FOR IMMEDIATE RELEASE:

Detroit Sports Commission and SportsCaster Media LLC Announce Partnership to Amplify Sports Broadcasting and Engage the Next Generation of Fans

Partnership signifies a commitment to advancing sports and fostering community engagement throughout the region

DETROIT (October 13, 2026) — The Detroit Sports Commission (DSC) and SportsCaster Media LLC (SportsCaster) have announced a new strategic partnership designed to enhance the visibility of the Detroit region's premier sporting events, strengthen community engagement, and showcase the region's growing influence as a global sports destination.

The collaboration brings together the DSC's mission of positioning the Detroit region as one of the premier sports destinations with SportsCaster's platform that develops emerging broadcasting talent, sports personalities, and digital creators to capture and amplify the excitement of live sports.

"This partnership represents an opportunity to expand how Detroit sports stories are shared and experienced," said Marty Dobek, Executive Director of the Detroit Sports Commission. "As sports consumption habits evolve, we're creating new ways to connect fans with events, athletes, and moments that make Detroit one of the great sports cities."

At the center of the partnership is a shared commitment to strengthening the future of sports media and fan engagement. By integrating emerging storytellers into regional sporting events and experiences, the collaboration will not only enhance event visibility but also help cultivate the next generation of sports broadcasting, content creation and introducing youth to traditional and nontraditional sports.

“We’re thrilled to be working with the Detroit Sports Commission,” said Jeff Sloan, Founder and CEO, SportsCaster. “As partners, we look to further our common goal of fostering sports broadcasting opportunities for those who aspire to be the voice of sporting events in our region and by doing so to amplify the fan experience.”

The partnership reflects both organizations’ belief that the future of sports engagement lies at the intersection of live experiences, creator-driven content and authentic storytelling. By combining event access, digital innovation and talent development, the Detroit Sports Commission and SportsCaster are positioning Detroit as a leader in the evolving sports media landscape.

For more information, visit detroitsports.org and sportscaster.com.

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ABOUT THE DETROIT SPORTS COMMISSION

The mission of the Detroit Sports Commission (DSC) is to market and sell metro Detroit as a premier destination for regional, national and international amateur sporting events. The DSC is a not-for-profit charitable organization, IRS 501 (C) (3), and a subsidiary of the Detroit Metro Convention & Visitors Bureau (DMCVB). For more information, visit detroitsports.org.

ABOUT SPORTSCASTER MEDIA LLC

SportsCaster Media LLC is a next-generation sports media platform activating aspiring play-by-play voices, sports storytellers, and digital creators to bring energy, analysis, and narrative to live sports moments. Through original content formats, live event coverage, and digital storytelling, SportsCaster helps partners connect sports with the next generation of fans.

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