

# Frontier Growth Leads Sprocket Sports Series A

Client News

November 18, 2025

Gunderson Dettmer represented client [Frontier Growth](#), a growth equity firm specializing in vertical SaaS companies, as the lead investor in the Series A financing of Sprocket Sports.

Sprocket Sports is a modern, all-in-one management and marketing platform designed specifically for youth sports clubs. Its comprehensive technology helps clubs reduce operating expenses, increase revenues, build their brand and engage with families.

The company will use the new capital to accelerate investment across its product suite and sales and service teams to further enhance its ability to help youth sports organizations drive growth and realize operational efficiencies.

In the [announcement of the transaction](#), Frontier Growth Partner Tim Bechtold said, “We are excited to partner with Sprocket Sports, a company whose deep industry expertise and technology leadership are redefining the category. ... After conducting extensive research with Sprocket’s customers and leadership team, we are impressed by Sprocket’s exemplary reputation for product innovation and world-class customer service and its position as the leading modern technology solution for youth sports clubs.”

The Gunderson deal team was led by Zach Crowe and included Brad Spinner.

Companies

[Frontier Growth](#)

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Zach Crowe

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Bradley Spinner

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