

\$2.01B+

In sponsorship rights fees

1,560+

Total league, team and venue sponsorship deals

930+

Unique brands held at least one deal

New League-Level Deals Signed Before/During 2024-25 Season



These three deals account for nearly \$60M in sponsorship revenue for the league. The league did not lose any major partners (paying \$5M+) before or during the season.

Major New Deals Signed Before/During 2024-25 Season

STADIUM NAMING RIGHTS



Top Brands Sponsoring NFL: By Spend (all brands except Molson Coors hold a league-wide deal)

\$100M+



\$85M-\$50M



\$50M-\$35M



Top Brands Sponsoring NFL: By Activity

25+ deals



20-10 deals



Brands with the Most New Team Deals

8 new deals



4 new deals



3 new deals



Top Brand Categories in NFL: By Spend

Technology	\$435M	Telecom.	\$165M
Beer	\$235M	Insurance	\$135M
Lottery & Gaming	\$210M	Soft Drinks	\$125M
Automotive	\$185M	Banks	\$105M

Top Brand Categories in NFL: By Activity

Technology	128	Insurance	74
Medical	96	Lottery & Gaming	73
Professional Services	80	Food	71
Automotive	80	Retail	65

This data provided in this document was sourced from IEG's Sponsorship Intelligence Database in January of 2025. The figures represent sponsorship rights fee estimates and do not include additional commercial advertising media buys, player endorsements or brand activation expenses.