

FOR IMMEDIATE RELEASE

Redline Championships Announces Exclusive Strategic Partnership with FullOut

Industry-Leading Collaboration Elevates the Event Experience for Athletes, Coaches and Fans

AMARILLO, Texas — July 17, 2026 — Redline Championships, one of the nation's fastest-growing event producers in All-Star Cheer, School Cheer, and Dance, is proud to announce a strategic partnership with FullOut, the premier digital platform connecting athletes, families, coaches, choreographers and fans to the sports they love.

The multi-year partnership names FullOut as an Official Strategic Partner of Redline Championships, bringing together two organizations committed to innovation, customer experience, and advancing the future of the cheer and dance industry.

Through this partnership, athletes, coaches, parents, choreographers, gym owners and fans will enjoy enhanced digital engagement before, during, and after every Redline Championships event. The collaboration will deliver scoring analytics, team content, athlete recognition, coach & choreographer profiles and new opportunities for community engagement—all through the FullOut platform.

As Redline Championships continues its rapid national expansion, including the addition of marquee events such as Grand Slam Nationals at Globe Life Field, this partnership represents another significant investment in creating an unmatched championship experience.

“At Redline Championships, we believe our responsibility extends far beyond producing competitions—we’re creating experiences that athletes and families will remember for a lifetime,” said Kevin Jones, Production & Brand Strategy Director for Redline Championships. “Partnering with FullOut allows us to elevate every aspect of the customer journey through innovative technology, enhanced communication, and greater engagement. Joe and the FullOut team share our passion for putting athletes first, making this an exciting partnership that will continue raising the standard for our industry.”

Founded with a vision of modernizing how the cheer community connects and engages, FullOut has quickly become one of the industry's most respected technology platforms, providing powerful digital solutions for event producers, gyms, coaches, choreographers, athletes, and fans nationwide.

“Redline Championships has established itself as one of the most innovative and forward-thinking organizations in our industry,” said Joe Rodgers, Founder of FullOut. “Their commitment to creating exceptional experiences perfectly aligns with our mission at FullOut. We’re excited to work alongside the entire Redline Championships team to build new ways for athletes, families, coaches, choreographers, gym owners and fans to experience every event, both inside the venue and beyond.”

The partnership reflects a shared commitment to innovation, customer service, and continued investment in the future of competitive cheer and dance. Together, Redline Championships and FullOut will introduce new features and experiences designed to strengthen connections throughout the cheer and dance community while delivering greater value to athletes, coaches, gym owners, and spectators.

Additional announcements regarding new platform features and event integrations will be released throughout the upcoming season.

About Redline Championships

Redline Championships produces premier All-Star Cheer, School Cheer, and Dance events across the United States, delivering first-class productions, unforgettable championship experiences, and a customer-first philosophy that celebrates every athlete. Known for its innovative approach, professional production, and commitment to excellence, Redline Championships continues to redefine what an event experience can be.

About FullOut

FullOut is the leading digital platform serving the cheerleading community by connecting athletes, coaches, families, and fans through innovative event technology, live scoring, schedules, content, and engagement tools. Designed to enhance every aspect of the competition experience, FullOut continues to set the standard for digital innovation within the sport.