

Sports & Entertainment

# NFL and YouTube partner to continue to bring ‘Creator of the Week’ and ‘Access Pass’ programs for viewers

NEW YORK — Sept. 3, 2024 — Creators will return as a hallmark of the 2024 NFL season, bringing unrivaled social media content to football fans around the world. As individuals who create and produce engaging social content for their channels, creators within fashion, food, gaming, comedy and more will receive exclusive, behind-the-scenes access to weekly games



brace creator-driven storytelling, and through expanded and exclusive access to our weekly games, major events and NFL footage this season, we’re empowering more creators to push the boundaries of traditional game-day posts to their sizable audiences. In doing so, we will deliver more creator content than ever throughout Kickoff, while also offering unique NFL content on a weekly basis with new and existing fans around the globe all season long.”

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and major events, celebrating the lifestyle around football throughout the year.

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phia Eagles in Corinthians Arena in São Paulo, Brazil, and the NFL will bring in several creators to highlight the league’s first-ever game in South America. Top global streamer IShowSpeed will have exclusive pre- and post-game access; Pro football Player and creator Deestroying will host his signature ION1 competition with local football clubs in São Paulo; and world-famous Brazilian streamer Casimiro will host an unprecedented livestream of the game from Corinthians Arena via his CazeTV channel on YouTube and Amazon Prime Video. Fans in the U.S. can stream the game exclusively on Peacock at 8:15 p.m. ET.

### NBCUniversal’s Transcontinental Tailgate

As the media partner for the Thursday, Friday, and Sunday night games, NBCUniversal will unveil its Transcontinental Tailgate, the world’s first 4-day, 3-game, 2-continent, creator-fueled, interactive experience.

Traveling more than 10,000 miles across North and South America, creators Allison Kuch, Jack “Chef Cuso” Mancuso, Erika Priscilla, JoJo Sim, Austin Sprinz, Pierson Wodzynski and Nate Wyatt will embark on a dream trip across two continents to see three games in one weekend: Baltimore Ravens at Kansas City Chiefs on Thursday, Green Bay Packers at Philadelphia Eagles in São Paulo, Brazil, on Friday, and Los Angeles Rams at Detroit Lions on Sunday Night Football. With access to sta-

diums, teams, players and celebrity superfans, creators will capture every moment of the experience, completing fun and hilarious challenges at each stadium along the way and sharing content to their more than 65 million combined.

### YouTube Partnership

The NFL and YouTube will continue the highly successful “Creator of the Week” program for a second season. Through close club collaboration, the program hosts notable YouTube creators at games each week and provides fun, unique game experiences and unparalleled, exclusive access that can will be showcased to their fans. The year’s program will feature **Funny Marco, Adam W, Josh “Bru” Brubaker, Evelyn Gonzalez, The Ocky Way, Anwar Jibawi and The Can Family**, to name a few.

Building on last year’s success, which produced YouTube Shorts with more than 51 million views, this season’s “Creator of the Week” program will expand club partnerships and increase creator access at games, providing more diverse content capture opportunities. New this year, creators will receive additional access to practice and training facilities and other behind-the-scenes points during the week leading up to gameday. The league has also added 10 new clubs to the program this season, bringing the total participating teams to 30.

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*“YouTube’s partnership with the NFL is a testament to the evolving landscape of sports entertainment. Together we’re empowering creators to become the storytellers of the NFL, offering fans a unique and authentic look at the game through their eyes” said Angela Courtin, YouTube’s vice president, marketing, creative and connected TV. “...We’re thrilled to continue this journey with the NFL and can’t wait to witness the incredible content that emerges this season.”*

from **Matt Stonie, Matt & Abby, Adam W & Max Goodrich and Jimmy Darts.**

“As a YouTube Creator, it’s amazing to see the NFL embrace creators in such a massive way and give us the opportunity to bring our unique perspectives to the game. Last season, the YouTube and NFL Sunday Ticket partnership unlocked unforgettable experiences for me, like going to games and shooting content with my favorite players,” said YouTube Creator AdamW. “This year, I’m excited to bring my energy and creativity to the field in a new way and show my YouTube audience what it’s like to experience the game up close and personal.”

Follow the NFL Creator of the Week every week to see content and unique perspectives these creators will bring to the game all season long.

In addition to “Creator of the Week,” YouTube’s “Access Pass” program will return, offering creators the opportunity to immerse viewers even deeper into football culture through access to NFL footage to use in their content, as well as special access at NFL major events — including Super Bowl, Pro Bowl Games, NFL Draft, NFL Combine, and more. Last season with Access Pass, YouTube creators like Mark Rober brought their tens of millions of subscribers behind the scenes of some of the NFL’s marquee moments. Rober’s YouTube Short from the Super Bowl alone garnered 80+ million lifetime views.

Highlights from the inaugural program in 2023 include Shorts

## The Memphis Hustle announces 2024-25 Tip-Off Tournament and regular season

MEMPHIS, Tenn., September 3, 2024 — The Memphis Hustle announced its schedule, presented by OrthoSouth, for the Tip-Off Tournament and regular season for the 2024-25 NBA G League season. The Hustle open the Tip-Off Tournament on Saturday, Nov. 9, at 7 p.m. (all times central) at Bert Ogden Arena in Edinburg, Texas, against the Rio Grande Valley Vipers. The Hustle home opener at Landers Center is Monday, Nov. 11, at 7 p.m. against the Mexico City Capitanes. For the first time in team history, the Hustle will visit the Valley Suns on Wednesday, March 19.

The NBA G League season will begin with the Tip-Off Tournament schedule from Nov. 8 – Dec. 16, featuring seven home games and seven road games against teams in a regional pod. The teams with the best win percentage in each of the four regional pods, as well as the four teams with the next best win percentage across the league, will go on to play for the Tip-Off Tournament Championship in a single-elimination tournament at the NBA G League Winter Showcase from Dec. 19-22. The remaining NBA G League teams who do not qualify to compete for the Tip-Off Tournament Championship will each play an additional two games at the Winter Showcase outside of the tournament format.

Following the Tip-Off Tournament, all teams’ win-loss records will reset, and the Hustle will start a 34-game regular season slate featuring 17 home games at Landers Center and 17 road games before culminating with the 2025 NBA G League Playoffs. The Hustle will tip-off the regular season on a four-game road trip starting against the San Diego Clippers on Friday, Dec. 27.

Fans are encouraged to guarantee their seats to all the best Tip-

Off Tournament and regular season matchups by purchasing 2024-25 Season Tickets and can do so by calling (901) 888-HOOP. Season Ticket Packages in the lower bowl start at just \$10 per game and feature multiple Season Ticket Member benefits, including member discounts on gear and merchandise, playoff ticket priority for both the Memphis Hustle and Memphis Grizzlies, invitations to select Grizzlies games during the 2024-25 season and more.

All-inclusive Floor seats and tables are still available, with other ticket packages set to be announced later. Additionally, the Memphis Hustle are accepting \$50 deposits for groups of 10-or-more. Single Game Tickets will be available for purchase starting this fall at all Ticketmaster locations, Ticketmaster.com, the Landers Center Box office, online at memphishustle.com or by calling (901) 888-HOOP.

For the first time in franchise history, the Memphis Hustle will host two Education Day Games on Wednesday, Nov. 20, against the Osceola Magic and Wednesday, Feb. 12, vs. the Mexico City Capitanes. Each Education Day Game, thousands of students in the Mid-South pack Landers Center for a game in which the students receive a unique experience.

The Hustle host a season long five-game home stand beginning on Friday, Jan. 31, against Raptors 905 and culminating on Wednesday, Feb. 12, vs. the Mexico City Capitanes. The 2024-25 schedule features a total of six back-to-backs (including the Tip-Off Tournament) and a season-long five-game road trip from Jan. 18-29.

For more information on the Memphis Hustle, visit memphishustle.com, Twitter/X and Instagram (@MemphisHustle).

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