

The 2nd Largest Little League in the World

Saves Over \$12,000 Annually with TeamLinkt

Lower Merion Little League

\$60K+

Annual Sponsorship Revenue

2,100+

Members

168

Teams

\$600K+

Annual CC Transactions

The Switch to TeamLinkt

Lower Merion Little League is the second-largest Little League in the world, running 168 teams and 2,100+ members out of a township of 70,000 people.

When their legacy platform was sunset following an acquisition, the league evaluated every major option on the market before landing on TeamLinkt. Three years in, they are saving ~\$12,000 a year compared to what other platforms would have cost them.

"You can't scale a league in the manner we have by anything other than highly efficient, highly integrated, and high-quality software."



Wally Orlov
President, Lower Merion Little League

Lower Merion assessed each platform against the full operational scope of running a multi-sport organization at scale. Wally brought a background in technology investment to the evaluation.

The league had the technical sophistication to know what they were looking at. Most platforms failed on at least one dimension: inadequate integration, per-member pricing that penalized growth, or no mobile app their community would actually use.

- ✓ \$12K in Annual Savings
- ✓ A Mobile App Families Actually Use
- ✓ One Platform. No Workarounds.
- ✓ Coach Compliance Without the Overhead



Why TeamLinkt

\$12K in Annual Savings

When Wally shared TeamLinkt's pricing with a competing platform's sales team, their response was direct: they could not match it. The difference is \$12,000 per year. TeamLinkt does not charge per player, so Lower Merion adds 230 members in a season without the cost increasing.

One Platform. No Workarounds.

Registration, scheduling, communication, background check integration, and field management all live in TeamLinkt. Several leagues in Lower Merion's district adopted a mandated platform and then subscribed to a second mobile app for team communication to fill the gaps, paying double fees. Lower Merion runs everything through one platform.

A Mobile App Families Actually Use

Lower Merion's team app puts schedules, alerts, roster access, and coach communication in one place. It also runs the league's \$60,000+ annual sponsorship program, with sponsor advertising embedded directly inside the app and visible to all 2,100 members throughout the season.

Coach Compliance Without the Overhead

TeamLinkt's background check integration streamlines coach verification and compliance reporting. For a league running 168 teams with hundreds of volunteers, that is a compliance requirement that would otherwise fall entirely on a volunteer administrator.

"We view TeamLinkt as a partner to scale and continue to grow our business in a high-quality way. I haven't found anything better."



Wally Orlov
President, Lower Merion Little League

The Results

Lower Merion Little League was quietly losing participation in their community for years. It was not until a new administrative team set a new standard for the athlete experience that the program started to grow again.

Today, all running on TeamLinkt:

- ✓ 2,100+ members across 168 teams. Softball at 410 players.
- ✓ All-star teams winning more than half their games.
- ✓ A 300+ kid summer sandlot program.
- ✓ Nineteen all-star and development teams in tournament play.
- ✓ Competitive squads starting at age seven.
- ✓ \$600,000+ in annual transactions and a \$60,000+ sponsorship program.