

CASE STUDY | Five Star Sports and Entertainment Academy

Business Profile:

1 location, 1000 students with 3000 families in the Jackrabbit system, 70 coaches/instructors
Lane Clark, Director
www.5starsportsacademy.com

Lane's Unique Story:

In addition to its broad variety of sports and entertainment activities, Five Star Sports and Entertainment Academy offers a few activities - such as tricking - that are not yet prevalent among similar facilities. Five Star hosts events where trickers from other facilities can join in competition. Using Jackrabbit features in unique ways, Lane has easily promoted and managed Five Star's events.

By creating an event in Jackrabbit for the tricking competition, Lane has allowed online registration and payment. Lane promoted the event by posting videos and registration links on Facebook and YouTube. Trickers who frequent Five Star also posted videos that are linked back to Five Star and the event registration.

Avid trickers are attracted to the event by the online videos. Five Star was flooded with registrations from Finland to London and all across the United States. Five Star easily expanded the event outside of its New York home to such an extent that it has become the largest tricking event in the world. And it was done with minimal promotional investment.

For Five Star's teen-focused events, Lane found an advantage in using online registration to address concerns parents had about who might attend the events. He easily monitors attendance by requiring teens to print online registrations that they present at entry. He also provides all event rules and policies along with registration documents. These few easy-to-manage steps give parents confidence that their teens are attending a closely monitored and safe event.



"Jackrabbit has made it possible for Five Star to go global! We never imagined that we could expand our tricking event to include those from other states and countries."

"We've been able to easily communicate with and through our customers using Jackrabbit's email tools and we're open for worldwide registration - 24/7."

"It really changes the way you think about the potential for your facility. We truly under-estimated what we could do with such a flexible system."

Lane Clark

Jackrabbit's Unique Values:

- The system is flexible enough to enable users to get creative with features such as online registration and event management.
- The system is so user-friendly and intuitive that even less savvy computer users can create one-time events easily and quickly.
- The web-based format of the system makes every event immediately available 24 hours a day to a worldwide audience.
- The web-based format also enables facility owners to post policies on registration forms so that registrants can't miss important legal information.



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