

IEG



2025 MLB SEASON SPONSORSHIP SNAPSHOT

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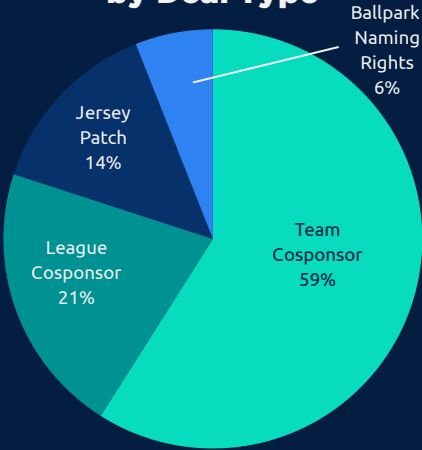
The data provided in this document was sourced from IEG's Sponsorship Intelligence Database in September of 2025. The figures represent sponsorship rights fee estimates and do not include additional commercial advertising media buys, player endorsements, or brand activation expenses.

\$1.78B+
spent on sponsorship
rights fees by brands

2,115+
total league, team, and venue
sponsorship deals

1,315+
unique brands held at least one
deal with the league or a team

Percent of Total Revenue by Deal Type



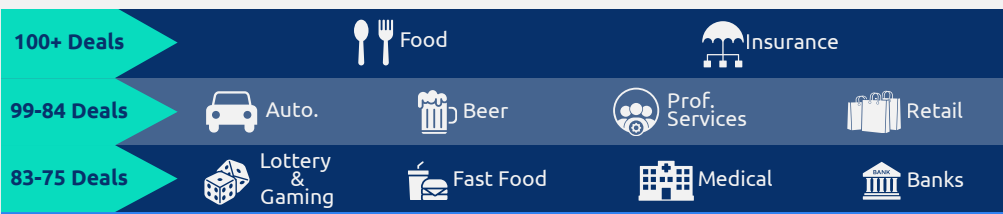
As of October 2025, only the Chicago White Sox and the Tampa Bay Rays remained without a jersey patch partner. At the end of the 2024 season, seven teams did not have a jersey patch partner. The 2025 season was successful for team-level sponsorships, with teams increasing their revenue from cosponsors by 22% compared to the previous year.



Top Categories by Spend



Top Categories by Activity



Top Corporations by Spend *notes league sponsors



Top Brands by Activity



Major New Team Deals Signed Before/During 2025 Season

Jersey Patch Deals



Naming Rights Deals



Houston Astros x Daikin

The Houston Astros were the only team to change their stadium naming rights partner this season. The team signed a 15-year agreement with Daikin, a Japanese air conditioner manufacturer, to become their new naming rights partner, replacing Minute Maid.

YOY Category & Brand Trends

Lottery & Gaming brands added \$35M in sponsorship spending during the 2025 MLB season. **MGM Resorts, Bet365, and theScore** each added a deal worth \$2M or more.

Food brands have increased spending by 50% this season. **Grillo's Pickles, Mike's Amazing, and Hi-Chew** have each added at least three new team deals.

Surfside Tea and **Vanda** signed their first MLB deals this season, each securing eight team agreements. Additionally, **NHTSA** expanded its MLB portfolio by adding eight new teams.

Among the top ten brand categories spending the most on MLB, **Auto** increased its spending by 19%, **Lottery & Gaming** increased by 18%, and **Beer** increased by 15%.