

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in October of 2025

www.sponsorship.com
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Mastercard + MLB
MLB All-Star, World Series
Presenting Partner (Renewal)
[\(Announcement Link\)](#)



NOBULL + NHL
Official Training Shoe
[\(Announcement Link\)](#)



Audi + MLS
Playoff Entitlement (Extension)
[\(Announcement Link\)](#)



Enterprise + NHL
Official Rental Car (Renewal)
[\(Announcement Link\)](#)





Toyota + FC Dallas
Naming Rights (Renewal)
[\(Announcement Link\)](#)



Truist + Charlotte Hornets
Foundational Partner of Novant Health
Performance Center
[\(Announcement Link\)](#)



Revolve + LA Lakers
Official Sponsor
[\(Announcement Link\)](#)



Delta Air Lines + Atlanta Hawks
Official Commercial Airline
(Extension)
[\(Announcement Link\)](#)





Vanda + New York Islanders
Jersey Partner
([Announcement Link](#))



Bank of America + Philadelphia Flyers & 76ers
Official Banking Partner
([Announcement Link](#))



United Wholesale Mortgage + Phoenix Suns & Mercury
Venue Entitlement
([Announcement Link](#))



Trupanion + Seattle Reign
Jersey Partner
([Announcement Link](#))





**Uber + Milan-Cortina 2026
Official Ride-Hailing Sponsor**
[\(Announcement Link\)](#)



**Freeway Insurance + NASCAR
Official Insurance, Premier Partner**
[\(Announcement Link\)](#)



**AlumniFi + Big East
Official Partner**
[\(Announcement Link\)](#)



**Marriott Bonvoy + Battle 4
Atlantis
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.