

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in February of 2026

www.sponsorship.com
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Jefferson Health + Philadelphia Eagles

Practice Facility Naming Rights

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



Airwallex + S.F. Giants

Jersey Patch

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



Mountain Dew Baja Blast + MLB

Official Soft Drink

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



Chime + MLS

All-Star Game Presenting Partner

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





Carvana + Chicago Fire Front-of-Kit Jersey (Renewal) [\(Announcement Link\)](#)



Baptist Health + Inter Miami Founding Partnership (Renewal) [\(Announcement Link\)](#)



Kaiser Permanente + Portland Thorns / Portland Fire Practice Training Facility Naming Rights; Official Medical Provider [\(Announcement Link\)](#)



♥ Healthier communities start here.

CVS + U.S. Soccer / NWSL Official Health & Wellness Partner [\(Announcement Link\)](#)





Woodside Energy + LSU
Jersey Patch Partner
[\(Announcement Link\)](#)



Dairy Queen + Savannah
Bananas
Official Partner
[\(Announcement Link\)](#)



Genesis + PGA Tour (Renewal)
Event Entitlement
[\(Announcement Link\)](#)

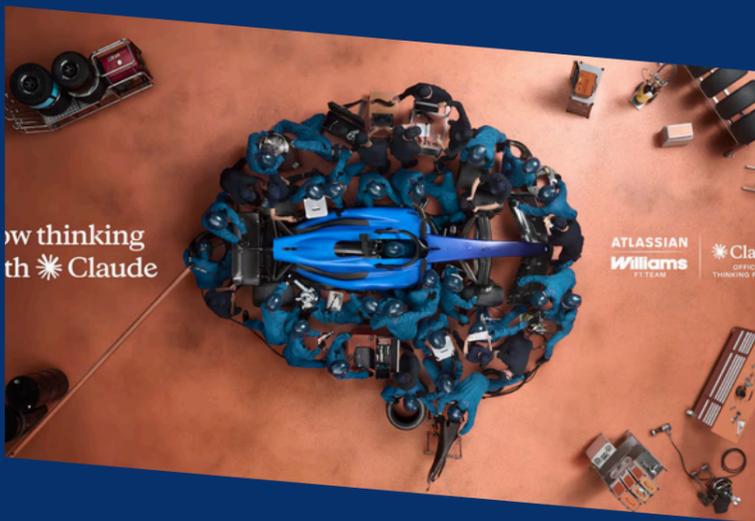


Pirelli + Miami Open
Platinum Sponsor
[\(Announcement Link\)](#)





Oracle + Red Bull Racing
Title Sponsor (Extension)
[\(Announcement Link\)](#)



Claude + Williams F1 Team
Official Thinking Partner
[\(Announcement Link\)](#)



Graza + NASCAR
Official Olive Oil and Mayonnaise
[\(Announcement Link\)](#)



Fuel by Franzia + NASCAR
Official Wine-Based Ready-to-Drink 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.