

Running a community sports club website can sometimes feel like managing a SaaS subscription zoo. Between managing player registrations, sending newsletters to hundreds of parents and supporters, coordinating volunteer rosters, and handing over committee access every AGM, the costs and admin load can spiral out of control. For grassroots clubs with limited budgets, choosing the right **club website builder** that keeps both costs and complexity manageable is crucial. Today, we'll compare two popular options — **Wix vs Squarespace** — through the lens of a typical community sports club with around 500 players, parents, and supporters.

Subscription Bloat: The Hidden Drain on Grassroots Clubs

Subscription bloat is a sneaky but common issue in grassroots sports clubs. It starts with paying for a website hosting plan, then adding email newsletters, online player registrations, team communication tools, volunteer scheduling, and payment processors — each often a separate charge.

Before you know it, your club's tech stack looks like this:

- Website builder subscription
- Email marketing platform subscription
- Online registration tool subscription or pay-per-use fees
- Team management apps (some free, some paid)
- Online payment gateway fees
- Volunteer rostering tools

Multiply that by 9-10 months of the playing season, and you're looking at significant recurring expenses. Many clubs don't realize how much they shell out each season until they add it all up.



Typical Club Tool Stack Costs

Let's break down a common cost structure a club with 500 regular contacts (players, parents, and supporters) might face over a season, assuming they rely on multiple SaaS products:

Tool/Service Typical Cost Notes Website Builder (Wix or Squarespace) \$180 - \$240 per season Assumes \$15-\$20 USD per month annual plan Email Marketing \$300+ per season For 500 contacts and ~4 newsletters per month, monthly tiers vary Online Registrations / Forms \$0 - \$200 per season Free forms exist but advanced features may cost extra Volunteer Scheduling & Rostering Apps \$100 - \$300 per season Depends on features and number of volunteers Other Fees (Payment processors) Variable Percentage of online payments, usually passed on

Notice how email marketing alone can add a hefty chunk to the club's budget, and that's assuming a monthly tier subscription model rather than pay-per-send.

Pay-Per-Send Messaging vs Monthly Tiers

Many clubs get caught in paying monthly fees for email marketing tools that don't scale well with their actual usage. For example, with 500 contacts, some plans charge \$40-\$50 a month to send unlimited emails, which adds up to \$360-\$450 per season.

Alternatively, pay-per-send options allow clubs to pay only for what they use — emails, SMS messages, or app notifications — without a hefty monthly subscription. This can be more cost-effective for clubs that send irregular campaigns or have limited messaging needs.

When choosing Wix or Squarespace, it's worth noting these platforms do include newsletter tools but generally:

- **Wix** has a built-in email marketing tool ("Wix Email Marketing") with monthly tiers or credits-based pricing for sending newsletters.
- **Squarespace** has "Squarespace Email Campaigns" which uses monthly subscriptions starting around \$10-\$35 per month depending on contact count.

Neither offers unlimited free newsletters to 500+ contacts. Clubs should factor these costs into their total website and communication budget, and ideally look for integrations with free or pay-per-send third-party apps if budget is tight.

Free Forms & Registrations: Handling Player Signups Without Extra Costs

Most committees want their website to handle player registrations, waivers, and event signups without jumping to paid form builders or registration hubs. Both Wix and Squarespace provide built-in forms but with some limitations:

- **Wix Forms:** Free and easy to use, supports multiple fields, file uploads, and notifications. Storage limits and customization depend on plan level.
- **Squarespace Forms:** Also free on all plans but some integrations and data export features come with higher tiers.

For clubs with ~500 players spread over multiple teams and age groups, forms need to handle dozens to hundreds of submissions per season. The key is whether you can manage those submissions easily and export data without additional fees.

Third-party form tools like Google Forms or Jotform can be embedded for free, but remember some come with limits on form responses or branding.



Committee Website Editing: Who Manages the Site?

One frequent pain point is handing over website editing access every AGM when the committee changes. Both Wix and Squarespace make this easier with delegated user roles and simplified editors, but there are differences:

- **Wix:** Allows inviting contributors with role-based permissions, and its drag-and-drop editor is user-friendly for non-technical committee members. Supports switching editors between WYSIWYG and Editor X for advanced design.
- **Squarespace:** Also supports multiple users with granular permissions and features a polished block editor. The editor can be slightly more technical for absolute beginners.

Whichever you choose, set up documentation or standard operating procedures (SOPs) for committee members. Clear instructions cut down on “website chaos” after handovers — one of the biggest headaches in community club websites.

Wix vs Squarespace: Detailed Pricing Comparison

Here’s a quick pricing overview for the core website builder plans suitable for community sports clubs, assuming the club’s site needs no major ecommerce features:

Platform	Plan	Monthly Cost (Billed Annually)	Free Form Submissions	Email Marketing Included	Storage
Wix	Combo or Unlimited	\$14 - \$18	Unlimited (varies by plan)	Separate subscription needed; pay-per-send or monthly tiers	10 - 20 GB
Squarespace	Personal or Business	\$16 - \$23	Unlimited	Email Campaigns are add-ons starting at \$10/month	Unmetered

Over a 9-month season:

- Wix: \$126 - \$162 for website hosting + extra for email marketing
- Squarespace: \$144 - \$207 for the website + email campaigns subscription for newsletter needs

Remember — these prices do not include add-ons like volunteer scheduling or premium forms.

Which Should Your Community Sports Club Choose?

Here are some quick recommendations depending on your club's priorities:

1. **If budget is tight:** Use Wix's cheaper plans combined with free or low-cost third-party email tools and forms. Wix's intuitive editor helps non-tech volunteers feel comfortable managing content.
2. **If branding and design polish matter most:** Squarespace offers sleek templates and easier editorial consistency, good for clubs wanting a professional-looking site without a designer.
3. **If you want everything managed in one place:** Both platforms offer paid email marketing add-ons, but watch for how that adds to subscription bloat.
4. **For committees with high turnover:** Whichever you pick, invest time in user role setup and create clear documentation on website editing and messaging workflows to prevent admin headaches.

Final Thoughts on *Club Website Builder* and *Website Costs*

Launching or refreshing your community sports club website is more than just choosing the prettiest design. It's balancing functionality, cost, and ease of management. Both Wix and Squarespace can power a club website effectively, but the devil's in the details:

- Know your season budget, and add up all tool costs seasonally — not just monthly.
- Prefer pay-per-send messaging if you only send newsletters during key times.
- Leverage free forms for player registrations where possible.
- Establish clear handover processes for committee website editing to keep things running smooth.

With roughly 500 players, their parents, and supporters involved, every dollar saved on website and communication costs is a dollar better spent on gear, fields, and fun.

Need help setting up your grassroots club's digital toolkit without subscription bloat? Get in touch — I specialize thetechleaders.com in making community club tech work without the headaches.