

SPIKES UNDER THE LIGHTS

PRESS RELEASE

FULL DAY PRODUCTIONS AND GSE WORLDWIDE LAUNCH “SPIKES UNDER THE LIGHTS,” A FIRST-OF-ITS-KIND WOMEN’S COLLEGE VOLLEYBALL SHOWCASE AT AT&T STADIUM

*Primetime Event to Air Live on Major National Network August 27 with an
Historic \$1 Million Prize Purse, the Largest in Women’s College Sports*

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Arlington, TX (May 5, 2026) — [Full Day Productions](#) and [GSE Worldwide](#) (GSE), today announced the launch of *Spikes Under the Lights*, a premium women’s college volleyball showcase debuting Thursday, August 27 at AT&T Stadium in Arlington, Texas, home of the Dallas Cowboys. In a first for the sport, the inaugural event will feature a \$1 million prize pool - the largest ever awarded in women’s college sports - as four of the nation’s top programs, **Nebraska**, **Penn State**, **SMU**, and **Florida**, compete in a high-stakes, primetime showdown.

The three-hour event will air live in primetime on a major national network, placing women’s college volleyball on one of the largest stages in sports and entertainment. Broadcast partner details will be announced in the coming weeks. *Spikes Under the Lights* will mark a historic milestone as the first women’s college sporting event to be staged at AT&T Stadium, and one of the first women’s sporting events of any kind to take place in an NFL venue.

The event will feature a single-night, high-intensity competition format with two semifinal matchups followed by a championship final, all played in a best-of-three set structure designed for broadcast. The showcase will mark the first volleyball event of its kind at AT&T Stadium, one of the most iconic venues in sports with a capacity of up to 100,000, with a scalable configuration designed to optimize both in-stadium atmosphere and broadcast presentation.

From the producers behind the ESPY Awards, NFL Honors, Met Gala’s livestream and Netflix’s first live tennis event, *The Netflix Slam*, Full Day Productions has built a reputation for producing premium, culturally resonant broadcasts. With *Spikes Under the Lights*, the company is making a deliberate move beyond production, identifying the rapid rise of women’s college volleyball and strategically investing in the creation of its own IP.

“Spikes Under the Lights represents a pivotal shift in how Full Day goes to market. We’re not just showing up as a service provider, but as the equity investor; driving the total experience as the ultimate value creation vehicle,” said **Nickole Tara, Chief Business Officer, Words + Pictures & Full Day Productions**. “This showcase isn’t just about the competition on the court; it’s about building a property with real prize money, real stakes, and a reputation that compounds year over year. We believe that growth begins when you move from renting a seat at the table to building your own.”

GSE Worldwide has built a diversified portfolio of owned and operated event IP across sports and entertainment, including the Pickleball Slam, Major League Pickleball, the Champions Series, and the World Series of Beach Volleyball. As part of its broader platform, the company identifies high-growth categories and invests in creating premium live experiences that extend beyond competition into culture. With fully integrated capabilities across production, distribution, partnerships, and commercialization, GSE is

focused on developing scalable properties that engage audiences and deliver long-term enterprise value.

“Women’s volleyball has been building momentum for years, and we believe it is one of the most compelling growth stories in sports today,” said **Jon Venison, Head of Productions at GSE Worldwide**. “When you bring together top programs, a national broadcast window on a major network, a meaningful financial incentive, and a venue like AT&T Stadium, you’re not just hosting an event, you’re helping enhance the future of women’s volleyball. This is exactly the type of owned live events we are focused on building as we continue to expand our platform.”

Women’s college volleyball is experiencing a surge across attendance, viewership, and athlete visibility, creating a clear market opportunity. *Spikes Under the Lights* is designed to meet that demand at scale, pairing elite competition with meaningful investment and premium presentation.

In addition to the on-court action, fans can expect a fully immersive in-stadium experience, with enhanced production elements, premium broadcast production, and a live entertainment component.

The inaugural lineup brings together powerhouse programs and emerging contenders:

- **Nebraska** — a perennial title contender with one of the sport’s most passionate fan bases
- **Penn State** — a legacy program with a championship pedigree
- **Florida** — a nationally recognized powerhouse
- **SMU** — a rising program gaining national momentum

The showcase will highlight some of the sport’s brightest stars, including Nebraska standout **Harper Murray**, one of the most prominent NIL athletes in women’s college sports, alongside a roster of top-tier talent.

Spikes Under the Lights is designed as an annual tentpole event, an owned and operated franchise that will evolve year over year with a rotating field of top programs, emerging rivalries, and returning stars.

Ticket pre-sales will begin May 4 for AT&T Stadium suite holders, followed by a SeatGeek pre-sale on May 7, with public on-sale beginning May 8. Visit www.spikesunderthelights.com for tickets and additional information.

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About GSE Worldwide

GSE Worldwide is a next generation sports and entertainment company representing many of the world’s most dynamic athletes, personalities, and brands. The company operates across talent representation, events, and brand consulting, offering a full spectrum of services that connect talent, brands, and audiences on a global scale.

With more than 275 clients under management, GSE’s talent division represents many of the world’s most recognized names in sports, media, culinary, and lifestyle. Backed by a fully integrated events platform, GSE delivers owned events, experiential activations, and premium hospitality experiences that engage audiences worldwide. Through its brand consulting division, blue-chip partners turn to GSE as both a strategic advisor and execution partner – guiding investment decisions and delivering the talent, events, and activations that drive real-world impact.

Headquartered in New York, GSE operates globally across North America, Europe, and Latin America.

About Full Day Productions

Full Day Productions was founded in 2021 by award-winning producer Connor Schell in partnership with Chernin Entertainment. The company is built on deep expertise in

producing some of the world's most high-profile live events and defining cultural moments at the intersection of sports, entertainment, and culture. Story-driven and culturally relevant, Full Day specializes in premium live experiences that resonate at scale, from the ESPY Awards and NFL Honors to the Met Gala livestream. Prior to launching Full Day, Schell led ESPN's global live event production group, overseeing many of the industry's most-watched and culturally significant broadcasts.

Headquartered in New York's SoHo, Full Day operates out of a collaborative, best-in-class production environment with fully integrated production and post-production capabilities designed to deliver creative excellence across every project.

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