

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in March of 2026

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Uniqlo + LA Dodgers Field Naming Rights

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



Nubank + Inter Miami Naming Rights

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



Continental Resources + Oklahoma City Thunder Naming Rights

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



Webull + Tampa Bay Rays Jersey Patch Partner

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





AbbVie + Chicago Cubs Club Naming Rights

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



Ford + MLB Domestic Truck & Auto

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



AbbVie + MLB Official Pharmaceutical Sponsor

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



Kraft Heinz + NFL Official Condiment

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





Karbon-X + Detroit Red Wings / Tigers

Official Sustainability Partner
[*\(Announcement Link\)*](#)



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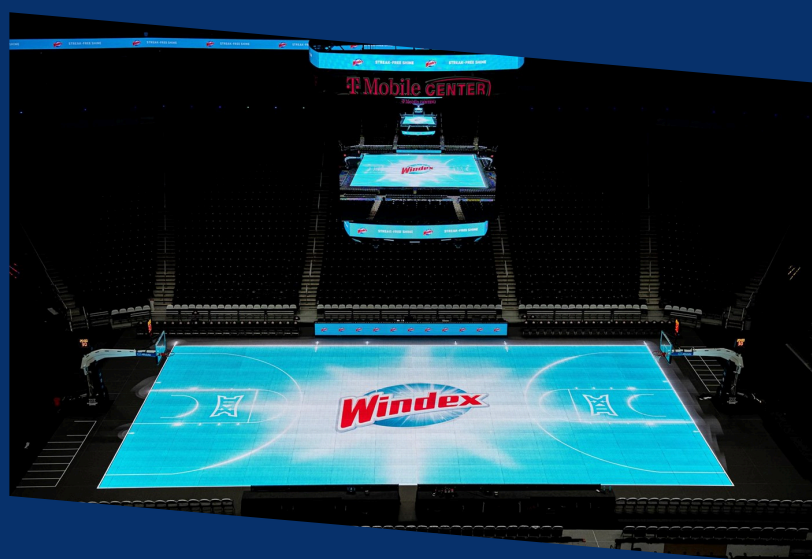
New Balance + New England Patriots

Athletic Footwear & Apparel
[*\(Announcement Link\)*](#)



Sequel + New York Yankees

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



Windex + Big 12

Official Glass Cleaning Partner of the
Big12 Basketball Tournaments
[*\(Announcement Link\)*](#)





DABOS + Montgomery Biscuits Naming Rights *([Announcement Link](#))*



Tyson Foods + Arkansas Razorbacks Jersey Patch Partner *([Announcement Link](#))*



Super.com + NASCAR Official Savings Sponsor *([Announcement Link](#))*



AT&T + TGL Founding 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.