

Dude Perfect and TPR. Conclude Record-Breaking 2026 Squad Games Tour

Twenty-Two Nights of Connecting Families Through Live Sports, Including Largest Show in Dude Perfect History

NASHVILLE, TN, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Dude Perfect has officially wrapped the 2026 Squad Games Tour. The Dudes brought high-energy sports action, signature trick shots, and live, in-person family fun to more than 180,000 fans in 22 packed arenas across the country.

The Squad Games Tour built on the momentum of the 2025 HERO Tour, marking the next step in Dude Perfect's live experience business. Live events are a growing vertical for Dude Perfect, sitting alongside video, audio, and product lines under one unified brand.

"Squad Games is a great example of how Dude Perfect's IP is built to live everywhere our fans do," said Andrew Yaffe, Dude Perfect Chief Executive Officer. "What started as a single video grew into one of our most-loved series, and then a full-scale arena tour with dozens of special guests. We're honored to see so many fans and families cheer, participate in the fan zone, and spend time with Dude Perfect in the real world."

The tour saw new records set for Dude Perfect, including their largest live show ever with more than 13,000 in attendance at the Food City Center in Knoxville, Tenn. on July 18, and an expanded Fan Zone where attendees had a chance to be the "sixth Dude" through interactive experiences and games before the show. Dude Perfect partnered with an impressive slate of creators and athletes at all tour stops, including The Savannah Bananas, The Harlem Globetrotters, and celebrities like Brandon Lake, Ben Roethlisberger, Zach King, Insane Shayne, GOOD GOOD, Tim Tebow, Mark Rober, Trickshot Queen, Hulett Brothers, Jenna Bandy, Brodie Smith, and That'll Work.



Photo Credit: Matt Le // Luxium Creative - Dude Perfect Jacksonville

“Dude Perfect has once again brought their unique blend of fun, competition, humor, values, and faith to create a live experience like no other,” said Brian Reese, SVP - Produced Content & Development at TPR. and the tour’s producer. “It’s incredibly rewarding to create an experience for families to enjoy together, and it’s our honor to partner with Dude Perfect in this mission once again.”

The 2026 Squad Games Tour combined sports, comedy, and audience engagement into a record-breaking live-action experience. The success of this tour is one of many examples of how Dude Perfect is leading a new era of live family entertainment, bringing sports-loving kids and families together through play and competition.

About Dude Perfect:

Dude Perfect is the leading creator-led entertainment company focused on family-friendly sports and lifestyle content. Founded in 2009 by five college friends – Tyler Toney, Cory Cotton, Coby Cotton, Garrett Hilbert, and Cody Jones – making sports trickshot videos, Dude Perfect’s YouTube channel has become the biggest sports account on YouTube with more than 60 million subscribers. The channel holds 19 Guinness World Records, and has featured celebrities and athletes like Steph Curry, Serena Williams, Luka Doncic, Caitlin Clark, and CeeDee Lamb. Dallas-based Dude Perfect has since expanded into a diversified media business across video content, popular simulcasts for professional sports like the NFL on Amazon, a best-selling toy in Walmart, and live tours.

About TPR.:

With over 75 years of combined experience in concert and event promotion, TPR. was formed in 2024 from the three leading faith-based promotion companies: Transparent Productions, Premier Productions, and Rush Concerts. Together, TPR. is the largest promoter in the genre, promoting first-class Christian and Gospel concerts, tours, and festivals across the U.S. in churches, theaters, arenas, amphitheaters, and stadiums. TPR.’s roster also includes Anne Wilson, Brandon Lake, Cece Winans, Chris Tomlin, Dude Perfect, Elevation Worship, Forrest Frank, Gaither Vocal Band, Josiah Queen, KB, Lysa TerKeurst, MercyMe, Phil Wickham, Tauren Wells, We the Kingdom, and many more.

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