

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in June of 2025

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Honda + LA28 & Team USA

Official Automotive Partner

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



FIFA + Airbnb

Official Alternative Accommodations and Experiences Booking Platform

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American Airlines + PGA

Official Airline

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Grand Casino + Minnesota Wild

Arena Naming Rights

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





Ledger + San Antonio Spurs

Jersey Patch Partner

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



AARP + Washington Nationals

Jersey Patch Partner

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PrizePicks + LA Dodgers

Daily Fantasy Partner

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



Intermex + New York Red Bulls

Official Partner

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





**EchoPark + Atlanta Motor
Speedway**
Venue Naming Rights
[\(Announcement Link\)](#)



**PeoplesBank + Hartford Civic
Center**
Arena Naming Rights
[\(Announcement Link\)](#)



Panini + Senior Bowl
Event Entitlement
[\(Announcement Link\)](#)



Invesco + Gridiron Classic
Event Entitlement
[\(Announcement Link\)](#)



ABOUT IEG

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.