



# 2024-25 NHL SEASON SPONSORSHIP SNAPSHOT

[www.sponsorship.com](http://www.sponsorship.com)  
[info@sponsorship.com](mailto:info@sponsorship.com)

\$1.64B+

spent on sponsorship  
rights fees by brands

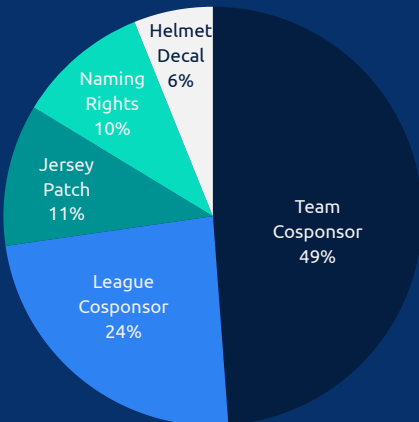
1,750+

total league, team, and venue  
sponsorship deals

1,175+

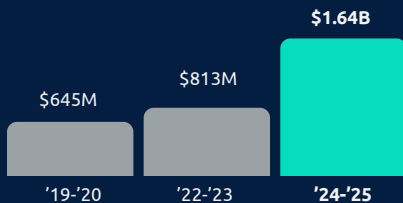
unique brands held at least one  
deal with the league or a team

## Percent of Total Revenue by Deal Type



In 2024-25, NHL teams earned more revenue from jersey patch deals than from naming rights for the first time. Teams generated nearly \$190M from jersey partners, compared to \$160M from naming rights partners. This season, 27 of the league's 32 teams had either a home or away jersey patch partner. Only Buffalo, the New York Rangers, San Jose, Dallas, and Utah did not have a partner.

## YOY Sponsorship Revenue has Exploded due to Helmet/Jersey Deals



Sponsorship revenue in the NHL has seen significant growth following the introduction of helmet and jersey sponsorships. Helmet decals were first sold during the '20-'21 season, and jersey patches were introduced in the '22-'23 season. Since the sale of jersey patches began, revenue has increased by nearly 102%. Overall, total NHL sponsorship revenue has risen by more than 154% compared to the '19-'20 season, which was the last season without helmet or jersey placements.

## Major New Team Deals Signed Before/During 2024-25 Season

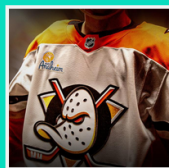
### Jersey Patch Deals



Colorado x IMA Financial



Chicago x Circa Sport



Ducks x Visit Anaheim



Vancouver x Clio

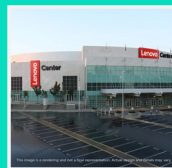


Los Angeles x Iron Bow



Edmonton x Karbon-X

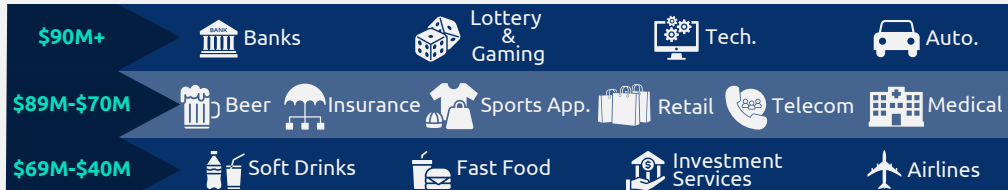
### Naming Rights Deals



Carolina x Lenovo

The Philadelphia Flyers will have a new naming rights partner for their arena next season. Xfinity Mobile will replace Wells Fargo as the naming rights partner for the Flyers' arena starting in September, under a deal that will last until 2031.

## Top Categories by Spend



## Top Categories by Activity



## Top Corporations by Spend \*notes league sponsors



## Top Brands by Activity



## YOY Category & Brand Trends

Tech brands increased their spending in the NHL by over \$30M year-over-year. This increase was driven by Lenovo's naming rights deal, as well as Iron Bow's and Clio's jersey patch deals.

Alcohol sponsorships see significant turnover in the NHL. Spirits brands dropped 35 deals but signed 29 new ones. Additionally, beer brands dropped 30 deals and added 15, resulting in a net change of 15 deals.

Surfside Tea, AB InBev, Ford, General Motors, and Chick-fil-A all added four or more new team deals before or during the 2024-25 season.

Biosteel, Jägermeister, Truly, and Rybelsus each dropped five or more team deals after the 2023-24 season. Rybelsus has completely exited the sector.

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