

# All Sports Group and PTSE Announce Strategic Partnership

*Collaboration to deliver global sports content, sponsorship opportunities, and live event broadcasts*

DETROIT, MI, UNITED STATES, July 8, 2025 /EINPresswire.com/ -- All Sports Group (ASG), a wholly-owned subsidiary of [All Sports Television Network](#), today announced the signing of a strategic partnership with [Premier Talent Sports and Entertainment \(PTSE\)](#). This partnership will accelerate the development of original sports content, expand production capabilities, and open new opportunities for global sponsorships and live sporting event broadcasts.

Under the agreement, All Sports Group and PTSE will collaborate to develop original sports-related programming for worldwide television distribution. PTSE will serve as ASG's representative for securing sponsorship and brand integration for ASG's original production projects. Additionally, ASG will provide production and syndication services for PTSE's television-related ventures. The partnership also includes a joint initiative to identify and secure opportunities to air live sporting events globally.

"This partnership amplifies our mission



All Sports Group



Premier Talent Sports and Entertainment

to deliver exciting sports content worldwide,” said Roger Neal Smith, President of All Sports Television Network. “Combining our strengths with PTSE creates new opportunities for fans, talent, and brands.”

John Weber, Co-founder of Premier Talent Sports and Entertainment, commented, “This collaboration with All Sports Group represents a major step forward for PTSE. Our clients and partners are looking for dynamic ways to connect with audiences, and this partnership gives us the ability to not only create compelling sports stories but also bring live sporting events directly to fans worldwide. It’s a win for everyone involved.”

The companies have already begun collaborating on multiple projects, including original series development and the pursuit of rights for upcoming live sporting events. Further announcements are expected in the coming months.

#### About Premier Talent Sports and Entertainment

Premier Talent Sports and Entertainment (PTSE) is a full-service management, marketing, and media company representing athletes, entertainers, brands, and properties in the sports and entertainment industries. PTSE specializes in talent representation, brand strategy, sponsorship acquisition, content development, and event management. With a commitment to innovation and integrity, PTSE connects talent with global opportunities that elevate careers and create lasting impact. Learn more at [www.ptsemgmt.com](http://www.ptsemgmt.com).

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