

**IEG**

**16**

**MAJOR NEW  
SPONSORSHIP DEALS  
TO KNOW**

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**Announced in July of 2025**

[www.sponsorship.com](http://www.sponsorship.com)  
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**Walmart**

OFFICIAL PARTNER OF MAJOR LEAGUE SOCCER

## Walmart + Major League Soccer Official Partner

[\*\(Announcement Link\)\*](#)



## Nutricost + US Speedskating Primary Sponsor of Short-Track Team

[\*\(Announcement Link\)\*](#)



**Momentous**

OFFICIAL SUPPLIMENT PARTNER

## Momentous + USA Rugby Official Supplement Partner

[\*\(Announcement Link\)\*](#)

**Uber**



## Uber + LA 28 Olympics Official Rideshare and On-Demand Delivery

[\*\(Announcement Link\)\*](#)





## Lucas Oil + Indiana Pacers Jersey Patch Partner

[\*\(Announcement Link\)\*](#)



## All in Won + Brooklyn Nets Jersey Patch Partner

[\*\(Announcement Link\)\*](#)



## KeyBank + Buffalo Sabres Arena Naming Rights (Extension)

[\*\(Announcement Link\)\*](#)



## Novant Health + Charlotte Hornets Practice Jersey Patch Partner

[\*\(Announcement Link\)\*](#)







**Jump + Minnesota Timberwolves  
& Minnesota Lynx**  
**Fan Experience & Ticketing Provider**  
*[\(Announcement Link\)](#)*



**CommonSpirit Health +  
Denver FC**  
**Official Health Care Partner &  
Founding Partner**  
*[\(Announcement Link\)](#)*



**Sephora + AUSL**  
**Championship Series Presenter**  
*[\(Announcement Link\)](#)*



**Novant Health + Clemson Tigers**  
**Mascot Jersey Patch Partner**  
*[\(Announcement Link\)](#)*





## Java House + Monterey Grand Prix (IndyCar) Event Entitlement ([Announcement Link](#))



## Bank of Utah + Black Desert Championship Event Entitlement ([Announcement Link](#))



## Shriners Children's + TGL Founding Partner ([Announcement Link](#))



## Jenius Bank + Pickleball World Championships Event Entitlement ([Announcement Link](#))



# ABOUT IEG

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IEG equips both buyers and sellers of sponsorship with the tools and guidance needed to fully leverage the power of the channel. Our key services include:



**MARKETPLACE  
INTELLIGENCE**



**VALUATION**



**STRATEGY  
DEVELOPMENT**



**NEGOTIATION  
SUPPORT**



**PERFORMANCE  
MEASUREMENT**

If you're interested in learning more about how IEG can help your organization, contact us at [info@sponsorship.com](mailto:info@sponsorship.com).