



DASH, the #1 Fan Activation Platform

In 2011, while working in ticket sales for FC Dallas, Jonathan Hufnagel, the founder of DASH, observed the team's Foundation Director conducting memorabilia auctions using handwritten bids. This sparked his vision to digitize the process, according to Jake Ninko, DASH's Vice President of Operations. Although digital auction platforms existed at the time, none were tailored specifically to the needs of sports teams. For the next two years, Jonathan dedicated himself to finding the right software developers in the Dallas-Fort Worth area. In a serendipitous encounter in an elevator, he met developers with experience building major apps, including the NBC Universal app. With their expertise, DASH's development began, and three months later, the first version of the DASH platform was launched.

DASH is unique in that every team member has experience working in the front office of a professional sports team. This background gives them firsthand insight into the fast-paced and multifaceted environment sports organizations face, making customer service a cornerstone of the DASH experience. "I believe our service is what sets us apart," said Jake. "Once a team is onboarded, we don't just hand over the platform and say, 'Figure it out.' Instead, we introduce them to Karson Stinson, our Service & Activation Director, who guides them through their first month. Karson stays in touch weekly, providing best practices, graphics, and creative ideas."

One of DASH's standout features, according to Jake, is its complimentary graphic design service. "Our teams are often amazed by the level of support we provide," he noted. "We don't just create graphics for the DASH platform; our designers also craft their social media content, in-venue displays, LED boards, and anything else tied to promoting their auctions. For smaller teams, this service is invaluable, as it saves them from needing to hire additional part-time designers." DASH retains a marketing agency specifically to handle these needs,

removing any barriers teams might face in promoting their auctions effectively.

Recognizing that technology is unpredictable, DASH emphasizes a service-first approach, building strong, personal relationships with each client. "We make ourselves accessible at all times," Jake explained. "Every client has direct access to me, Jonathan, and Karson. If something goes wrong, they know exactly how to reach us."

This hands-on, collaborative approach aligns perfectly with DASH's business model. The company's revenue comes solely from a percentage of the team's revenue, meaning they are fully invested in the success of every activation.

In addition to fostering strong relationships with clients, DASH prioritizes a positive internal culture. "Jonathan has done an excellent job of ensuring we have fun while working," Jake shared. "Our culture makes it enjoyable not just for our team, but also for our clients. Every time we get on a call, we aim to create an enjoyable, engaging experience."

DASH's combination of cutting-edge technology, dedicated service, and a team-centered culture has made it the premier fan activation platform for sports teams looking to revolutionize their engagement efforts.

For more information, visit:

<https://fans.winwithdash.com>

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