

Black Diamond PR & Sport Management Firm Announces Representation Of The American Arena League (AAL)



Dallas, Dec 8, 2020 ([Issuewire.com](https://www.issuewire.com)) - Black Diamond PR & Sport Management Firm, one of the top 10 independently owned Sport Management Firms in the U.S., is pleased to announce the addition of the American Arena League (AAL), and its independent teams around the nation, to its diverse roster of sport and entertainment brands.

"We are extremely thrilled to announce that we are working with the AAL," said Brandy Runyan, Owner & CEO of Black Diamond PR & Sport Management Firm. "Black Diamond is beyond excited to join the AAL and their teams as they move into their 5th year of professional football. We will deliver full-scale Sport PR & management services to the league, as well as facilitate sponsorship procurement efforts on their behalf. We will also continue to bridge their relationships with other organizations within the sports world."

Founded in 2016, The American Arena League has continued to provide professional football opportunities to up and coming pro athletes around the nation. The fast-paced nature of arena football has created its own craze and a dedicated fanbase, due in part, to the "fans first" culture adopted by everyone within the AAL organization. Through its representation by Black Diamond PR & Sport Management Firm, the league has every expectation that their efforts to expand their fanbase and forge new relationships with corporate sponsors will be even more successful.

"We have been very impressed with the relationships that our teams have been building with Black Diamond," said AAL Owner and CEO, Tony Zefiretto. "Our teams have signed former NFL players who are represented by Black Diamond PR & Sport Management Firm and their reputation in the industry is second to none. As the AAL continues to grow, we are looking forward to our partnership being a valuable asset to the league, as well as our teams."

Despite the toll that Covid-19 has taken on the sports industry, the American Arena League will enter this season as the largest professional arena league in the world, for the third consecutive year. The AAL currently boasts 14 active football teams scattered across the United States, with three more potential new teams on the horizon for the 2021 Season.

For more information on The American Arena League, please visit <https://www.americanarenaleague.com/>

Black Diamond PR & Sport Management Firm is an Award-Winning Sport Public Relations & Athlete Management Firm based in Dallas, Texas and is recognized as a top Public Relations Company, recently named one of the Top 13 PR Firms (<https://www.benzinga.com/pressreleases/19/04/r13557694/de...>) in the US, as well as one of the top 10 Public Relations Firms in Dallas.

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