

KLOVE[®]

FAN AWARDS



A CASE STUDY

Twelve years of trust, three load-ins, and one flawless show — producing one of Nashville's biggest nights in Christian music.



01 // THE CLIENT

K-LOVE is one of the most recognized names in Christian music radio, with a broadcast reach that spans the country and a listener community defined by deep personal connection to the artists and the music. The K-LOVE Fan Awards Weekend — held annually in Nashville — is the network's flagship live event: a weekend celebration that brings together the biggest names in Christian and inspirational music to honor artists as voted by fans.

The event is produced in partnership with John Sanders LLC, who serves as the lead promoter and show producer — managing the artistic vision, locking in performances, securing presenters, writing the show's script, and bridging the gap between K-LOVE's brand goals and the production team's technical execution. It's a large-scale, broadcast-quality production that airs internationally on TBN.

For Go Live Productions, this is a relationship built over more than a decade. The K-LOVE Fan Awards isn't a one-time gig — it's an annual trust, renewed every year through reliability, precision, and the kind of institutional knowledge that only comes from showing up consistently and delivering.



02 // WHERE THEY STARTED

The K-LOVE Fan Awards had been growing in scope and complexity year over year. It is a multi-day weekend event spanning two of Nashville's most iconic venues: the Grand Ole Opry and the Gaylord Opryland Resort & Convention Center.

That growth created a production challenge that few teams could navigate: the Grand Ole Opry maintains its ongoing performance schedule even during award show weekends, which means the production team must load in and strike the entire set — not once, but three times — within a compressed window that spans only parts of Tuesday through Saturday.

There is no margin for error, no room for slow decisions, and no tolerance for a vendor who doesn't already know how the team operates.

The need wasn't just for a production company. It was for a partner who could be trusted to run a broadcast-quality show, inside an operationally brutal venue window, and do so efficiently and at the highest caliber.





03 // THE STRATEGIC INSIGHT

Most event production conversations start with equipment lists and labor rates. The real value Go Live brings to the K-LOVE Fan Awards isn't gear — it's operational architecture. The insight that defines this engagement: at this scale, with this timeline, consistency is the product. The K-LOVE Fan Awards doesn't need a flashy vendor pitch each year. It needs a team that already knows the logistical sequence, already has relationships with the venue, already understands the show flow, and already trusts one another enough to make fast decisions under pressure.

Go Live recognized early that success in this space isn't defined by what you build — it's defined by the quality of the show. Every creative flourish, every technical cue, every artist accommodation has to be evaluated through the lens of: can we execute this in the time and budget we have? Go Live's team became skilled at managing artist's performance visions and how best to implement or modify them — when an artist's vision may exceed what the budget, timeline, or venue can support, and someone has to negotiate reality without losing the relationship.

That ability to hold the line on operational feasibility, while still making artists feel seen and supported, is what keeps Go Live in this seat year after year.

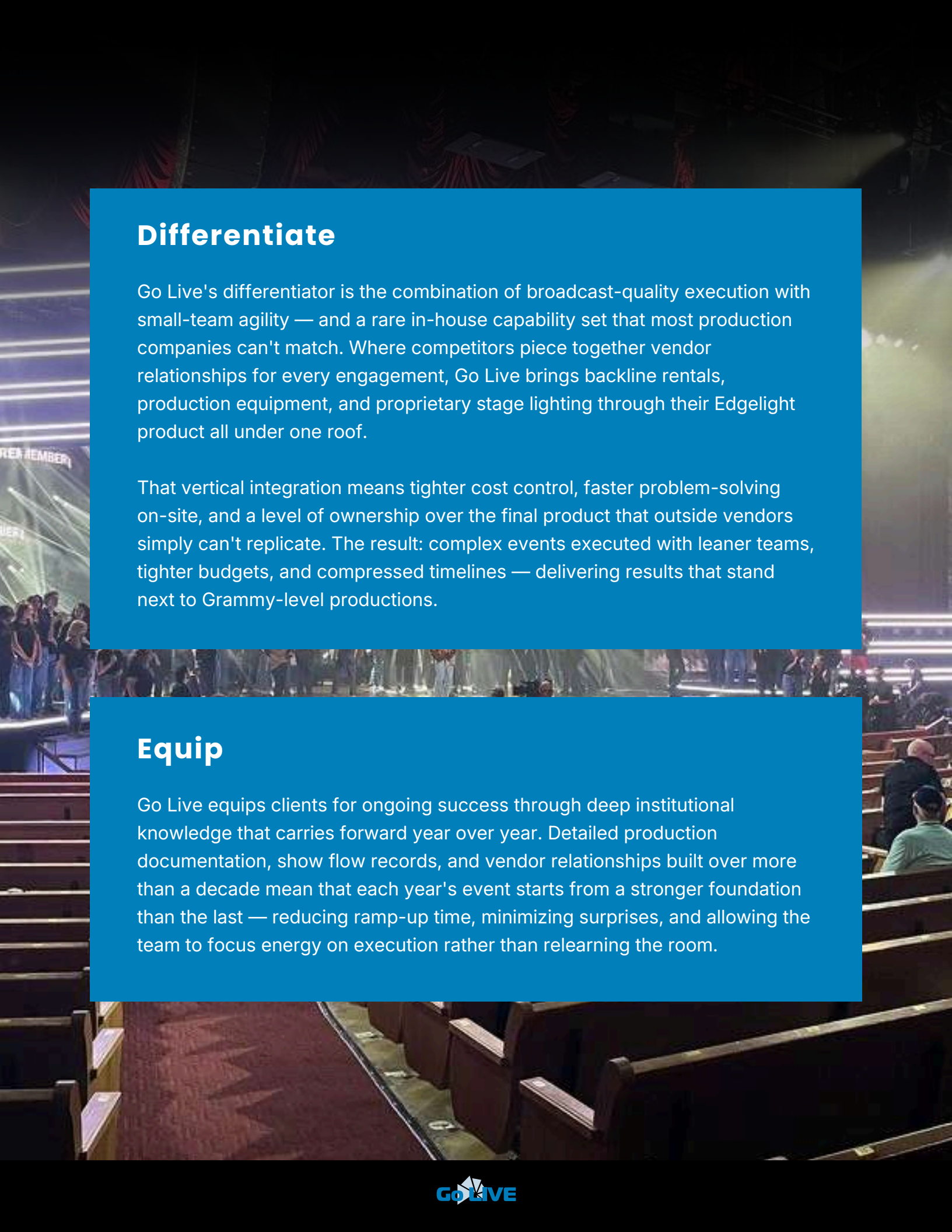
04 // THE WORK

Excavate

Production planning for the K-LOVE Fan Awards begins in January — months before the May event. Creative calls with the John Sanders team are scheduled for early-to-mid April, when the performance lineup, presenters, and show themes are being locked. During this phase, Go Live focuses on set design, technical programming, and vendor coordination — building the infrastructure around the creative vision taking shape on the other side of the partnership.

Distill

From discovery, Go Live distills a production framework that accounts for the unique logistical constraints of the Opry House venue — specifically, the three-load-in model required by the Opry's ongoing schedule. Every element of the show is evaluated through the lens of what can be built, struck, and rebuilt within the available time windows. Computer programming for lighting, video, and audio is the key that makes this possible: by pre-programming as much as possible, the team maximizes the limited hours in the room.



Differentiate

Go Live's differentiator is the combination of broadcast-quality execution with small-team agility — and a rare in-house capability set that most production companies can't match. Where competitors piece together vendor relationships for every engagement, Go Live brings backline rentals, production equipment, and proprietary stage lighting through their Edgelight product all under one roof.

That vertical integration means tighter cost control, faster problem-solving on-site, and a level of ownership over the final product that outside vendors simply can't replicate. The result: complex events executed with leaner teams, tighter budgets, and compressed timelines — delivering results that stand next to Grammy-level productions.

Equip

Go Live equips clients for ongoing success through deep institutional knowledge that carries forward year over year. Detailed production documentation, show flow records, and vendor relationships built over more than a decade mean that each year's event starts from a stronger foundation than the last — reducing ramp-up time, minimizing surprises, and allowing the team to focus energy on execution rather than relearning the room.



Express

For the 2026 K-LOVE Fan Awards show at the Grand Ole Opry, Go Live delivered full event production management and backline rentals, coordinating a best-in-class vendor ecosystem:

- **Lighting:** Bandit Lites
- **Scenic Fabrication:** Christian Scenic
- **Audio:** Spectrum Audio
- **Video Displays:** CTS AVL
- **Video Production Truck:** TNDV
- **Broadcast Partner:** TBN
- **Motion Control:** Five Points Production Services
- **Staging:** Gallagher Staging
- **Local Labor:** IATSE Local 46
- **Production Partner:** Stacked Hearts Productions

On-site, Jennifer coordinated show flow and artist logistics while Scott managed the overall production vision and show calling. Red Letter Management handled talent wrangling and logistics; dedicated leads managed audio, automation, lighting, video, and backline throughout the weekend.

“

IN THEIR WORDS

The GoLive Productions team was exceptional throughout the K-LOVE Fan Awards. From start to finish, they were organized, prepared, and proactive in every phase of the production. Their team consistently arrived ready to work, maintained clear communication, and demonstrated a high level of professionalism under pressure.

What stood out most was their ability to quickly resolve any issues or concerns while keeping the event moving forward seamlessly. Their partnership gave our team confidence throughout the process, and they played a significant role in delivering a successful event experience.

– Sara Perry

*Sr. Manager of Production and Technical Services
Opry Entertainment Group*

”

“

IN THEIR WORDS

Working with Scott, Jennifer, and the entire Go Live Productions team is one of the true joys of producing the K-LOVE Fan Awards. They bring an incredible level of professionalism, creativity, expertise, and excellence to every project, but what sets them apart is their ability to listen, collaborate, and truly understand the vision behind the event.

They don't just execute a production, they become an extension of our team and help bring our vision to life in ways that consistently exceed expectations. I am incredibly grateful for their partnership and could not imagine producing the K-LOVE Fan Awards without them.

– AJ Strout

Producer

K-LOVE Fan Awards

”

05 // THE OUTCOMES



Full-Scale Event Production

Go Live managed every element of production for the K-LOVE Fan Awards show at the Opry House from vendor coordination, production design, technical programming to on-site logistics and show calling. The 2026 Fan Awards executed on schedule, with all technical cues delivered seamlessly within the Opry's demanding load-in window.

Backline Rentals

Go Live provided backline rental services across the full weekend, supporting the full roster of performances with the equipment and setup required by each artist's team.

Broadcast-Ready Execution

The show was produced to national broadcast standards in partnership with TBN, with a full technical infrastructure — lighting, audio, video, staging, and motion control — that met the demands of live TV. The team delivered a production that stands alongside events with far larger budgets and crew sizes.

Vendor Network Orchestration

Go Live served as the production management hub, coordinating nine specialized vendor partners into a single, unified operation. This integration — built on long-standing relationships and a shared operational philosophy — is what makes the compressed Grand Ole Opry timeline achievable.

Financial Stewardship

The team's commitment to budget discipline resulted in significant value delivered beyond what was invoiced. This approach to financial stewardship — prioritizing the client's financial goals over maximizing revenue — is a core reason the relationship has lasted well over a decade.

Institutional Knowledge & Long-Term Partnership

Perhaps the most valuable outcome is intangible: a production partner who knows this show as well as the client does. The depth of institutional knowledge Go Live brings to the K-LOVE Fan Awards — the venue quirks, the vendor relationships, the show flow rhythms — cannot be replicated by a new vendor, and it compounds in value with every passing year.

06 // THE TAKEAWAY

There's a version of event production that's about impressing people. And there's a version that's about taking care of them. Go Live has built its reputation on the second kind.

The K-LOVE Fan Awards is, on paper, a significant logistical challenge of the highest order: tight footprint, three load-ins, a compressed timeline, broadcast standards, and a room full of artists with creative visions that need to be accommodated. What makes it work isn't any single technical achievement — it's the quiet confidence of a team that has done this before, knows what to expect, and has earned the trust to make hard calls when it matters.

For organizations producing events at this level, the right production partner isn't just a vendor. It's a co-owner of the outcome. That's what Go Live Productions has become for the K-LOVE Fan Awards — and it's the standard they bring to every engagement they take on.



**Ready to produce something
worth remembering?**

Let's Talk.

www.goliveproductions.com