

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in September of 2025

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State Street Investment Management + WNBA Official Investment Management and ETF partner

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Paze + Atlanta Hawks

Jersey Partner

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Phoong Law + Sacramento Kings

Jersey Partner

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Judi Health + Charlotte Hornets

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Game 7 + New York Rangers

Jersey Partner

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Blaze Credit Union + Minnesota Wild Home Helmet Partners [\(Announcement Link\)](#)



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UW Health + University of Wisconsin

Women's Sports Entitlement
([Announcement Link](#))



Allstate + Big 12

Championship Series Entitlement
([Announcement Link](#))



Dunkin' + U.S. Ski & Snowboarding

Official Coffee and Breakfast Partner
([Announcement Link](#))



Sunbelt Rentals + LA28

Official Rental Equipment Solutions
and Services Provider
([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.