

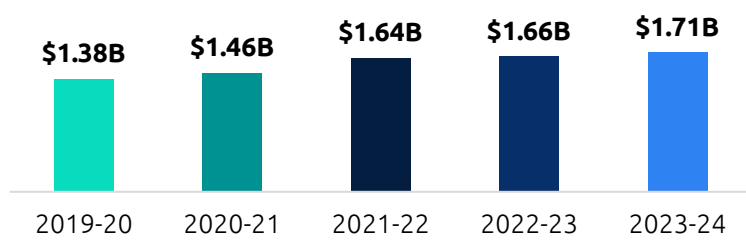
\$1.71B+
spent on sponsorship rights fees

+3.2%
increase in sponsorship revenue from 2022-23 season

1,400+
total league, team and venue sponsorship deals

890+
unique brands held at least one deal

League Revenue History



NOTE: The NBA's sponsorship revenue has increased by nearly 24% over the past five seasons. With the opening of the Los Angeles Clippers' Intuit Dome, the league should see above average growth for the 2024-25 season.

New League-Level Deals Signed Before/During 2023-24 Season



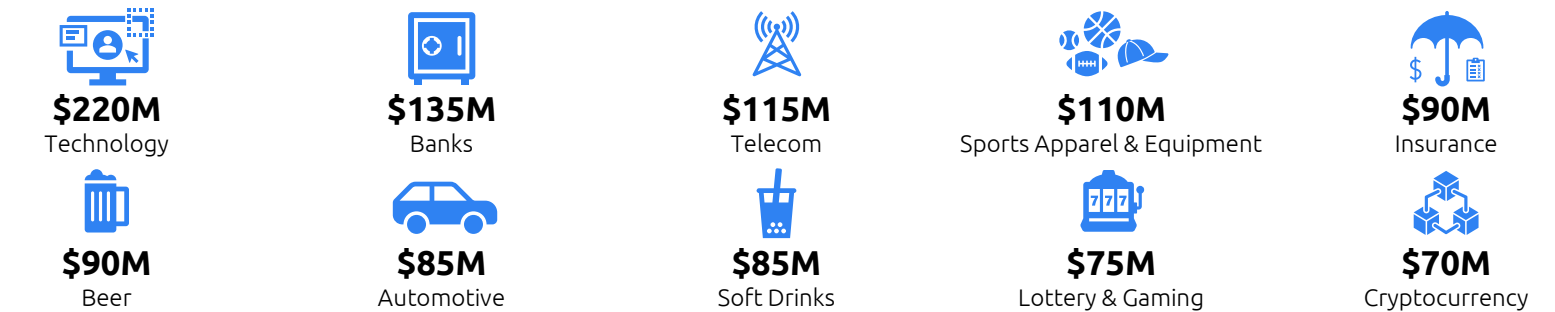
NOTE: The NBA had more than 50 league-level partners for the 2023-24 season. Seven new brands joined as sponsors, including some from non-traditional categories like underwear and fitness. Only two brands ended their NBA partnerships before the season began: Rakuten and Yahoo! Sports.

Major New Team Deals Signed Before/During 2023-24 Season



NOTE: The Los Angeles Clippers, Portland Trail Blazers, and Memphis Grizzlies were the only teams that did not have a jersey patch partner during the 2023-24 season. The Trail Blazers and Grizzlies have already secured jersey patch partners for 2024-25 season.

Top Brand Categories Sponsoring the NBA By Total Spend



NOTE: Cryptocurrency spending decreased by nearly \$50M between the 2022-23 season and 2023-24 season. This was mostly due to Storm X dropping its jersey patch deal with the Portland Trail Blazers and Socios dropping 21 team deals. Coinbase also dropped three of its team deals prior to the season.

Brands Adding the Most New Team Deals



Most Active Companies Sponsoring NBA Teams

