

WatchmeSports is back in the arena!

By Liz Howell | April 11, 2018 | Word count: 486

After a three and a half year hiatus, the amateur sports broadcasting and event management company, WatchmeSports, is back with an exciting new offer! This spring of 2018, WatchmeSports will return with a new subscription-based business model for streaming live sporting events. With a new integrated phone app and event management software for producers, contestants are able to register online and view draws, standing and results. For \$9 a month, contestants can now pay online and get paid online. Winnings are transferred directly into contestant's bank accounts by ACH. The entirely online and cashless system limits opportunities for theft and human error while the event management and accounting pieces assist in the smooth operation of any size competition. Also, coming very soon, producers will be able to stream each contestant's run live over the WatchmeSports website and app. Family, friends and relatives will be able to watch live or recorded streams from their own mobile devices.

The Fort Worth based company made its debut in 2010, and for the following four years streamed live over 50,000 baseball games, and 10,000 martial arts and boxing matches. However, despite the large number of streams, the company struggled with marketing each stream. In December of 2014, WatchmeSports ceased operations to re-work its business model and find a better way to market future broadcasts. It was later discovered, in the midst of their hiatus, that the solution for marketing to the appropriate audience was through each producer. When a producer takes registrations, they have all the emails they need to market their event.

The WatchmeSports event management software has the ability to produce just about any kind of sporting event, however, the company is re-focusing its efforts on Barrel Racing. The WatchmeSports event management software for producers, called QuickPay, now enables producers to run their entire events in a completely integrated way with the occasional press of a button. Quickpay allows producers to download online registrations from contestants who registered through their WatchmeSports app. These downloads auto-populate run lists eliminating the need to type in data. The producer then can generate draws and drags and re-post this information for everyone to view on the WatchmeSports app or website. This easy-to-use and automated system allows contestants the ability to track the progress of each race in the competition.

Producers can now download the WatchmeSports production apps for a low monthly subscription of \$30/month for QuickPay and QuickStream. Through automatic ACH bank withdrawals and transfers, producers will avoid expensive credit card fees and will no longer have to pay registration processing fees, as they will be incorporated into contestant registration fees. The payment processing fee of \$2 is a flat rate fee regardless of the amount of the transaction. With its smooth-running online competitor registrations, automatic and cashless payout transfers, as well as a back-end accounting system, WatchmeSports is back in the race and as they say; *this isn't our first rodeo.*