

IEG

16

**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in June of 2026

www.sponsorship.com
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Iren + Golden State Warriors Jersey Partner ([Announcement Link](#))



Health Equity + Utah Jazz Jersey Partner ([Announcement Link](#))



Seneca Resorts & Casinos + Buffalo Sabres Home Jersey Partner ([Announcement Link](#))



RBC + Vancouver Canucks Home Jersey Partner ([Announcement Link](#))





Allstate + SEC
Women's Sports Sponsor
([Announcement Link](#))



MSU Federal Credit Union +
Michigan State Spartans
Jersey Partner
([Announcement Link](#))



Osage Nation + Oklahoma State
Cowboys
Jersey Partner
([Announcement Link](#))



Culver's + University of Wisconsin
Badgers
Jersey Partner
([Announcement Link](#))





Confederated Tribes of the Colville Reservation + Washington State Cougars Jersey Partner

[\(Announcement Link\)](#)



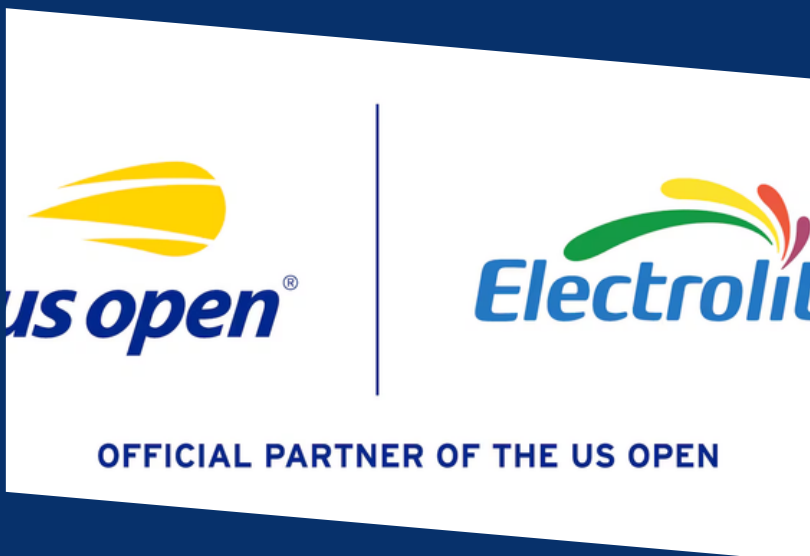
State Bank of Southern Utah + Southern Utah Thunderbirds Arena Entitlement

[\(Announcement Link\)](#)



Community America Credit Union + Arkansas Razorbacks Stadium Entitlement

[\(Announcement Link\)](#)



Electrolit + US Open Official Electrolyte Beverage

[\(Announcement Link\)](#)





3M + Cadillac F1 Team Official Material Science Partner ([Announcement Link](#))



Ford + NASCAR Event Entitlement ([Announcement Link](#))



Visa + Evo Fighting Official Partner ([Announcement Link](#))



Hyundai + BET Awards Official 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.