

## YOUTH FLAG FOOTBALL NETWORK



# Nearly 40,000 Players, One Operating Platform

## RISE Flag Football

How America's fastest-growing youth flag football network scaled on a platform built around the way they operate.

**~40K**

Players across the network

**72**

Local leagues, spring & fall

**4+ yrs**

Partnered since 2021

**~1 hr**

To launch a new league

### THE BOTTOM LINE

By making registration, rostering and scheduling fast, reliable, and connected, TeamLinkt unlocked a new way for RISE to deliver value to the local organizations it serves — turning operational efficiency into the core of what it offers.

## The Challenge

RISE provides the operating system behind 70+ independently owned local flag football leagues, each run by a community operator. To keep growing toward becoming one of the country's top youth flag football networks, RISE needed technology that could:

- **Centralize core tools** — the public website, registration, rostering, scheduling, and finances in a single system, not a set of disconnected logins.
- **Be simple for everyone** — usable by operators of every age and technology comfort level.
- **Remove spreadsheets** — replace hours of exporting, sorting in spreadsheets, and re-entering data by hand.
- **Fit RISE, not the reverse** — accommodate how RISE actually works, instead of forcing it into someone else's template.

## The Solution

RISE made TeamLinkt the operational layer across its network — one connected platform, backed by a partnership that adapts to how RISE operates.

- ✓ Public website, registration & communication by grade, gender, or team.
- ✓ A built-in scheduler that publishes straight to each league's public web page.
- ✓ Consolidated registration & financial data in one connected view.
- ✓ Coach background screening, plus player apparel ordering & fulfillment.

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Flag football companies are hard to run — but the one thing that always works is TeamLinkt. It just works.

TL

**TJ Lane**  
COO & Co-Owner

## The Scale

A national network that keeps compounding — with a clear target still ahead.

**~40K**

Boys & girls, kindergarten through 8th grade.

**72**

Local leagues running across spring and fall.

**100K**

The player-network goal — and RISE is growing toward it.

## The Results

One connected platform replaced a patchwork of spreadsheets and disconnected tools — and reset how fast RISE can operate.

- ✓ Operators of every technical level can run a full season on their own.
- ✓ New leagues launch in about an hour — down from several hours of manual setup.
- ✓ One platform replaced a patchwork of spreadsheets and disconnected tools.
- ✓ Administrative hours dropped sharply — no more exporting, sorting, and re-importing rosters.
- ✓ RISE and TeamLinkt have grown in lockstep over four-plus years.

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We're running all of our rostering in one application now. No exporting, sorting, or filtering, and no worrying about whether the data lands on the right team or division. That significantly reduced our administrative hours and let us focus on serving our operators.

SB

**Steven Burke**

Director of Technology · RISE Flag Football

## How RISE Evaluated TeamLinkt

Choosing a new operating platform wasn't a snap decision — it was a champion-led evaluation, with each staff member weighing in on what mattered most to their part of the business before RISE committed. Steven Burke, RISE's Director of Technology, had worked with TeamLinkt before and tested it himself before pitching it. He and COO TJ Lane ran a hands-on workshop to pressure-test whether the platform could handle the way RISE actually operates — because from the start, TeamLinkt took the time to understand how RISE works with its operators, not how other organizations do their business.

### THE OLD WAY

*"Other platforms try to take a client and fit them into their system."*

Tools built for one region, too complex for everyday operators, and a help-desk ticket every time something needed to change.

### THE TEAMLINKT WAY

*"TeamLinkt works the opposite way — we're the client, and they fit our system and our needs."*

Custom processes, fast turnarounds, and a direct line to the people who can make changes.

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We want TeamLinkt to be the simple man's choice. In our industry, simplicity wins. Can it talk to the database, publish the schedule, roster the teams, and collect the finances? Yes. Other platforms try to fit you into their system. TeamLinkt fits into ours. That's the separation.

JK

**John Kaleo**

CEO & Co-Owner · RISE Flag Football

## Unlocking New Value for Local Organizations

RISE earns its per-player fee by handling the work local organizations would rather not — building rosters, generating schedules, and publishing them straight to parents. Before TeamLinkt, that meant exporting data, sorting it in spreadsheets, and re-entering it by hand for every league — work that didn't scale as the network grew.

With rostering, scheduling, and the public-facing experience consolidated in one platform, RISE can take on more leagues, serve each one better, and make efficient operations the value it delivers. What started as an internal time-saver became a new way for a multi-location operator to provide value to the organizations it serves.