

IEG

16

**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in January of 2026

www.sponsorship.com
info@sponsorship.com





Korn Ferry + LA28

Founding Partner

[\(Announcement Link\)](#)



Grizzly Nicotine Pouches +

NASCAR/NASCAR Tracks

Official Partner

[\(Announcement Link\)](#)



OFFICIAL SHIPPING SPONSOR OF THE NHL®

USPS + NHL

Official Shipping Sponsor

[\(Announcement Link\)](#)



TOYOTA

Southern NV Toyota Dealers +

Vegas Golden Knights

Away Jersey Patch Partner

[\(Announcement Link\)](#)





Polymarket + MLS

Exclusive Prediction Market Partner

[\(Announcement Link\)](#)



RWJBarnabas Health + Red Bull New York

Training Center Naming Rights

[\(Announcement Link\)](#)



Lowe's + Inter Miami

Jersey Sleeve Partner

[\(Announcement Link\)](#)



Thompson Child & Family Focus + Charlotte FC

Practice Jersey Partner

[\(Announcement Link\)](#)





CME Group + Chicago White Sox Jersey Patch Partner

[\(Announcement Link\)](#)



Athletic Brewing Co. + LOVB Official Non-Alcoholic Beer Partner

[\(Announcement Link\)](#)



Chime + Portland Fire Jersey Patch Partner; Official Banking & Credit Partner

[\(Announcement Link\)](#)



Voya Financial + Boston Legacy Lower Back-of-Kit Partner

[\(Announcement Link\)](#)





Chipotle + PGA Tour Official Burrito, Bowl, Taco & Quesadilla

[\(Announcement Link\)](#)



MoonPay + X Games League League Entitlement

[\(Announcement Link\)](#)



Jeep + The Snow League Official Global Automotive Partner

[\(Announcement Link\)](#)



Frederique Constant + Pro Padel League

Official Timepiece 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.