

IEG

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**MAJOR NEW
SPONSORSHIP DEALS
TO KNOW**

Announced in August of 2026

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L&N Federal Credit Union + University of Louisville

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Axle + University of Tennessee
Jersey Partner (Men's & Women's Basketball)
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Purple Wave Auction + Kansas State University
Jersey Partner (Football)
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Department of the Air Force + ACC
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Polymarket + New York Yankees
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H-E-B + Dallas Cowboys
Official Grocery & Pharmacy
([Announcement Link](#))





Allstate + LA2028

Founding Partner, Official Home &
Auto Partner of Team USA

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



Kalshi + U.S. Open (Tennis)

Official Prediction Market Partner

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AT&T + U.S. Open (Tennis)

Official Connectivity Provider

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



Pirelli + U.S. Ski & Snowboard

Official Partner

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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.