

2024 MLB Season Sponsorship Snapshot

1.55B+

in sponsorship rights fees

+7.6%

increase in sponsorship revenue from 2023 season

total league, team, and venue sponsorship deals

unique brands held at least one deal

Top Brand Categories Sponsoring the MLB















Sports Apparel & Equipment



Lottery

& Gamina







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.

































NOTE: Seven MLB teams did not have a Jersey Patch partner in 2024: the Chicago White Sox, Minnesota Twins, Oakland Athletics, Seattle Mariners, Tampa Bay Rays, Washington Nationals, and Colorado Rockies. No new stadium naming rights deals were signed before or during the 2024 season. However, the Houston Astros have already announced they will be replacing Minute Maid with Daikin for the 2025 season.

Most Active Companies Sponsoring MLB Teams



















PEPSICO BlueCross.
BlueShield.









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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









NOTE: The MLB had 36 league-level partners for the 2024 season. It ended its deals with Woodbridge by Robert Mondavi, Citrix, Hyperice and, most notably, Taco Bell prior to or during

Brands Adding the Most New Team Deals

























