



2024-25 NBA SEASON SPONSORSHIP SNAPSHOT

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\$1.93B+

spent on sponsorship rights fees by brands

+12.9%

increase in sponsorship revenue from '23-'24 season

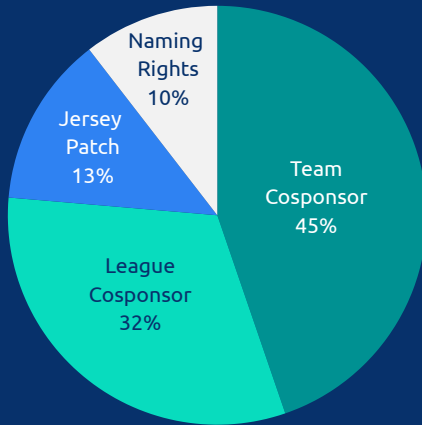
1,500+

total league, team, and venue sponsorship deals

970+

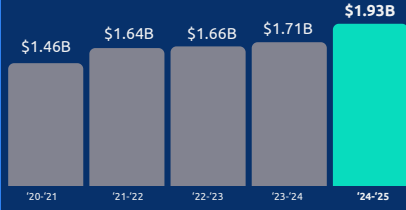
unique brands held at least one deal with the league or a team

Percent of Total Revenue by Deal Type



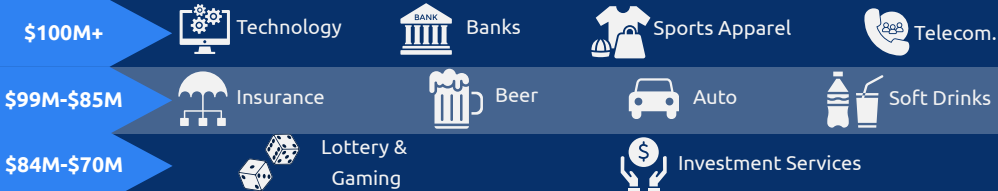
During the '24-'25 NBA season, all teams except for two had a jersey sponsor: the **Hornets** and **Clippers**. The Hornets ended their deal with **Feastables** after the '23-'24 season, while the Clippers have been without a jersey sponsor since their deal with **Honey** expired after the '22-'23 season.

YOY NBA Sponsorship Revenue

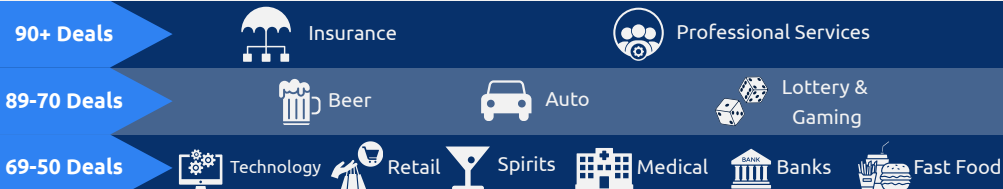


The significant increase in spending in '24-'25 is primarily due to the opening of the Clippers' Intuit Dome, whose naming rights alone cost nearly \$22M annually. The opening of the venue has also allowed the Clippers to charge more on average for sponsorships. Additionally, spending on jersey patch deals has seen a slight increase of 5% this season.

Top Categories by Spend



Top Categories by Activity



Top Companies by Spend

*notes league sponsors



Top Companies by Activity



Major New Deals Signed Before/During 2024-25 Season

League Deals (Account for \$32M+ in New Spending)



Team Deals (Account for \$103M+ in New Spending)



YOY Category & Brand Trends

The **cryptocurrency** category has dropped out of the top ten NBA spending categories, with a decrease of over 13% compared to last year. **Socios** dropped all five of its remaining NBA deals at the end of the '23-'24 season.

Auto Aftermarket brands more than doubled their activity and spending in the NBA this season, holding 35 deals worth nearly \$30M annually. **Tire** brands specifically increased activity by more than 145%.

Hankook Tires signed more deals than any other brand, with 13 new team deals. **Shift4** added 6 deals, the **NHTSA** added 4 deals, while nine other brands added 3 new deals each.

Several brands cut a significant number of team deals between seasons, including **Verizon** (5), **Planet Fitness** (4), **Betway** (4), and **Discount Tire** (4).

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