

\$790M+

In sponsorship rights fees

+8%

Increase in sponsorship revenue from 2023 season

1,475+

Total league, team and venue sponsorship deals

1,050+

Unique brands held at least one deal

New League-Level Deals Signed Before/During 2024 Season



The MLS secured 26 league-level partners for the 2024 season, including three new additions: Beats by Dre, Discount Tire, and Michelob Ultra. However, the league also lost four partners between seasons: JLAB Audio (which was replaced by Beats), Heineken (which was replaced by Michelob), Socios, and the University of South Carolina.

Brands Adding 3 or More New Team Deals



Most Active Brands Sponsoring MLS Teams (Non-League Sponsors Only)

10-9 DEALS



SHERWIN-WILLIAMS



8-6 DEALS



5 DEALS



The only brands that dropped a significant number of team deals after the 2023 season were also league-level sponsors that ended their partnerships with MLS. Socios dropped 23 team deals, while Heineken dropped 6. Heineken continued to support 10 teams this season, while Socios has continued with 3 teams.

Major New Deals Signed Before/During 2024 Season

STADIUM NAMING RIGHTS



JERSEY (MAIN POSITION)



Top Brand Categories in MLS: By Spend

\$120M+

Sports Apparel & Equipment



\$60M-\$50M

Medical



\$50M-\$40M

Automotive



Banks

\$30M-\$20M



Retail



Insurance



Beer



Food



Consumer Electronics



Technology



Personal Care

- Beer spending dropped slightly year-over-year due to Heineken exiting its league deal and several team deals.
- Consumer Electronics jumped from 33rd place in total spending to 9th. This rise is attributed to Beats by Dre's new league-level deal, Energizer's naming rights deal with St. Louis City SC, and LG's shirt sleeve deal with Toronto FC.