

\$1.55B+

in sponsorship rights fees

+7.6%

increase in sponsorship revenue from 2023 season

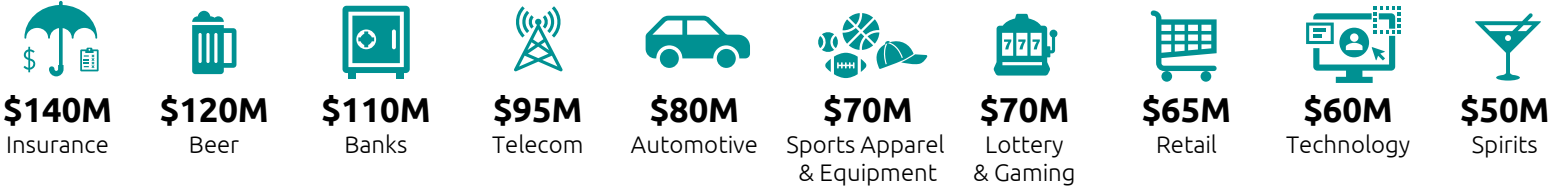
1,800+

total league, team, and venue sponsorship deals

1,100+

unique brands held at least one deal

Top Brand Categories Sponsoring the MLB



NOTE: Insurance companies increased their spending by more than \$30M this season – leapfrogging Beer and Banks to take the top spot in league spending. This is mostly due to New York Life’s new league-level deal and BlueCross BlueShield’s Jersey Patch deal with the Phillies.

Major New Team Deals Signed Before/During 2024 Season

MLB’s year-over-year revenue growth can mostly be attributed to more teams signing **Jersey Patch** deals. Seven New Jersey deals were signed this season, driving **\$70M+** in new revenue.



Most Active Companies Sponsoring MLB Teams



NOTE: The National Highway Traffic Safety Administration dropped 10 deals with MLB teams prior to this season. John Deere dropped six deals and Procter and Gamble brands dropped five deals this season.

New League-Level Deals Signed Before/During 2024 Season



Brands Adding the Most New Team Deals

