

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in November of 2025

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**Nationwide Insurance + NFL
Official Sponsor (Extension)**
[\(Announcement Link\)](#)



**Norqain + NHL
Official Luxury Sports Watch**
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**Scotts Miracle-Gro + Columbus
Crew
Stadium Naming Rights**
[\(Announcement Link\)](#)



**Sports Illustrated Tickets +
Miami Dolphins
Official Fan Experience Partner**
[\(Announcement Link\)](#)





**Monster Energy + Big 12
Official Energy Drink Partner**
([Announcement Link](#))



**Edward Jones + Big 12
Football Championship Game
Entitlement**
([Announcement Link](#))



**LLH Healthcare + American
Conference
2025 Football Championship
Entitlement**
([Announcement Link](#))



**Coca Cola + Bowl Season
Naming Rights**
([Announcement Link](#))





**Casino Del Sol + Univ. of Arizona
Stadium Naming Rights**
([Announcement Link](#))



**Upstack + University of Virginia
On-Field Logo Sponsor**
([Announcement Link](#))



**Starr Insurance + St. John's
University**
Men's / Women's Basketball Sponsor
([Announcement Link](#))



Polymarket + UFC
Official Prediction Market Partner
([Announcement Link](#))





Monster Energy + X Games League

Founding Sponsor

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



Lululemon + BNP Paribas Open Official Apparel & Footwear Outfitter

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



DoorDash + 2026 FIFA World Cup Official Supporter

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Rosetta Stone, IXL + USA Fencing

Official Sponsor

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



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.