

FOR IMMEDIATE RELEASE

Redline Championships Names Double Good as Official Fundraising Partner

Partnership brings innovative fundraising opportunities to cheer and dance programs participating in Redline Championships events.

Amarillo, Texas — October 26, 2026 — Redline Championships is proud to announce a new partnership with Double Good, naming the company the

Official Fundraising Partner of Redline Championships. This partnership will provide cheer and dance programs with access to innovative fundraising opportunities designed to help teams raise money, offset program expenses, and make participation in competitive cheer and dance more accessible.

Both organizations share a commitment to supporting the athletes, coaches, gym owners, families, and communities that make the cheer and dance industry special. Through this partnership, Redline Championships and Double Good aim to help programs pursue their goals while creating more opportunities for athletes to experience the excitement and growth that come with competition.

“Everything we do at Redline Championships starts with our commitment to the people who make this industry what it is,” said **Kevin Jones, Brand Strategy Director and Production Director of Redline Championships.** “We recognize that behind every team are coaches, gym owners, parents, and supporters working hard to give athletes the best possible experience. Fundraising is a critical part of making those opportunities happen, and partnering with Double Good allows us to connect our programs with a fundraising solution that can help them reach their goals. We are excited about what this partnership can mean for the teams and families we serve.”

Double Good is known for its innovative approach to fundraising, helping organizations raise funds through its popular popcorn fundraising platform. By providing a convenient and engaging way to fundraise, Double Good gives teams and organizations a way to rally their communities around a shared goal.

“We are excited to welcome Double Good as our Official Fundraising Partner,” Jones added. “At Redline Championships, we believe in building partnerships that deliver meaningful value beyond the competition floor. This is another opportunity to support our customers, strengthen our relationships throughout the industry, and help programs turn their fundraising goals into reality.”

Robin Coe, Double Good Head of Partnerships shared the company’s enthusiasm for the partnership and the opportunity to support the Redline Championships community.

“Every athlete should get the chance to step onto the mat with their team. Our partnership with Redline Championships gives cheer and dance programs a simple, rewarding way to fundraise for the things they need, so more kids have the opportunity to take part in the sport they love.”

Through this partnership, Redline Championships and Double Good look forward to helping programs explore fundraising opportunities that support competition expenses, uniforms, travel, equipment, athlete experiences, and other program needs.

The partnership reflects Redline Championships' continued commitment to building relationships with industry-leading organizations that understand the needs of its customers and are dedicated to helping cheer and dance programs succeed.

About Redline Championships

Redline Championships is a premier producer of cheerleading and dance competitions, committed to delivering exceptional event experiences for athletes, coaches, gym owners, parents, and spectators. Through innovative event production, meaningful industry partnerships, and a customer-focused approach, Redline Championships works to celebrate the people who make the cheer and dance industry thrive.

About Double Good

Double Good is a fundraising company known for its gourmet popcorn and virtual fundraising platform, helping schools, teams, nonprofits, and other organizations raise money to support their missions. Through its fundraising solutions, Double Good empowers communities to come together and make a meaningful impact.