

**IEG**

**16**

**MAJOR NEW  
SPONSORSHIP DEALS  
TO KNOW**

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**Announced in May of 2026**

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**Honeywell + NHL**  
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**World Wide Technology + MLS**  
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**Stark Tech + Buffalo Sabres**  
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*[\(Announcement Link\)](#)*





**McDonald's + Chicago Fire  
Stadium Naming Rights (Opening '28)**  
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**Harvey AI + G.S. Valkyries and  
Warriors, NY Liberty  
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**Marshall Health Network +  
Marshall Athletics  
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**Freedom Mortgage + Military  
Bowl  
Event Entitlement**  
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**NTT Data + IndyCar Series  
Series Entitlement (Renewal)**  
*[\(Announcement Link\)](#)*



**Gucci + Alpine F1 Team  
Team Entitlement**  
*[\(Announcement Link\)](#)*



**Cisco + USGA  
Official Technology Partner (Extension)**  
*[\(Announcement Link\)](#)*



**T-Mobile + USGA  
Official 5G Network Partner**  
*[\(Announcement Link\)](#)*





**Google + US Soccer  
Official Partner**  
*[\(Announcement Link\)](#)*



**Hoag + Senior Players  
Championship  
Event Entitlement**  
*[\(Announcement Link\)](#)*



**The North Face + US Ski &  
Snowboard  
Official Apparel Partner**  
*[\(Announcement Link\)](#)*



**Graton Resort & Casino + Major  
League Table Tennis  
Exclusive Casino Resort & Front-of-  
Jersey Partner**  
*[\(Announcement Link\)](#)*



# ABOUT IEG

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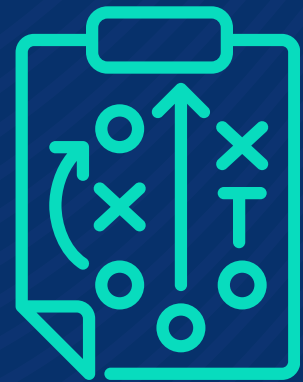
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**MARKETPLACE  
INTELLIGENCE**



**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](mailto:info@sponsorship.com).