

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in November of 2025

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Edward Jones + Big 12 Football Championship Game Entitlement

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LLH Healthcare + American Conference 2025 Football Championship Entitlement

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Coca Cola + Bowl Season Naming Rights

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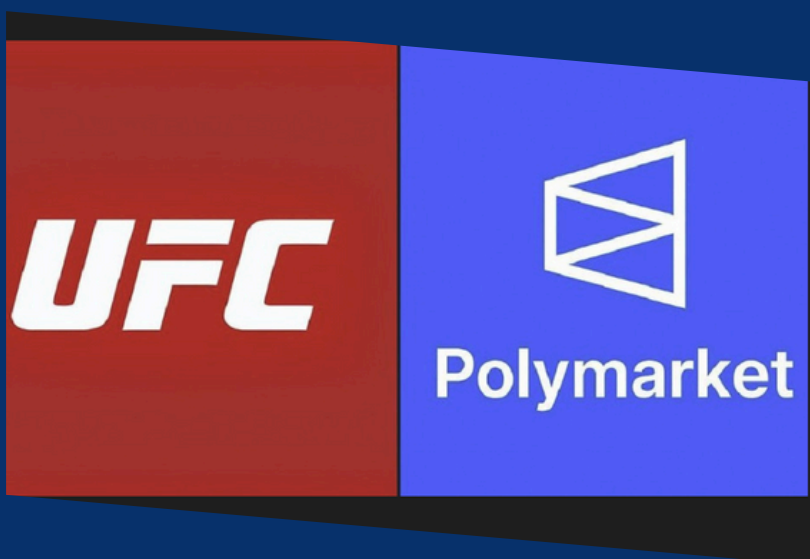
Casino Del Sol + Univ. of Arizona
Stadium Naming Rights
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Upstack + University of Virginia
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Starr Insurance + St. John's
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Monster Energy + X Games League

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Lululemon + BNP Paribas Open Official Apparel & Footwear Outfitter

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Rosetta Stone, IXL + USA Fencing

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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.