IEG

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MAJOR NEW SPONSORSHIP DEALS TO KNOW

Announced in October 2026

www.sponsorship.com
info@sponsorship.com



Nestle + NBA
Official Partner
(Announcement Link)



Kalshi/Polymarket + NBA
Preferred Prediction Market Exchanges
(Announcement Link)



Black Box + NHL
Official Wine
(Announcement Link)



Volkswagen + U.S. Soccer
Presenting Partner (Renewal)
(Announcement Link)



KeyBank + Colorado Avalanche

Official Retail Bank (Renewal)

(Announcement Link)



Home Depot + Atlanta Hawks

Official Home Improvement Partner

(Announcement Link)



Corona/Modelo + MetLife Stadium, N.Y. Giants, N.Y. Jets

Official Cervezas (Extension)

(Announcement Link)



Principal Financial Group + Big 12

Official Partner

(Announcement Link)



Future Standard + Villanova Athletics

Jersey Partner (All Sports)

(Announcement Link)



Carvana + Arizona Athletics

Exclusive Auto Partner & Jersey Partner (Men's + Women's Basketball)

(Announcement Link)



Gecko Robotics + Pitt Athletics

Jersey Partner (Men's Basketball)

(Announcement Link)



Merchant Bank + Indiana Athletics

Jersey Partner (All Sports)

(Announcement Link)



Crate & Barrel + NC Courage
Official Partner - Players' Lounge Designer
(Announcement Link)



Frontieras + Cadillac F1
Official Energy Transformation Partner
(Announcement Link)



Adobe + BWT Alpine F1
Official AI Fan Experience
(Announcement Link)



Red Bull + Honda Racing Corporation (MotoGP)
Official Sponsor
(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.