

BENCH Launches to Help Sports Creators and Organizations Monetize Content

Built for sports creators, teams and leagues, BENCH combines streaming, subscriptions, pay-per-view, and sponsorship tools in one platform.

SACRAMENTO , CA, UNITED STATES,
June 8, 2026 /EINPresswire.com/ --
BENCH, a sports-first monetization platform, launches publicly today to help sports creators, teams, leagues, athletes, and sports organizations turn content into direct revenue.

The platform combines live streaming, video hosting, subscriptions, pay-per-view, and sponsor matching in one product built specifically for sports. Organizations can offer content for free, charge for access, or do both. The choice belongs to the creator.

BENCH is designed for the [sports creators, teams, leagues, and organizations](#) that traditional broadcast deals and major platforms have consistently underserved, including women's sports leagues and teams, HBCU athletic departments, youth and amateur sports programs, independent sports creators, emerging sports, NIL athletes, trainers, podcasters, and local sports communities building fan audiences on their own terms

During its early rollout, BENCH helped small sports organizations generate up to six figures in annualized run-rate revenue by turning live and on-demand content into paid subscriptions, direct fan support, and new monetization opportunities.

Most sports creators and organizations still lack a purpose-built direct revenue path. Platform ad revenue requires scale many will never reach. Broadcast deals are concentrated among the most visible sports properties. Many creator categories, including music, podcasting, and gaming, have developed direct monetization tools. Sports has lagged behind. BENCH is a platform built

The logo for BENCH is displayed in a large, bold, italicized, sans-serif font. The letters are dark blue or black, and the overall style is modern and dynamic.

BENCH is a sports-first monetization platform for creators, teams and leagues.



Sports creators should not need millions of followers or a broadcast deal to turn attention into revenue.”

Dasarte Yarnway, Founder and CEO of BENCH

specifically to solve that.

“BENCH came from seeing the same problem from two sides,” said Dasarte Yarnway, Founder and CEO of BENCH. “As a former Cal football player, I understand how much sports means to athletes, teams, and communities. Later in my career, I saw how content could build trust, grow a business, and create real revenue.”

“That gap became impossible to ignore,” Yarnway continued. “Most sports creators and organizations still don’t have the infrastructure to turn attention into revenue on their own terms. BENCH is the monetization layer sports never had, built for sports creators, teams, and leagues that want more than views.”

BENCH also includes [SponsorMatch](#), a feature designed to help sports organizations connect with relevant brand sponsors based on audience, content, and market fit.

Sports creators, teams, leagues, and organizations can sign up today at benchsports.com to launch free or paid content, sell access to events, and build direct revenue from their audience.

About BENCH

BENCH is a sports-first monetization platform that helps creators, teams, leagues, athletes, and sports organizations turn content into direct revenue through live streaming, video hosting, subscriptions, pay-per-view, tips, and sponsorships. Organizations can publish free content, charge for access, or offer both. Founded by Dasarte Yarnway, a former University of California, Berkeley football player, financial services executive, and entrepreneur, BENCH launches publicly today.

Learn more at benchsports.com.

Flo Yarnway

BENCH

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