Clubspaces
MANAGE. COMMUNICATE. CONNECT.

Case Study: LA Galaxy

LA Galaxy wanted to use the web to directly interact with families of grass roots youth sports organizations to sell tickets, merchandise and promote their programs. At the same time they wanted to be seen as a valued supporter and benefactor of grass roots youth sports within their community

Working with Clubspaces they now provide local clubs and leagues a free service to create websites, register their members, form team and post schedules all integrated to an online box office for group tickets and merchandise sales.

Parents and coaches are able to order tickets through their own club and also access a training center featuring LA Galaxy coaches and players to share tips and video footage for player development. The site is personalized to each youth club giving a true sense of support and partnership from the Galaxy Team.

Return on Investment

- Efficiently drives single and group ticket sales
- Builds one on one relationships with key club staff
- Enables team merchandise sales 24/7
- Delivers the grassroots family market to corporate sponsors
- Targets marketing spend right where customers interact

Club Zone

Within the local LA region over one hundred clubs and leagues representing over 100,000 families each have exclusive access to the LA Galaxy 'Clubzone' which is an are within local club and league sites. This unique youth specific site has:

- Personal messaging
- Online ticket center
- Behind the scenes blog
- Game day experiences
- Video training center
- Merchandise promotions
- Community programs
- Sponsor inventory

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