



ProScoreboard

Scoreboard software to elevate your game

Renewed Vision

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Overview & key selling points

Leverage key selling points in a way that resonates with decision-makers.

02

Running the perfect demo

Learn how to uncover needs, present solutions, share key features, and close with value.

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Common pain points

Understand and identify common customer pain points and how to solve them.

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Competitive battlecards

Equip yourself with differentiators and how to sell against competitors effectively.

Why ProScoreboard?

ProScoreboard unlocks professional scoreboard experiences **without the professional price tag.**

Pricing

\$2,500/year

Unlimited access to ProScoreboard on one device at a time. Requires macOS.

- ✓ **Flexible branding:** Logos, colors, and templates can be tailored to every team, keeping the scoreboard polished and on-brand.
- ✓ **Revenue engine:** Built-in ad zones with impression tracking turn sponsorships into measurable ROI and unlock new fundraising opportunities.
- ✓ **Engaged fans:** Player profiles, highlight media, and a customized sports video package included with each purchase helps create an exciting game-day atmosphere.
- ✓ **Affordable alternative:** Save tens of thousands compared to legacy hardware while delivering the same professional look.
- ✓ **Simple to operate:** The intuitive scoring interface makes it easy for volunteers and staff to run with confidence.
- ✓ **Comprehensive coverage:** Supports dozens of sports, including custom options, so venues don't need separate systems.
- ✓ **Hardware & data integrations:** Works seamlessly with industry-standard controllers like Fairplay, Daktronics, and AllSport, as well as popular stat feeds such as StatCrew, Pointstreak, and MiLB.
- ✓ **Trusted ecosystem:** Backed by the creators of ProPresenter, with proven reliability in live production.

Running the perfect demo

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1. Open with discovery

Do: Ask discovery questions to uncover pain points.

- What does your scoreboard setup look like today?
- How long have you been using it?
- What do you like most about it?
- What do you find frustrating or limiting about it?
- How do you currently handle sponsorships or advertising at your games?
- If you could wave a magic wand, what would your ideal scoreboard experience look like?

Don't: Don't immediately jump into showing features. Without uncovering pain points, you risk demoing features that don't matter and losing the customer's attention.



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2. Show the solution

Do: Review how to solve the customer's pain points by focusing on key features that will resonate. Present them in terms of benefits, not just features.

- **Sport Selector** → Demonstrate how ProScoreboard supports every sport, including custom ones, so venues can use a single system for all events.
- **Customization** → Show how logos, colors, and templates make the scoreboard feel tailor-made for their team.
- **Macros** → Highlight one-click automation that reduces stress and makes running a live game simple for volunteers.
- **Player Profiles** → Showcase athletes with stats, lineups, and highlight media to boost fan engagement and school pride.
- **Ad Zones + Proof of Performance** → Prove to sponsors that their ads are running and measurable, turning scoreboards into fundraising engines.

Don't: Overwhelm the customer by sharing every feature. Focus on the ones that directly address the priorities uncovered in discovery.



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3. Close with ROI, vision & next steps

Do: Always tie the demo back to the outcomes they care most about, and then confirm clear next steps.

- **Connect to goals:** Reinforce how ProScoreboard solves their specific challenges (e.g., new revenue, better fan experience, modern look).
- **Paint the vision:** Share what gameday could look like with ProScoreboard in place.
- **Confirm next steps:** Ask about their buying process, timeline, and budget.
- **Identify stakeholders:** Confirm who else needs to be involved in the decision.
- **Set follow-up:** Schedule the next call, send a proposal, or deliver additional materials.

Don't: End the demo without clear alignment on next steps - excitement without follow-up often leads to stalled deals.



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Solving common pain points

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Turning Pain Points into Selling Opportunities

Pain Point	What Customers Say / Why It Matters	ProScoreboard Solution
Legacy, Costly Systems	<p>“Our scoreboard upgrade will cost tens of thousands.”</p> <p>Hardware boards are a huge budget strain.</p>	\$2,500/year software-first model delivers a pro look at a fraction of the cost.
Limited Customization	<p>“We can’t make the board feel like ours.”</p> <p>Competitors lock teams into rigid templates.</p>	Flexible branding with logos, colors, and templates tailored to every team.
Missed Sponsorship Revenue	<p>“Sponsors don’t know if ads are running.”</p> <p>Lack of ROI proof means lost revenue.</p>	Built-in ad zones with impression tracking give sponsors proof-of-performance and unlock new dollars.
Low Fan Engagement	<p>“It just shows the score - nothing exciting.”</p> <p>Outdated boards miss chances to hype players and crowds.</p>	Player profiles, highlight media, and a custom sports video package create a professional, engaging game-day atmosphere.
Operational Complexity	<p>“Our staff and volunteers won’t be able to run it.”</p> <p>Fear of mistakes makes adoption harder.</p>	Intuitive scoring interface + one-click macros make it simple for anyone to operate confidently.
Incomplete Sport Coverage	<p>“Our board doesn’t support all of our sports.”</p> <p>Many systems focus only on major sports.</p>	ProScoreboard supports dozens of sports, including custom, so venues get one solution for everything.

Competitive battlecards

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ProScoreboard vs. Daktronics

Snapshot: Industry giant in hardware scoreboards, known for outfitting large stadiums. Expensive, complex, overkill for schools and community venues.

Strengths:

- Strong brand reputation
- Reliable hardware, often tied to large facilities.

Weaknesses:

- Extremely costly upfront
- Limited customization
- Requires trained staff
- No ad tracking or ROI tools

How to Sell Against:

- Position ProScoreboard as the affordable software-first solution (\$2,500/year vs. tens of thousands).
- Emphasize ease of use, volunteers can run it without training
- Highlight revenue engine, built-in ads and proof-of-performance (Daktronics doesn't offer this).
- Stress flexibility, ProScoreboard works with their existing Dak hardware controllers.

ProScoreboard vs. Daktronics

	ProScoreboard	Daktronics
Cost	\$2,500/year subscription, no expensive hardware required	Tens of thousands upfront in hardware + costly maintenance
Ease of Use	Intuitive, volunteer-friendly; anyone can run it with minimal training	Complex, requires trained operators or staff
Sport Coverage	Supports dozens of sports, including custom options	Primarily focused on major sports
Integrations	Works with Daktronics controllers (AllSport, etc.) + stat feeds (StatCrew, MiLB)	Proprietary hardware ecosystem; limited flexibility
Customization & Branding	Logos, colors, and templates tailored to each team	Rigid templates; expensive to update or customize
Fan Engagement	Player profiles, highlight media, and custom video package included	Traditional scoreboard displays: score and time only
Advertising & Tracking	Built-in ad zones with impression tracking + proof-of-performance reporting	No ad tracking; sponsors can't verify ROI

ProScoreboard vs. ScoreVision

Snapshot: ScoreVision is a software-based scoreboard system focused on visuals, fan engagement, and sponsor content. It delivers strong multimedia displays but typically costs more and requires more setup than most schools need.

Strengths:

- Strong visual design and animation features geared toward fan engagement.
- Well-established in the high school and small-college market.
- Integrated ad playback system for sponsor visibility.

Weaknesses:

- Higher cost and setup complexity compared to ProScoreboard.
- Less intuitive for volunteers or smaller programs to operate.
- Limited compatibility with existing hardware controllers and stat feeds.

How to Sell Against:

- Position ProScoreboard as a simpler, more affordable software-first solution that delivers a professional look without new hardware or long-term contracts.
- **Emphasize ease of use:** anyone can operate it confidently after a quick setup.
- **Highlight integrations:** ProScoreboard connects to existing controllers and stat feeds that ScoreVision does not.
- **Underscore flexibility:** ProScoreboard scales from small gyms to stadiums without requiring special equipment or A/V teams.

ProScoreboard vs. ScoreVision

	ProScoreboard	ScoreVision
Cost	\$2,500/year subscription, no expensive hardware required	Higher subscription (\$7500 a year entry) and hardware costs — often bundled with LED displays
Ease of Use	Intuitive, volunteer-friendly; anyone can run it with minimal training	Designed for A/V teams — more complex to operate for volunteers
Sport Coverage	Supports dozens of sports, including custom options	Focused on major sports; custom layouts limited
Integrations	Works with Daktronics controllers (AllSport, etc.) + stat feeds (StatCrew, MiLB)	Limited controller and stat feed integrations
Customization & Branding	Logos, colors, and templates tailored to each team	Branding options exist but require template editing and A/V support
Fan Engagement	Player profiles, highlight media, and custom video package included	Strong multimedia display capabilities with custom animations
Advertising & Tracking	Built-in ad zones with impression tracking + proof-of-performance reporting	Ad management offered but no transparent ROI reporting

ProScoreboard vs. Fair-Play

Snapshot: Fair-Play is a long-established scoreboard manufacturer known for reliable hardware and LED displays. Their systems are durable but hardware-dependent, with high upfront costs and limited flexibility for branding or digital content.

Strengths:

- Strong reputation and long history in the scoreboard market.
- Proven hardware reliability in schools and athletic venues.
- Offers a wide range of display sizes and configurations.

Weaknesses:

- Hardware-only model with high installation and maintenance costs.
- No integrated fan engagement or sponsorship tools.
- Requires external systems or upgrades for branding and media playback.

How to Sell Against:

- Position ProScoreboard as the modern, software-first layer that brings Fair-Play boards to life.
- Highlight fan engagement and sponsor ROI tools that hardware systems simply don't provide.
- **Emphasize cost:** a \$2,500/year software solution instead of a full hardware overhaul.
- **Reinforce compatibility:** ProScoreboard can integrate with existing Fair-Play controllers to modernize what schools already own.

ProScoreboard vs. Fair-Play

	ProScoreboard	Fairplay
Cost	\$2,500/year subscription, no expensive hardware required	High upfront hardware cost + ongoing maintenance fees
Ease of Use	Intuitive, volunteer-friendly; anyone can run it with minimal training	Requires trained operators; setup varies by hardware model
Sport Coverage	Supports dozens of sports, including custom options	Limited templates tied to specific scoreboard types
Integrations	Works with Daktronics controllers (AllSport, etc.) + stat feeds (StatCrew, MiLB)	Proprietary controller ecosystem; limited third-party integration
Customization & Branding	Logos, colors, and templates tailored to each team	Static displays — customization requires hardware or firmware updates
Fan Engagement	Player profiles, highlight media, and custom video package included	Score-only output — no media or player content
Advertising & Tracking	Built-in ad zones with impression tracking + proof-of-performance reporting	No integrated ad management or sponsor reporting

ProScoreboard vs. PC Scoreboards

Snapshot: PC Scoreboards offers low-cost, sport-specific Windows applications aimed at basic game operation. While affordable, the software is limited in design, lacks customization, and doesn't provide the professional visuals or integrations most venues expect today.

Strengths:

- Extremely low upfront cost and simple installation.
- Covers a wide range of individual sports.
- Runs on standard Windows PCs without added hardware.

Weaknesses:

- Outdated interface and basic visuals that look amateur on modern displays.
- No integrations with controllers, stat feeds, or ad systems.
- Lacks fan engagement, branding, and sponsorship features entirely.

How to Sell Against:

- Position ProScoreboard as the professional-grade upgrade — same accessibility, but built for real-world venues.
- **Emphasize fan experience:** customizable branding, player profiles, and highlight media give it a modern look PC Scoreboards can't match.
- **Highlight integrations and reliability:** ProScoreboard connects with game-day controllers and delivers sponsor ROI tracking.
- **Underscore ongoing support:** ProScoreboard is actively developed and updated, while PC Scoreboards software sees limited maintenance.

ProScoreboard vs. PC Scoreboards

	ProScoreboard	PC Scoreboards
Cost	\$2,500/year subscription, no expensive hardware required	One-time low-cost license per sport; lacks advanced functionality
Ease of Use	Intuitive, volunteer-friendly; anyone can run it with minimal training	Simple to launch but limited controls and no multi-sport workflow
Sport Coverage	Supports dozens of sports, including custom options	Separate apps for each sport; no universal or customizable templates
Integrations	Works with Daktronics controllers (AllSport, etc.) + stat feeds (StatCrew, MiLB)	No integrations with controllers, stat feeds, or ad systems
Customization & Branding	Logos, colors, and templates tailored to each team	Static layouts; limited branding options and dated visual design
Fan Engagement	Player profiles, highlight media, and custom video package included	Basic score display only; no media or player content
Advertising & Tracking	Built-in ad zones with impression tracking + proof-of-performance reporting	No ad support or sponsor ROI features

Thank you!

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