SNEAKY BIG Named Official Live Production Partner For The Alliance of American Football

*Arizona-based facility to be the official studio home and production hub for games and commentary*

SCOTTSDALE, Ariz. (PRWEB) January 24, 2019 -- SNEAKY BIG is joining forces with The Alliance of American Football as the official studio home and production hub for games and commentary. Broadcasted on CBS and CBS Sports Network, SNEAKY BIG will host all of the pre, post and halftime shows from its Scottsdale, Arizona studio and will manage the various levels of production required for the live broadcast of games.

Founded in 2016 by well-known businessman Bob Parsons, SNEAKY BIG is recognized as one of the largest and most technologically advanced production facilities in the country. Totaling more than 15,000 square feet, the facility features a 4,000-square-foot sound stage, 540-square-foot recording studio and the most cutting-edge production and broadcast equipment available.

“SNEAKY BIG was built to provide a uniquely wide range of state-of-the-art capabilities. Our partnership with The Alliance is a testament to our ability to execute large-scale productions on a national level,” said Parsons. “To the best of our knowledge, SNEAKY BIG is the only third-party production facility in the country that can handle a project of this magnitude.”

Utilizing the power of fiber connectivity, SNEAKY BIG will drastically reduce the number of resources required for a full on-site remote production. One of the benefits of moving to the “At Home” model allows for all production resources to be under one roof: in-game announcers will reside at the Studio, Skycam cameras will be operated from the facility, and both traditional and virtual graphic elements will be inserted from SNEAKY BIG’s Control Room.

“We want to change the way fans watch and interact with football, and a part of that was finding the right team to deliver innovative broadcast and production solutions,” said Ken Aagaard, co-head of production, The Alliance. “It was an easy decision to partner with SNEAKY BIG as it is one of the only facilities in the country able to provide the equipment, technology and offer a full suite of capabilities necessary to meet The Alliance’s live production needs, all under one roof.”

The goal of The Alliance is to integrate traditional TV broadcast with digital components such as live streaming and mobile apps to create a more dynamic fan experience. Using remote production methods will allow The Alliance to develop this multifaceted program within a significantly lower budget than larger national sports leagues. The first game of the season will air on CBS Sports Network on Saturday, February 9. To learn more visit aaf.com or sneakybig.com.

About SNEAKY BIG
Located in North Scottsdale and encompassing more than 15,000 square feet, SNEAKY BIG is the largest, most technologically advanced production facility in the Southwest. The studio offers a setting for television and commercial shoots, rehearsals and recording sessions, web/media production, press conferences, corporate training/videos, music videos, post production and video editing, color correction, photography and events. To learn more visit www.SNEAKYBIG.com.
SNEAKY BIG is part of YAM Worldwide, Inc., home to the entrepreneurial operations of Bob Parsons, American entrepreneur and philanthropist. Other core businesses include: BIG YAM, The Parsons Agency, Scottsdale National Golf Club, YAM Capital, YAM Properties, Parsons Xtreme Golf (PXG), Harley-Davidson of Scottsdale, GO AZ Motorcycles, Spooky Fast Custom Finishing, The YAMWOOD Foundry and Southern Thunder Harley-Davidson. In 2012, Parsons and his wife Renee founded The Bob & Renee Parsons Foundation.

About The Alliance of American Football
Led by some of the most respected football minds in the game, The Alliance of American Football is a dynamic professional football league fueled by an unprecedented Alliance between players, fans and the game. Founded by TV and film producer Charlie Ebersol and Hall of Famer Bill Polian, The Alliance will feature eight teams with 52-player rosters playing a 10-week regular season schedule in the spring beginning February 9, 2019 on CBS, followed by two playoff rounds and culminating with the championship game on April 27, 2019.

The eight cities, stadiums and head coaches are as follows:
- Orlando Apollos / Spectrum Stadium / Steve Spurrier
- Atlanta Legends / Georgia State Stadium / Kevin Coyle
- Memphis Express / Liberty Bowl Memorial Stadium / Mike Singletary
- Salt Lake Stallions / Rice-Eccles Stadium / Dennis Erickson
- Arizona Hotshots / Sun Devil Stadium / Rick Neuheisel
- San Diego Fleet / San Diego County Credit Union Stadium / Mike Martz
- Birmingham Iron / Legion Field Stadium / Tim Lewis
- San Antonio Commanders / Alamodome / Mike Riley

Fans will be able to stream Alliance matchups live via the free Alliance app while accessing integrated gaming options with real rewards — for themselves and the players they are cheering on. With a focus on player well-being on and off the field, The Alliance will provide players with a commitment to safety and state-of-the-art equipment as well as a comprehensive bonus system, post-football career planning, financial counseling and scholarship support for postsecondary education. For more information, visit https://aaf.com/

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