

FOR IMMEDIATE RELEASE

REDLINE CHAMPIONSHIPS NAMES SYDNE ESTEL DIRECTOR OF DANCE

Experienced dance educator, program director and event professional joins Redline Championships to lead the company's growing dance division

AMARILLO, TX — SEPTEMBER 25, 2026 — Redline Championships

today announced the appointment of **Sydne Estel as Director of Dance**, bringing an accomplished dance educator, program director and event operations professional to the Redline Championships team.

Estel brings more than 10 years of experience in competitive dance, program leadership, event production and relationship management. Her professional background includes directing competitive high school dance programs of more than 100 participants, overseeing recruiting, training, scheduling, travel, competitions and performances, as well as developing program standards and leadership initiatives.

In addition to her experience as a dance program director and educator, Estel has worked extensively in event operations and leadership development. She has supported dance directors, coaches and educators across Texas while coordinating camps, events, staffing and participant experiences. She also has experience with large-scale event operations through the Cotton Bowl Athletic Association at AT&T Stadium.

Her dance leadership background includes serving as a Captain of the Baylor University Songleaders and as a member and Executive Board Member of the Kilgore College Rangerettes. She holds a Master of Educational Leadership from the University of North Texas, a Bachelor of Education from Baylor University and an Associate of Arts in Dance from Kilgore College.

As the Director Of Dance, Estel will help shape the continued development of Redline Championships' dance offerings, with a focus on the athlete, coach and director experience while supporting the company's growth within the competitive dance community.

"I am incredibly excited to join Redline Championships and be part of what they are building within the dance community," said Sydne Estel. "What draws me to Redline Championships is the genuine focus on creating an incredible experience for everyone involved—dancers, coaches, directors and families. I'm excited to bring my experience in dance education, program leadership and event development to a team that values both the details and the bigger picture. I'm especially looking forward to further building meaningful relationships across the dance community and helping create the systems, experiences and events that allow dancers to feel celebrated, directors and coaches to feel supported, and families to feel proud to be part of what's happening at Redline Championships!"

“Sydney is exactly the kind of person we want representing Redline Championships and helping us build our dance division,” said Kevin Jones, Brand Strategy Director and Production

Director for Redline Championships. “She understands dance from every angle — as a dancer, educator, program director, coach, event professional and, most importantly, as someone who understands what directors and athletes need. Her experience, relationships and passion for the industry make her a tremendous addition to our team.”

Estel’s appointment represents another step in Redline Championships’ continued expansion and commitment to creating meaningful experiences for dancers, coaches, directors and families across the competitive cheer and dance communities.

About Redline Championships

Redline Championships is a national cheer and dance event producer committed to creating memorable, athlete-focused championship experiences while building meaningful relationships with coaches, directors, gym owners, athletes and families. Guided by the belief that “We See You. We Hear You. We Are You.”, Redline Championships continues to lead the industry through creative programming, athlete-focused experiences, and meaningful partnerships that elevate cheer and dance.