

91 Clubs & 21,000 Members, One Connected Platform

Football Ontario

How Ontario's provincial football organization unified its member clubs on one registration, membership, and payments platform.

91

Member clubs

79

Clubs live on TeamLinkt

~87%

Registration adoption

~21,000

Member records

The Challenge

Football Ontario is the Provincial Sport Organization for football and a member of the national body, Football Canada. Running registration across a province-wide network of clubs on legacy software created friction at every level.

- **Recurring platform fees** — the legacy platform (Goalline) charged monthly and annual software fees to Football Ontario and its clubs.
- **Manual three-tier dues** — collecting and reconciling membership dues across club, provincial, and national tiers was manual, slow, and error-prone.
- **Compliance gaps** — no reliable way to guarantee every registrant carried the correct provincial and national membership and insurance.
- **Processing costs** — higher credit-card processing costs were ultimately passed down to clubs and families.
- **Low barrier to entry** — any new system had to keep registration accessible, central to the mission of “football for all.”

Why Football Ontario Chose TeamLinkt

- ✓ **No platform fees** — moving off Goalline eliminated monthly and annual software costs for the PSO and every club.
- ✓ **Lower processing rates** — for Football Ontario and all governed clubs and associations.
- ✓ **Built-in compliance** — provincial and national memberships and insurance are built into every registration form.
- ✓ **Canadian-owned & hosted** — data stays in Canada, aligning with Ontario data-residency expectations.
- ✓ **A real partnership** — a responsive product team and a standing monthly working cadence.
- ✓ **Football for all** — keeps the barrier to entry low across every member club.

WHAT THEY USE IT FOR

Registration and membership management, three-way payment splitting, club websites, the team app, a shared Resource Center with AI-powered search, and a co-branded app experience.

The Implementation Path

TeamLinkt rolled out in two phases from January 2022 — provincial setup first, then a low-friction opt-in for local clubs, with the partnership expanding ever since.

1 2022 ONBOARDING

Provincial setup

Football Ontario configured its membership types — tackle, flag, touch, and coaching — alongside the required Football Canada memberships, embedding them into standard registration templates so every registrant gets the proper membership automatically.

2 2023 CLUB ROLLOUT

Clubs adopt on their terms

With the provincial and national layers set, local leagues and clubs opt in — each building a registration form with the required dues, launching a website, and rolling out the team app. Club fees are collected locally, with no software fees.

3 ONGOING

Partnership

In-house club admins act as TeamLinkt experts, and a standing monthly cadence keeps adoption moving — extending into the Resource Center, AI-powered search, and a co-branded app.

The Results & Payoff

By spring 2026, Football Ontario had unified the majority of its clubs on one connected system — with recurring software fees eliminated and compliance built into every registration.

87%

adoption

79 of 91 clubs by
spring 2026

~21K

members

managed on one
platform

\$0

platform fees

eliminated for the
PSO and clubs

3-in-1

payment split

club, provincial &
national in one
checkout

100%

compliant

correct membership
& insurance every
time

“

Football Ontario is excited to have TeamLinkt as a partner and the official provider for the largest amateur tackle football leagues in the country. Their team and their products are best in class, and we hope more sports associations get an opportunity to utilize this great platform.



Aaron Geisler

Executive Director · Football Ontario

