

Sports & Entertainment

The NFL and The GIST extend content contract to grow the NFL Fandom



The Collaboration Celebrates the League's Diverse Community and Offers Curated, Culture-First Fan Experiences for Gen Z, Millennial and Female Audiences

NEW YORK — Sept. 8, 2026 — Following a successful first year together, the National Football League and The GIST announced an extension of their content partnership, furthering a shared commitment to engaging the next generation of football fans through bold and compelling storytelling that resonates with Gen Z and millennial women.

According to a 2025 SSRS Sports Poll, 47% of the U.S. NFL fan base is female, and the SSRS International Fan Tracker 2025 Season data shows that women represent 43% of the league's international growth. As the go-to source for inclusive sports coverage, The GIST knows what gets their community excited and how to connect with this valuable audience in an authentic way, and the league's partnership is proof that there is longevity in investing in female fans.

For the 2025 season, The GIST released creative content and engaging fan experiences in collaboration with the NFL. From coverage of marquee moments like Super Bowl LX to season-long initiatives like The GIST's NFL Pick'em Challenge, the partnership has created new opportunities for fans to discover, engage with and celebrate the NFL in a meaningful way. "Our first year with The GIST brought us closer to our fans who crave a deeper connection to the game on and off the field," said Amanda Karsen, director, media strategy and business development at the NFL. "The GIST

is so engaged in their community and has real, authentic relationships with female fans. We're really excited about what we're building and welcoming even more fans to the NFL."

Building on the foundation of its inaugural year, the partnership will continue expanding the NFL's reach across The GIST's community of more than one million newsletter subscribers and 40 million monthly sports fans who engage with its podcast and social content. The announcement comes as The GIST's latest audience data shows the NFL is the most-followed league across its community, with 70% of female respondents expressing interest in the league.

"Women have always been core to football fandom, and they're continuing to build the future," said Jacie deHoop, co-founder at The GIST. "The NFL is walking the walk in their support of female fans, and their commitment to extend the partnership shows how much they are willing to invest in the fan loyalty we're building. The GIST is proud to continue partnering with the league to create the stories and experiences that put women at the center of the conversation. We've got a lot of fun things in the works."

To keep up to date with the latest on the upcoming NFL season, make sure to follow The GIST on social media and subscribe to the newsletter.

About The GIST:

Founded in 2018, The GIST is a women-led sports media company built for the fans the traditional sports world overlooks. Through witty newsletters, podcasts and social content, The GIST delivers equitable coverage of women's and men's sports to an inclusive and growing community of fans. For more information, visit thegistsports.com or follow The GIST on TikTok (@thegist-sports), Instagram (@thegistusa, @thegistca) and X (@thegistusa, @thegistca).

Tigers receive votes in LBM Coaches & AP polls

MEMPHIS, Tenn., September 8, 2026 – The University of Memphis program jumped up in total votes in both the US LBM Coaches Poll and the Associated Press (AP) Poll, sitting around 30th in total votes after both organizations announced their polls on Tuesday.

After a 2-0 start with wins against RV/RV UNLV and Arkansas State, the Tigers have moved from being effectively ranked 43th and 44th in the Coaches and AP Polls, respectively, up to 31st and 30th. Memphis' total number of votes in the AP Poll skyrocketed from two to 23, along with making a jump from nine votes to 24 in the coaches poll.

The updated polls elevate the im-

portance of Memphis' matchup this week against Boise State, as the Broncos received 43 votes in the coaches poll and were just three votes shy of being ranked in the AP Poll, receiving 86 in total.

Single-game tickets can be purchased online or by calling the Memphis Ticket Office at (901) 678-2331.

For premium seating experiences, please contact the Memphis Athletic Fund at MAFpremium@memphis.edu.

For complete information on Memphis Tigers Football, visit www.GoTigersGo.com and follow the team's social media channels on Twitter, Instagram and Facebook.

Carter named America Conf. Offensive Player of Week from sports page 1

State, Carter led a rushing room that recorded the most yards on the ground since the 2018 American Conference Championship against UCF, with Manny Covey also eclipsing the 100-yard mark against the Red Wolves. Memphis' 523 yards of total offense were also the most since gaining 526 in a win over UAB in 2024. Season tickets for the 2026 Memphis Football season can be purchased by visiting [\[tigersgo.com\]\(https://tigersgo.com\)](https://go-</p></div><div data-bbox=)

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Gold Strike Casino & Resort teams up with Memphis Tigers for new football partnership

Partnership brings the Gold Strike experience to game day with field lounge and stadium branding and first-ever Memphis football drone show

TUNICA, Miss. -Sept. 2, 2026) — Gold Strike Casino & Resort is teaming up with University of Memphis Athletics for a new partnership that will bring the Mid-South entertainment leader closer to Tiger fans throughout the 2026 football season.

The football-focused partnership, facilitated by Learfield's Tiger Sports Properties, establishes Gold Strike as the title partner of the field lounge at Simmons Bank Liberty Stadium

"Memphis is an important part of the Gold Strike community, and this partnership gives us an exciting new way to connect with the people who live, work and play throughout the Mid-South," said Alfredo Jaramillo, vice president and general manager of Gold Strike Casino & Resort. "Tiger fans bring an incredible passion and energy to game day, and we're excited to be a part of that experience this season..."

and creates a season-long presence for the resort through game day branding, fan engagement and hospitality opportunities. The partnership will include end zone field-level branding, exte-

rior tent and fence branding, interior stadium branding, video-board exposure, and season ticket access, giving Gold Strike a prominent presence throughout the Tigers' home schedule.

"Memphis is an important part of the Gold Strike community, and this partnership gives us an exciting new way to connect with the people who live, work and play throughout the Mid-South," said Alfredo Jaramillo, vice president and general manager of Gold Strike Casino & Resort. "Tiger fans bring an incredible passion and energy to game day, and we're excited to be a part of that experience this season. Whether you're cheering from the stadium or making the short trip to Tunica for a weekend getaway, Gold Strike is proud to be part of what makes this region such a great place to live and visit."

The partnership kicked off in a big way Sept. 5 when Memphis hosts Arkansas State for its 2026 home opener at Simmons Bank Liberty Stadium. Gold Strike teamed up with the Tigers for the first-ever Memphis football drone show, showcasing the resort's branding in the aerial dis-

play.

The matchup is also Memphis Athletics' annual 901 Game, celebrating the culture, people and spirit of Memphis. The game is scheduled to kick off at 6 p.m.

"Gold Strike has a longstanding presence in the Mid-South, which makes this partnership a natural fit for both the casino destination and Memphis Athletics," said Greg Gaston, general manager of Tiger Sports Properties. "Gold Strike is helping us create memorable experiences for Tiger Nation. We're thrilled to welcome them to the Memphis Athletics family and can't wait to debut the partnership with a special moment at the 901 Game."

Located 30 minutes from Memphis in Tunica, Mississippi, Gold Strike Casino & Resort offers 1,133 hotel rooms, casino gaming, dining, live entertainment and more. The new Memphis Athletics partnership builds on Gold Strike's commitment to serving as a premier entertainment destination for guests throughout the Mid-South.

Tiger Sports Properties is the locally based Learfield team that serves as the exclusive multimedia rights holder for Memphis Athletics and manages the Tigers' corporate relationships.

About Gold Strike Casino Resort

Gold Strike Casino Resort is located on the Mississippi River, approximately 30 minutes from downtown Memphis. With more than 1,100 luxury guest rooms, a theater, high-limit gaming, award-winning dining and a sportsbook, it is the Mid-South's source of energy and excitement. To learn more, visit goldstrike.com.

About Cherokee Nation Entertainment

Cherokee Nation Entertainment is the gaming and hospitality company of the Cherokee Nation. With three decades of expertise in providing exceptional gaming experiences, the company owns and operates Hard Rock Hotel & Casino Tulsa and nine Cherokee Casinos in Oklahoma, including a racino, three resort hotels, three golf courses and other retail operations. CNE operates Gold Strike Casino Resort in Tunica, Miss., one of the most recognizable gaming destinations in the region. For more information, visit www.hardrockcasinotulsa.com, www.cherokeecasino.com and www.goldstrike.com.

Mary Bragg demands truth from everyone, including herself and she does not like to brag

New Album Secrets to Strangers, Due Out October 16th On Single Lock Records Produced By John Paul White And Ben Tanner, Recorded At FAME Studios In Muscle Shoals

August 28, 2026- Revered Nashville-based singer/songwriter/producer **Mary Bragg** has released her new single **"Hi-Fi."** The track is the latest to release off her forthcoming album **Secrets to Strangers**, produced by Grammy Award-winner **John Paul White** and lauded producer/engineer/keyboardist **Ben Tanner**, due out October 16th through **Single Lock Records** via **Secretly Distribution**. One of the more rock-tinged tracks on the album, the radio-ready "Hi-Fi" leans into its modern pop groove, while wrestling with uncompromising radical honesty. "In numbing ourselves, trying to outrun our own truths, we romanticize the past in avoidance of the present," stated Bragg. "This song is about considering the other option, where facing your own realities - including the brutal, ugly ones - make you a better person for it. There's no drowning out the fact that we all have room for improvement as human beings, and sometimes I think just opening your eyes and ears to that can lead to some beautiful healing. It certainly has for me."

"Hi-Fi" follows the release of "What Do I Do" (feat. **John Paul White**) along with an official video. Upon its release, **Rolling Stone** named it a **Song You Need To Know**, while **Billboard** added it to their **New Music Friday Guide**, along with highlights by **No Depression** and **The Bluegrass Situation** who called it "a passionate, soulful Americana song that's existential, yes, but also aspirational. The production is a lovely vehicle for Bragg's poetic and insightful lyric-smithing."

Every great song is essentially a secret told to a stranger. And when the truth is clear, the stranger recognizes themselves in it. Whether those conversations happen from the stage, in



Mary Bragg releases new album "Secrets to Strangers" on October 16. Her new single "Hi-Fi" is now available. (Photo Credit: Alex Berger)



therapy, or between strangers at an airport bar, they're all attempts to bridge the distance between people. With her sixth full-length album, Bragg does just that, as she delivers a collection of deeply personal stories offered to the outside world. Across twelve songs written with notable co-writers including **Mindy Smith, Maia Sharp, Brady Stablein, and Zach Berkman**, she approaches memory, longing, and self-acceptance with grace and lyrical finesse anchored by her signature songwriting craft that "beautifully weaves rock, folk, and Americana" (Vice/Noi-sey) and has been hailed by NPR as a "refined, sumptuously melancholy take on southern story-

telling."

After years of producing and engineering her own work, as well as for others (including **Grace Pettis**, **The Accidentals**, and **Jackson Emmer**), Bragg handed off the reins this time in order to expand her sonic landscape and open herself up to new creative possibilities. The search led her two hours southwest to Muscle Shoals, where Ben Tanner and John Paul White were waiting with open ears. Bragg quickly found a kindredness with White, Tanner, and the Shoals, having grown up in a similar topographical and cultural small town in rural Georgia. Together, they assembled a dream team of players, including

drummer **Chad Gamble** (Jason Isbell's 400 Unit), bassist **Zac Cockrell** (Alabama Shakes) and guitarist/keyboardist **Jay Gonzalez** (Drive-By Truckers). The result is a record that moves beyond easy categorization, one that stretches Americana to include indie rock, pop, early '80s radio vibes and southern soul. Indeed, that sonic movement in Bragg's work reflects the sound recorded in that hallowed **FAME Studios**: a place that was home to legendary records from **Otis Redding**, **Aretha Franklin**, and **Keb' Mo'** to contemporary classics from **Jason Isbell**, **Band Of Horses**, and **Margo Price**.

"Being in the Shoals felt like home to me. But I'll attribute the feeling largely to Ben and John, because we are all cut from the same cloth. When we started recording, none of us knew how joyful it would become, not only musically but personally."

"Working with Mary is a producer's dream," stated White. "She's a total pro, works hard, hits her marks. Sings beautifully - and like no other. This is one of my favorite projects I've had the pleasure and honor to produce - and no small part of that is how much I adore her as a person."

Next month, Bragg will be a showcasing artist at **Americana-Fest** in Nashville, where she'll perform at **The Bluebird Cafe** on September 19th. She'll also be a guest on two panels: "Art & Activism: Wielding Your Art In Tumultuous Times" alongside **Mon Rovia**, **Raye Zaragoza**, and **Chris Pierce** moderated by **Rolling Stone's Marissa R. Moss**, and "The Body Electric: Women of Americana on the Alchemy of Instrument & Song" alongside **Valerie June**, **Pieta Brown**, and **Martin Guitar's Theresa Hoffman** moderated by **NPR's Ann Powers**.

Track List:

- 01) Kid Flamingo
- 02) Hi-Fi
- 03) Secrets to Strangers
- 04) What Do I Do (feat. John Paul White)
- 05) Champion Sleeper
- 06) Easy
- 07) B-Side

Please see sports-ent.com page 5