

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in December of 2025

www.sponsorship.com
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Twilio + LA Kings

Away Helmet Sponsor

[\(Announcement Link\)](#)



Honeywell + Charlotte Hornets

Official Building Automation Partner

[\(Announcement Link\)](#)



Acesso Biologics + UNLV

Jersey Patch Partner

[\(Announcement Link\)](#)



Credit Union 1 + Mid-American Conference

Presenting Partner of Football Championship & Official Banking Partner of Football

[\(Announcement Link\)](#)





Mercedes-Benz + WTA Exclusive Automobile & Premier Partner

[\(Announcement Link\)](#)



Sephora + Unrivaled Arena Naming Rights

[\(Announcement Link\)](#)



Toyota Gazoo Racing + Haas F1 Team Entitlement

[\(Announcement Link\)](#)



PepsiCo + Mercedes-AMG Petronas F1 Team Official Team Partner

[\(Announcement Link\)](#)



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.