



Scoring big with electronic signatures: **How SignNow API powers SportsForms**

Meet Michael Brown, the founder of SportsForms, a company changing the game for youth sports organizations through streamlined electronic document management. Established in 2015, SportsForms offers tools that simplify online registration, liability waivers, codes of conduct, and registration agreements.

Michael knows firsthand how hectic things can get during peak seasons. From spring to summer, SportsForms processes a massive number of documents — several thousand in spring and between 20,000 and 30,000 in summer! Managing this workload would be impossible without a reliable eSignature solution.

COMPANY NAME

SportsForms

FOUNDER

Michael Brown

CUSTOMER SINCE

2015

SportsForms' story

Not every business starts in a garage. For Michael Brown, SportsForms was born on the edge of a soccer field.

With a professional IT background and three kids actively participating in competitive sports, Michael volunteered to help manage their teams. This is when he had his big “aha” moment.

I was immediately amazed by the tremendous amounts of paperwork that was moving around these teams. This was a problem first, but then it also felt like an untapped space for a new business idea.



Michael Brown,
founder



And just like that, SportsForms was founded — a platform for handling online registration, digital liability forms, and other paperwork for youth sports teams, leagues, and organizations.

The switch to SignNow API

When SportsForms was in its early days in 2015, Michael was searching for an eSignature solution that could seamlessly integrate with the platform. That search led him to airSlate SignNow.

At first, SportsForms connected with SignNow via Zapier. The integration handled their needs for that first year. But as the business grew, it was clear SportsForms needed more functionality.

That's when they took things up a notch and transitioned to SignNow's native API in 2016.

The Zapier integration served as training wheels for us during the first year. With our own API, we got much more functionality and flexibility, and could immediately see the performance benefits.



Michael Brown,
founder at SportsForms



Now, thanks to the API, SportsForms uses SignNow's tools for both document generation and eSignature collection.

Why SignNow API? The winning features

1. User-friendly interface for web and mobile

SportsForms serves youth teams everywhere, from the office to the soccer field. Organization employees must prepare forms quickly, while parents and coaches often sign them on their phones or tablets right on-site.

SignNow's intuitive interface is great for both senders and signers, no matter what device they use.

We see constant improvements in SignNow, especially with regards to the interface and UX. Both web and mobile interfaces are getting better and becoming more flexible with every update. This is good for us as a user and even better for us as a vendor since we are able to offer a more fine-tuned experience for our sports teams.



Michael Brown,
founder



2. Feature-packed at a competitive price

According to Michael, the eSignature market is competitive, but SignNow keeps proving itself as the right choice for SportsForms. Other solutions just don't cut it.

Honestly, we looked at Hellosign, and it does not have all the features we need. And DocuSign is not right for us from a cost perspective.



Michael Brown,
founder



SignNow hits the sweet spot for SportsForms without breaking the bank.

3. Stellar support and a personal touch

While functionality and pricing are important to SportsForms, the primary reason the company remains loyal to SignNow is the exceptional support it receives.

To be completely honest, a big part of this integration is that we have established really good personal relationships by now. We know many of the support staff and solution engineers by name. Even though airSlate isn't a small company, they still give us that small company feeling.



Michael Brown,
founder



Pushing for paperless solutions in uncertain times

SportsForms has always been a step ahead when it comes to paperless technology. Long before the 2020 COVID pandemic, they'd already been working on touchless team check-ins and eSigning for liability forms. Now, they're making these solutions a central part of their strategy moving forward.

Pushing for digital transformation, SportsForms and SignNow empower youth sports to get back in the game safely and effectively.

Integrate eSignatures into your workflows

Try API for free