants are increasingly drawn to sports not only for competition but also for the opportunity to build meaningful connections and foster a sense of belonging. Organized leagues and events provide structured environments where individuals can meet new people, strengthen relationships and engage with their local communities. This strong emphasis on social interaction and community building enhances participant loyalty and retention, making businesses that prioritize these elements particularly attractive to investors.



*"I view the evolution of youth sports – specifically as it relates to organizational sophistication – as more of an opportunity than something to be feared. Bringing greater resources to the youth sports market (whether through better facility management, technology systems, coaching support, or greater consistency) could serve to significantly improve experiences for families and young athletes through reducing friction, expanding reach, increasing safety, and extending participation."*

— KYLE BONALLE  
VICE PRESIDENT, MERGERS & ACQUISITIONS  
UNRIVALD SPORTS



## Influence of NIL and Social Media

The introduction of NIL (Name, Image and Likeness) rights for college athletes has significantly altered the youth sports landscape, creating new incentives for young athletes to build personal brands and seek exposure at an earlier age. NIL has made it possible for athletes to monetize their athletic talents and social media presence, even before reaching the collegiate level. This has driven demand for events, showcases and platforms that provide national exposure and opportunities to connect with recruiters and sponsors. Social media has further amplified this trend, as platforms like Instagram, TikTok and YouTube allow athletes to showcase their skills, gain followers and attract potential NIL deals. The convergence of NIL and social media has created a new layer of competition and visibility in youth sports, making businesses that facilitate exposure and branding highly attractive to investors.

## Infrastructure Development

The development of youth and adult recreational sports infrastructure is a critical driver of demand, with over \$2.5 billion projected to be spent on facility construction between 2024 and 2026. This surge in investment reflects the growing need for state-of-the-art complexes to support year-round training, tournaments and specialized programs. Facilities such as the \$400 million Ontario Sports Empire in California, which will feature 50 youth sports fields, highlight the increasing focus on creating destination venues that cater to both competitive and recreational athletes. These large-scale developments are designed to meet the rising demand for high-quality environments that enhance player development, attract national events and provide economic benefits to local communities.



## HIGHLY ATTRACTIVE OPERATING MODELS

Beyond the positive trends in market growth and participation – as well as the previously identified powerful tailwinds that will drive the industry for the next decade and beyond – Organized Sports businesses possess attributes that are key to creating economic powerhouses and attractive investments.

### High Barriers to Entry

Established players in the Organized Sports market benefit from significant barriers to entry, which protect their competitive positions. These barriers include strong brand recognition, proprietary event formats, established relationships with venues and coaches and the operational expertise required to deliver high-quality experiences. Additionally, the capital-intensive nature of building facilities or scaling operations deters new entrants. Businesses with a proven track record and strong alumni networks, such as specialized training academies or elite travel teams, are particularly well-positioned to grow their market leadership.

### Recurring and Diversified Revenue Streams

Organized Sports businesses benefit from highly diversified and recurring revenue streams, providing investors with stability and predictability. Revenue sources include membership fees, tournament registrations, facility rentals, sponsorships, concessions and merchandise sales. Additionally, ancillary income streams such as travel packages, branded apparel and media rights offer opportunities to further monetize participation. Businesses with subscription-based models, such as travel teams or league memberships, are particularly attractive due to their high customer retention rates and predictable cash flows.

### Cross-Selling and Vertical Integration Opportunities

Organized Sports businesses offer significant opportunities for cross-selling and vertical integration, enabling investors to capture more value across the ecosystem. For example, a company that operates youth tournaments can expand into training academies, travel services or media platforms to create a vertically integrated offering. Similarly, businesses can cross-sell branded apparel, equipment or digital tools to their existing customer base. This ability to expand horizontally

and vertically not only increases revenue but also strengthens customer loyalty and enhances the overall value proposition.

### Zero-Cost Content Generation and Distribution

Having a built-in content generation machine makes Organized Sports businesses highly attractive by creating a self-sustaining engine for visibility, engagement and monetization. Content such as game highlights, player profiles, live-streamed events and training videos not only enhances participants' experience but also drives fan engagement and builds brand loyalty. This capability allows businesses to amplify their reach through social media, attract sponsorships and create additional revenue streams through media rights or subscription-based platforms. Furthermore, a robust content strategy supports marketing and recruitment efforts, showcasing the organization's value proposition to prospective athletes, families and fans. By integrating content generation into their operations, these businesses can scale their brand, differentiate themselves in a fragmented market and capitalize on the growing demand for digital sports media.

### Powerful and Mineable Data Warehouses

Given the long-term relationships Organized Sports businesses tend to have with athletes, parents and families, these companies collect massive troves of data that can be leveraged to drive growth, enhance customer experiences and optimize operations. For players specifically, performance analytics can be used to track stats and progress, as well as recommend complementary services like private coaching, nutrition plans or equipment based on player data.

Data can also be used to send personalized content and offers based on individual characteristics helping build customer lifetime value. Furthermore, access to such valuable data creates unique opportunities to partner with third-party brands and retailers utilizing demographic insights to develop high impact marketing and consumer engagement strategies.

### Attractive Financial Profiles

Many Organized Sports businesses feature strong financial profiles, characterized by high margins, predictable cash flows and recurring revenue models. Travel teams, leagues and tournaments often operate with low customer acquisition

costs due to word-of-mouth referrals and strong retention rates. Additionally, businesses with scalable models, such as technology-enabled platforms or national tournament operators, can achieve significant operating leverage as they grow. Furthermore, the nature of these businesses requires advance bookings and deposits months or years in advance creating a self-funding working capital dynamic in addition to creating helpful revenue visibility. These financial characteristics make Organized Sports businesses particularly appealing to private equity and institutional investors seeking stable, long-term returns.

### Resilient Demand Drivers

Demand for Organized Sports is supported by long-term, resilient trends that make the sector less susceptible to economic downturns. Parents continue to prioritize their children’s athletic development, often viewing sports as a pathway to college scholarships or professional careers. Meanwhile, adults are increasingly turning to recreational sports to stay active, build community and improve mental health. Broader societal trends such as the emphasis on health and wellness, the reduction of screen time and the rising popularity of experiential activities further reinforce the sector’s growth and stability.

### Fragmented Market with Consolidation Potential

The market is highly fragmented, with thousands of small, independently operated leagues, clubs and tournament

organizers. This fragmentation creates significant opportunities for consolidation, allowing larger players to achieve economies of scale, streamline operations and enhance brand recognition. Institutional investors can unlock value by acquiring and integrating smaller operators, creating national or regional platforms that deliver consistent, high-quality experiences. The success of companies like 3STEP Sports and Unrivaled Sports demonstrates the potential for roll-up strategies in this space.

### Alignment with Social and Economic Trends

Organized Sports align closely with broader social and economic trends, making them a timely and relevant investment. The growing emphasis on health and wellness, particularly in combating youth obesity and mental health challenges, has positioned sports as a critical solution for improving physical and emotional well-being. Additionally, the rise of experiential spending, where families and individuals prioritize meaningful activities over material goods, has further fueled demand for sports programs, tournaments and leagues. These trends not only support sustained growth but also help position Organized Sports businesses as socially impactful investments.



*“During the global shutdown, we made a commitment not just to survive but to grow. At KSA Events, we expanded our destinations and opportunities, giving schools and student-athletes more*

*choices than ever to travel and compete. The industry has changed – families and schools now prioritize experiences that combine high-level competition with travel and team bonding. As the only national multi-sport high school events company, our focus over the next few years is on creating even more destination-based events across multiple sports and disciplines that give athletes memories for life.”*

— KELLY HAYES  
FOUNDER AND CEO  
KSA EVENTS





## RECENT INVESTMENT ACTIVITY

Recent private equity and institutional investments underscore the growing allure of youth and adult sports businesses. These investments highlight the fragmented nature of the market and the opportunity for consolidation, professionalization and scalability:

- **3STEP Sports:** Backed by Juggernaut Capital Partners, 3STEP Sports has aggressively acquired clubs, camps and facilities to create a vertically integrated ecosystem of youth sports. The company's acquisitions include Hoop Group, North Bay Basketball Academy and other organizations across multiple sports.
- **Unrivaled Sports:** Supported by David Blitzer and Josh Harris, The Chernin Group, DSG Ventures, Dynasty Equity, LionTree and Miller Sports & Entertainment, Unrivaled Sports focuses on acquiring tournament and camp operators, as well as destination facilities such as Ripken Baseball and Cooperstown All Star Village.
- **DanceOne:** Formed by TZP Group in 2023, DanceOne focuses on dance competitions and events, tapping into a growing, global, culturally relevant activity within the broader youth sports and performance market. With over 100 annual competitions, DanceOne demonstrates the scalability of event-based youth activities.
- **HITS:** Traub Capital Partners acquired HITS (Horse Shows in the Sun) in 2024, a premier organizer of equestrian events. This acquisition highlights the investment potential in niche sports and high-net-worth participant segments.
- **League One Volleyball (LOVB):** Verance Capital's investment in LOVB reflects the growing interest in women's sports and volleyball's rising popularity. LOVB's integrated model combines club teams, events, and media to create a scalable national platform.
- **Prep Network:** The prep sports platform announced a strategic partnership with Maple Park Capital Partners in October 2025. Prep Network is a leading authority for youth and high school sports analysis, rankings, tournaments, and showcases creating opportunities for athletes of all levels to compete, improve and gain exposure.
- **Volo Sports:** Volo Sports, the largest national network of adult recreational sports leagues, secured an investment from Bluestone Equity Partners in 2024. The company leverages a tech-enabled platform to organize and manage leagues, focusing on community building and social engagement. Volo's scalable model positions it as a leader in the adult recreational sports market.
- **Youth Enrichment Brands (YEB):** YEB, a platform company backed by Roark Capital, encompasses multiple youth activity brands, including i9 Sports (youth sports leagues) and US Sports Camps. Serving over one million children annually, YEB focuses on inclusive, community-based sports programs, making it a key player in the youth sports ecosystem.

## National Consolidation: The Future of Organized Sports

The Organized Sports market, spanning both youth and adult segments, is highly fragmented, with the majority of leagues, clubs, tournaments and facilities operated by small, independent entities. These “mom-and-pop” operators often lack the resources, technology and scale to optimize their operations, deliver consistent experiences or expand beyond their local markets. This fragmentation creates inefficiencies and inconsistencies in the quality of the participant experience, from registration and scheduling to coaching and event execution. For institutional investors, this presents a significant opportunity to consolidate the market, bringing together smaller operators under a unified platform to unlock economies of scale and deliver a more professionalized, seamless experience for all stakeholders.

Consolidation not only streamlines operations but also enhances the overall quality of the experience for players, parents, coaches and participants. By centralizing resources such as registration systems, scheduling platforms and customer service, larger organizations can reduce friction points and make participation more accessible and user-friendly. Additionally, a consolidated platform can ensure higher-quality coaching, more consistent programming and better organized events, which in turn improve outcomes for athletes and increase satisfaction for families. For example, a national operator can leverage its scale to invest in advanced training facilities, recruit top-tier coaches, and implement cutting-edge technology for performance tracking and analytics – all benefits that smaller, independent operators often cannot provide. Ultimately, consolidation allows for the creation of a more reliable, scalable, and inclusive ecosystem that meets the growing demand for high-quality, accessible sports experiences across all demographics.



# Top Investment Ideas in Organized Sports

## 1. Travel Team Organizations/Clubs

Large, well-established travel clubs with multiple teams across various age groups. Generally hold strong local or regional presence, consistent enrollment, experienced coaching staff and established competitive schedules.

## 2. Regional/National Youth Tournament Operators

Specialize in organizing and running large-scale tournaments, showcases and camps. Often have established relationships with venues, teams and coaches, and can attract a high volume of participants. Generally possess strong brand recognition, proprietary event formats, robust registration systems and national reach.

## 3. Sports Scouting and Events Platforms

Concentrated on organizing events, showcases and tournaments to provide exposure and development opportunities for amateur athletes. They combine media, data-driven evaluations and rankings to connect players with college recruiters, professional scouts and other talent pipelines.

## 4. Specialized Training Academies

Focus on high-level coaching, clinics and year-round development programs. Based on proven coaching methodologies, strong alumni networks, track record of player success (college scholarships, professional pathways), repeat customer base and high barriers to entry for competitors.

## 5. Sports Leagues

Offer structured competition and social engagement across various sports. Emphasis on community building, recurring participation, tech-enabled platforms for scheduling and communication, and strong retention driven by health and wellness trends.

## 6. Sports Facilities/Complexes

Owning or managing multi-sport complexes or specialized training facilities. Typically maintain high utilization rates, diverse revenue streams (rentals, concessions, training programs), strategic geographic locations, potential for expansion and an ability to host large events.

## 7. Experiential Youth Programs

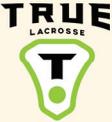
Combine competition with tourism in destination tournaments. Often blend competition with travel, education and cultural enrichment. Offer unique venues, professional coaching, team-building experiences and premium pricing potential with ancillary revenue from travel and accommodations.

## 8. Specialized Equipment

Focus on sport-specific, high-quality products tailored to performance and durability. Maintain strong brand loyalty, scalable omnichannel models, performance-driving innovation and growth.



# Top Investment Ideas in Organized Sports

Travel Team Organizations/ Clubs					
Regional / National Youth Tournament Operators					
Sports Scouting and Event Platforms					
Specialized Training Academies					
Sports Leagues					
Sports Facilities/ Complexes					
Experiential Youth Programs					
Specialized Equipment					

## Conclusion: The Future of Investment in Organized Sports

The Organized Sports market is poised for continued growth, driven by health and wellness trends, professional sports influence, increasing parental spending, the professionalization of sports, and the growing recognition of sports as a solution to significant public health challenges, among other factors. The predicted national consolidation will reshape the competitive landscape, creating scaled entities that enhance the participant experience. Sophisticated investors who capitalize on these trends are well-positioned to achieve attractive returns in this dynamic and evolving sector.

Contact a member of the Global Investment Banking team to discuss the Organized Sports opportunity and what it could mean for your business.



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