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Toronto, ON- Sports tech startup, [FanSaves](#), a digital couponing platform that gives fans access to discounts and deals from teams' sponsors, has partnered with [Kidspired Media](#), a company that creates meaningful partnerships between youth sports organizations and businesses of all sizes throughout Ontario.

The partnership has given Kidspired the ability to digitalize their Game On! Coupon Book, which offers parents and players deals from local business partners who support youth sports in select communities across Ontario.

Until now, the Game On! program offered physical paper coupons which were hard to track and came with additional printing and distribution costs.

"We are so excited to partner with Kidspired and really grow our footprint in youth sports here in Ontario. The Kidspired team does an excellent job engaging and connecting local businesses with youth sports so digitalizing the Game On! program is a great step forward for these communities" explains Shannon Ferguson, FanSaves Co-Founder & CEO.

Parents, players, locals and visitors of each community can [follow specific Game On! Fanpages](#) and browse through and redeem deals for free. The platform allows businesses to drive more traffic into their stores, tracking valuable insights and giving users a way to support the establishments that give back to youth sports.

Sponsors are able to connect with their favourite sport by sponsoring a team or attending an event with that organization. Game On Deals! further enhances the value for each sponsor by connecting them with more than one organization...they are connected to the entire community! A great way to show community support, and to drive new business!

Nearly 20 communities across Ontario are currently [featured on FanSaves as part of the Game On! program](#) including Burlington, Oakville, Brampton, Kitchener-Waterloo and Whitby with nearly 100 deals from businesses including Lone Star Texas Grill, Boston Pizza, Goodlife Fitness and Healthy Planet, alongside offers from hyper-local establishments, as well.

“Kidspired Media was looking for a digital solution for our coupon program. Not only did we find a solution, but we found a great Canadian partner that we are excited to grow with.” Explains Ted Gendron, Principal and founder of Kidspired Media.

As technology continues to have a growing impact on the sponsorship industry, Kidspired is excited to be at the cutting edge. Allowing our sponsors to make an offer in real time, in a way that can be tracked and measured, is a game changer for our sponsor partners.

### **About FanSaves**

[FanSaves](#) is rapidly expanding across North America, currently working with nearly 70 teams and organizations across 21 professional leagues and featuring thousands of deals from more than 1,200 brands and businesses. With a goal to eliminate paper coupons from professional sports and beyond, FanSaves is an award-winning B2B SaaS company that is making it easier for sports properties and their sponsors to track customer analytics while connecting fans with offers from affiliated brands and partners.

**About Kidspired** [Kidspired](#) is built with individuals who have a passion for minor sport and the local community. They help create meaningful partnerships between youth sports organizations and businesses of all sizes.

Partnered with more than 100 youth sport organizations, Kidspired is committed to providing professional sponsorship support to youth sports, and in doing so, providing opportunities to sponsors that were previously unavailable to them at the local community level.

Kidspired is more than just a sponsorship company, making a positive impact on the local communities and on the lives of the kids that play sport everywhere! Every kid deserves a chance to play the sport they love and experience the joy of being on a team or competing as an individual. Kidspired Media is committed to making sport not only more accessible for kids but also more fun!