



Guitar Center Named Official Music Gear Retailer and AV Integrator for Tennessee Titans' New Nissan Stadium

Partnership includes NFL's first in-bowl performance stage, Guitar Center-supplied gear, and new community music initiatives

Nashville, TN, February 18, 2026 — Guitar Center and the Tennessee Titans today announced a first-of-its-kind partnership centered at the Titans' new Nissan Stadium in Nashville. The collaboration brings together two Music City institutions to create a new model for how music, sports, and technology come together at one of the newest venues in the country. As part of the partnership, Guitar Center is named Official Music Gear Retailer of the Tennessee Titans, and Audio Visual Design Group (AVDG), the company's premium integration brand within Guitar Center Business Solutions, is an Official AV Integrator for the new Nissan Stadium.

Together, the Titans and Guitar Center are creating a venue experience that reflects the spirit of Music City, where music is not only heard but experienced at scale through live performance, premium sound and fan engagement, redefining how live music is woven into the stadium's fan experience. Guitar Center's live performance stage and community initiatives at Nissan Stadium are scheduled to debut in spring 2027.

"We're evolving Guitar Center beyond just retail to playing an active role in music culture," said Gabe Dalporto, CEO of Guitar Center. "Bringing our legendary gear and service into what will become a legendary venue for live music is a natural extension of that commitment."

The partnership introduces new live performance experiences throughout the stadium, anchored by the first-ever permanent in-bowl performance stage in an NFL venue. Featuring instruments and backline supplied by Guitar Center, the stage will serve as a focal point of the fan experience, hosting live music throughout game days and special stadium events.

The partnership also spotlights Guitar Center Business Solutions, the company's professional integration platform and its premium AV division, Audio Visual Design Group (AVDG). As the named audio-visual integrator for key areas of the Titans' new Nissan Stadium, AVDG will lead the venue's end-to-end AV delivery, from system design and engineering through installation, commissioning, and long-term optimization, including designing the sound system in the green room. Alongside Custom House, the Business Solutions team will deliver a world-class performance and presentation environment that elevates every game day, concert, and special event.

"Being selected as the AV integrator for the Titans' new Nissan Stadium is a defining moment for AVDG and Guitar Center Business Solutions," said Curtis Heath, President, Guitar Center



Business Solutions. "This project reflects our ability to design and deliver a world-class AV foundation that supports live performance, large-scale events, and the demands of a modern stadium."

"Music is at the heart of who we are as a city and Guitar Center's expertise and innovation will help us to take our game day experience to the next level, creating a home field advantage that is uniquely Nashville," said Tennessee Titans Senior Vice President Adam Nuse. "Guitar Center knows music is a unifying force, whether that's at a concert, on a game day or in the community and we are proud to welcome them as partners of both the Tennessee Titans and new Nissan Stadium."

Beyond the stadium, the partnership will extend into the Nashville community through new music-focused initiatives supported by the Guitar Center Music Foundation. Guitar Center and the Titans will collaborate on programs designed to expand access to music, celebrate local talent, and create opportunities for community participation through performances and special events at Nissan Stadium.

About Guitar Center:

Guitar Center is the leading retailer of musical instruments, lessons, repairs and rentals in the U.S. With more than 300 stores across the U.S. and one of the top direct sales websites in the industry, Guitar Center has helped people make music for more than 60 years. Guitar Center also provides customers with various musician-based services, including Guitar Center Lessons, where musicians of all ages and skill levels can learn to play a variety of instruments in many music genres, GC Repairs, an on-site maintenance and repairs service, and GC Rentals, a program offering easy rentals of instruments and other sound reinforcement gear. Additionally, Guitar Center's sister brands include Music & Arts, which operates more than 250 stores specializing in band & orchestral instruments for sale and rental, serving teachers, band directors, college professors, parents and students, and Musician's Friend, a leading direct marketer of musical instruments in the United States. For more information about Guitar Center, please visit [guitarcenter.com](https://www.guitarcenter.com).

About Guitar Center Business Solutions:

Guitar Center Business Solutions is the commercial division of Guitar Center, delivering professional audio, video, lighting, and integrated technology solutions for businesses, institutions, and creators nationwide. Through a specialized portfolio of brands including AVDG (Audio Visual Design Group), GC Pro, and Custom House at Guitar Center, we provide end-to-end expertise from consultation and system design to procurement, integration, commissioning, and ongoing support across markets including houses of worship, education, live entertainment, recording, corporate, hospitality, and public venues.



AVDG (Audio Visual Design Group)

AVDG is a national AV integrator providing full-service design, engineering, installation, and managed services for large-scale commercial and institutional environments. AVDG delivers complex, mission-critical systems ranging from enterprise collaboration and unified communications to performance venues, education campuses, and immersive environments, bringing deep technical expertise, project management rigor, and long-term support to every deployment.

GC Pro (Guitar Center Professional)

GC Pro is Guitar Center's dedicated professional sales and solutions team, supporting clients with consultative purchasing, system planning, and product expertise across pro audio, video, lighting, and production technology. GC Pro works directly with venue operators, educators, worship leaders, touring professionals, and businesses to specify the right solutions, manage complex orders, and ensure reliable outcomes, backed by Guitar Center's national scale and vendor relationships.

Custom House at Guitar Center

Custom House is a boutique, high-touch experience and services offering built for elite creators and serious professionals. With premium product access, white-glove consultation, and curated demonstrations, Custom House supports recording artists, producers, engineers, and studio owners with tailored recommendations and specialized workflow guidance. It also serves as a community hub, hosting showcases, trainings, and partner events that connect the pro audio community with leading manufacturers and emerging technologies.

About the Tennessee Titans:

Headquartered in Nashville, the Tennessee Titans are part of the NFL's AFC South division. Founded as the Houston Oilers in 1960, the team moved to Tennessee in 1997 and began play in its current home, Nissan Stadium, in 1999. With a mission statement of "Win, Serve, Entertain," the Titans are committed to excelling on the field and in the community. The Titans' ONE Community platform reaches many of Nashville's most underrepresented and marginalized communities with a focus on three areas – Opportunity, Neighborhoods and Education – and strives to create generational change one person, one family, and one community at a time. The Titans' corporate office is located at its practice facility, Ascension Saint Thomas Sports Park. For more information, visit [TennesseeTitans.com](https://www.tennesseetitans.com).

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