

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in April of 2026

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PayPal + NFL

Peer-to-Peer Payments Partner

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



US Bank + NFL

Official Bank & Wealth Management
Sponsor

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P&G + NHL

Official Partner (Canada)

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Atrium Health + Carolina Panthers

Training Center Naming Rights

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





HCLTech + NY Jets & NY Giants
MetLife Cornerstone Partner
([Announcement Link](#))



P&G + WNBA
Official Partner
([Announcement Link](#))



IPSY + Las Vegas Aces
Official Beauty & Jersey Partner
([Announcement Link](#))



CVS + Dallas Wings
Jersey Partner
([Announcement Link](#))





**Hero Bread + Phoenix Mercury
Jersey Partner**
[\(Announcement Link\)](#)



**UW Health + University of
Wisconsin**
Women's Jersey Patch Partner
[\(Announcement Link\)](#)



JPMorgan Chase + LA28
Global Banking Partner
[\(Announcement Link\)](#)



Oura + US Soccer
Official Wearable
[\(Announcement Link\)](#)





Oura + US Tennis Association Official Wearable

[\(Announcement Link\)](#)



Skyward + USA Rugby Exclusive Insurance & Front-of- Jersey Partner

[\(Announcement Link\)](#)



Hightower + US Squash Official Wealth Management Partner

[\(Announcement Link\)](#)



Marsh + Formula 1 Official Risk & Insurance Brokering 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.