2024-25

Major Assets Series: Venue Naming Rights

An inside look at the $891M+ spent across NFL, MLB, NBA, NHL, MLS, WNBA, and NWSL —and what the future holds for brand marketers

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This new major assets report series spotlights five powerhouse assets across seven pro leagues that together account for $3.3B, or roughly 40% of all brand sponsorship spend. We'll explore how spending in each area—including venue naming rights, practice facilities, gates, clubs/suites, and jersey patches—shapes today's sponsorship economy and what's ahead for brand marketers.

These figures reveal just how concentrated sponsorship spending has become—and how critical it is to understand where the dollars are going and why. Yet even with this level of investment on major assets, reliable, comprehensive data remains hard to find.

SponsorUnited changes that. Our AI-native intelligence platform transforms billions of proprietary data points into structured insights—delivering a single source of truth to help marketers plan smarter, act faster, and drive measurable growth with speed and efficiency.

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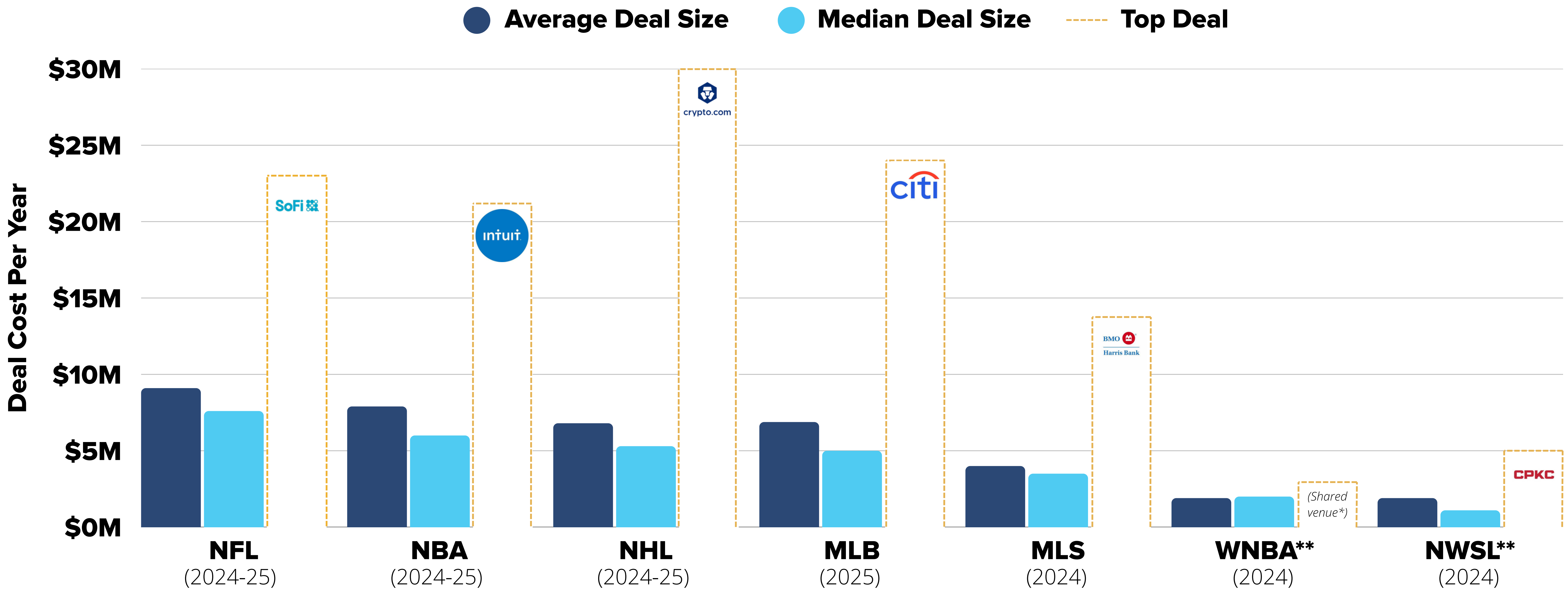
Major Assets:
Venue Naming Rights
2024-25

Brands Spend $891M on Venue Naming Rights Deals

A premium high-visibility asset, venue naming rights (VNR) continue to be an anchor of brand strategy and dominate spend across leagues.



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*Phoenix Mercury (Footprint Center) receive the most sponsorship revenue of any WNBA team, but deal is owned by Phoenix Suns.
**WNBA and NWSL deals may include shared venue agreements with affiliated NBA or MLS teams, as several franchises operate within joint ownership or facilities.

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Major Assets: Venue Naming Rights

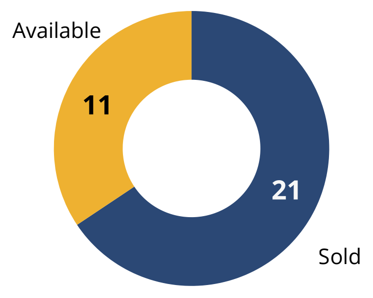
2024-25

Where Venue Naming Rights Opportunities Still Exist

Across the 7 major U.S. pro leagues, 21 venues remain open, equating to an estimated $100M-$135M in untapped annual naming rights potential.

MLB

Naming Rights Availability



37% of venues open

Estimated Annual Cost of Available Inventory

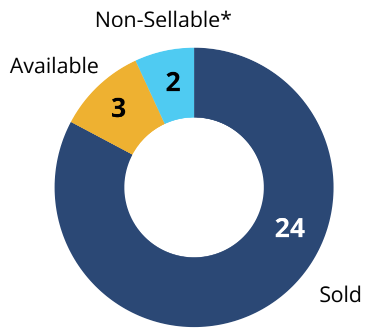
$55M-$77M

~$5M-$7M per venue

Season: 2025

MLS

Naming Rights Availability



10% of venues open

Estimated Cost of Available Inventory

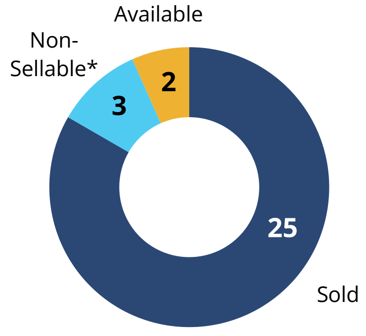
$10M-$12M

~$3.5M-$4M per venue

Season: 2024

NBA

Naming Rights Availability



7% of venues open

Estimated Cost of Available Inventory

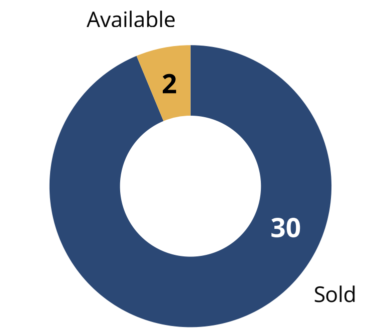
$12M-$16M

~$6M-$8M per venue

Season: 2024-25

NFL

Naming Rights Availability



6% of venues open

Estimated Cost of Available Inventory

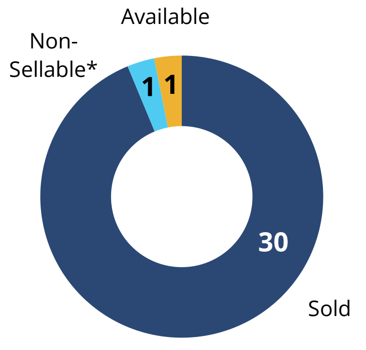
$15M-$18M

~$7.5M-$9M per venue

Season: 2024-25

NHL

Naming Rights Availability



3% of venues open

Estimated Cost of Available Inventory

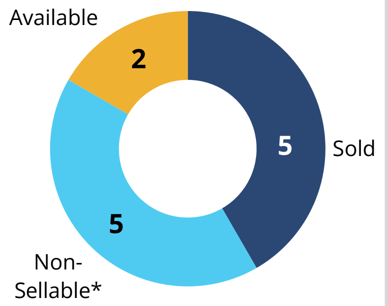
$5.3M-$6.8M

~$5.3M-$6.8M per venue

Season: 2024-25

WNBA

Naming Rights Availability



17% of venues open

Estimated Cost of Available Inventory

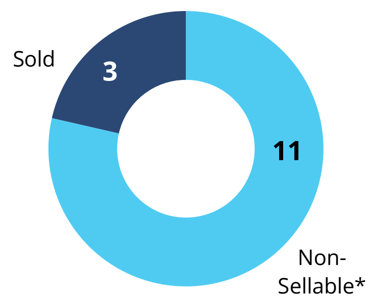
~$4M

~$2M per venue

Season: 2024

NWSL

Naming Rights Availability



0% of venues open

Estimated Cost of Available Inventory

$0

Season: 2024

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*Teams in shared or externally owned venues do not control naming rights, making certain organizations unavailable for VNR deals.

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Major Assets:
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2024-25

Venue Naming Rights: League-by-League

Breakdown of top spending categories, average number of assets bought, and a unique look at a VNR sponsor activation.

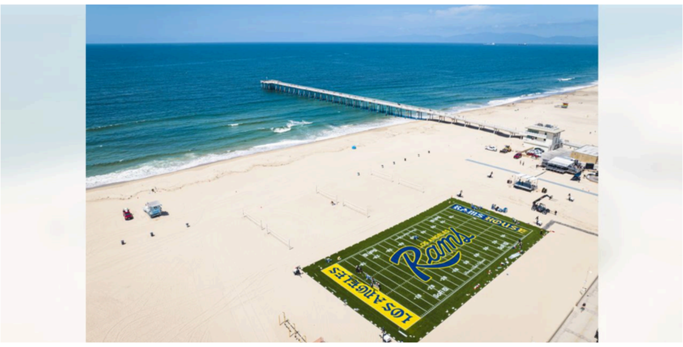
NFL (2024-25)

Top 3 Spending Categories by % Share

Financial	39%
Auto	12%
Insurance	10%

Press / Interview Backdrop
Top asset by % cost allocation

46 Average number of assets per deal



LA Rams, SoFi bring 2024 NFL Draft Experience to Pier Plaza in Hermosa Beach.

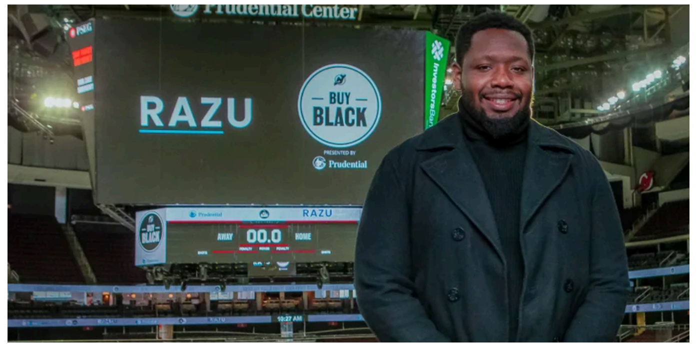
NHL (2024-25)

Top 3 Spending Categories by % Share

Financial	45%
Telecomm	13%
Auto	9%

Dasher Board - TV Visible
Top asset by % cost allocation

49 Average number of assets per deal



Devils "Buy Black Program" advanced into third year with Prudential Financial.

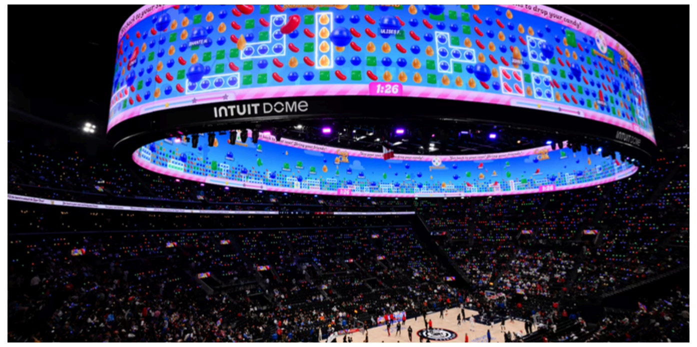
NBA (2024-25)

Top 3 Spending Categories by % Share

Financial	56%
Transportation	8%
Auto	8%

Logo on Playing Surface
Top asset by % cost allocation

43 Average number of assets per deal



Intuit & Clippers gamify fan behavior through arena tech activations.

MLB (2025)

Top 3 Spending Categories by % Share

Financial	48%
Insurance	22%
Tech	10%

Logo on Video/Scoreboard
Top asset by % cost allocation

42 Average number of assets per deal

Pirates & PNC celebrate six years of small business support with "Going to Bat."

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Venue Naming Rights

2024-25

Venue Naming Rights: League-by-League

Breakdown of the top spending categories, average number of assets bought, and a unique look at a VNR sponsor's activation.

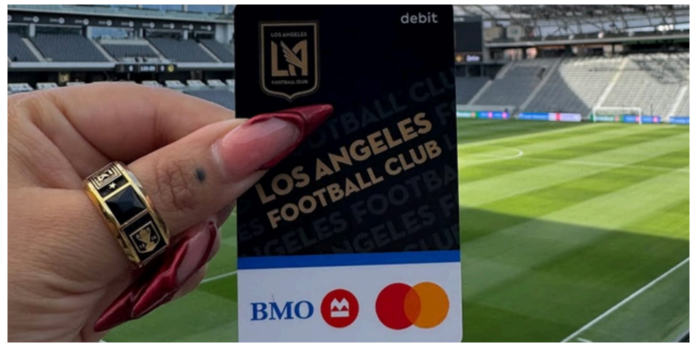
MLS (2024)

Top 3 Spending Categories by % Share

Financial	53%
Auto	13%
Healthcare	9%

Primary Jersey Patch
Top asset by % cost allocation

41 Average number of assets per deal



BMO, LAFC, and Angel City FC unveil co-branded fan cards.

NWSL (2024)

Top 3 Spending Categories by % Share

Transportation	53%
Financial	28%
Utilities	12%

Primary Jersey Patch
Top asset by % cost allocation

28 Average number of assets per deal

KC Current's CPKC Stadium blends brand/ community through fan plaza and STEM initiative.

WNBA (2024)

Top 3 Spending Categories by % Share

Financial	42%
Materials	35%
Retail	23%

Logo on Playing Surface
Top asset by % cost allocation

25 Average number of assets per deal

Barclays expanded its Liberty partnership with a jersey-patch deal, among the WNBA's largest.

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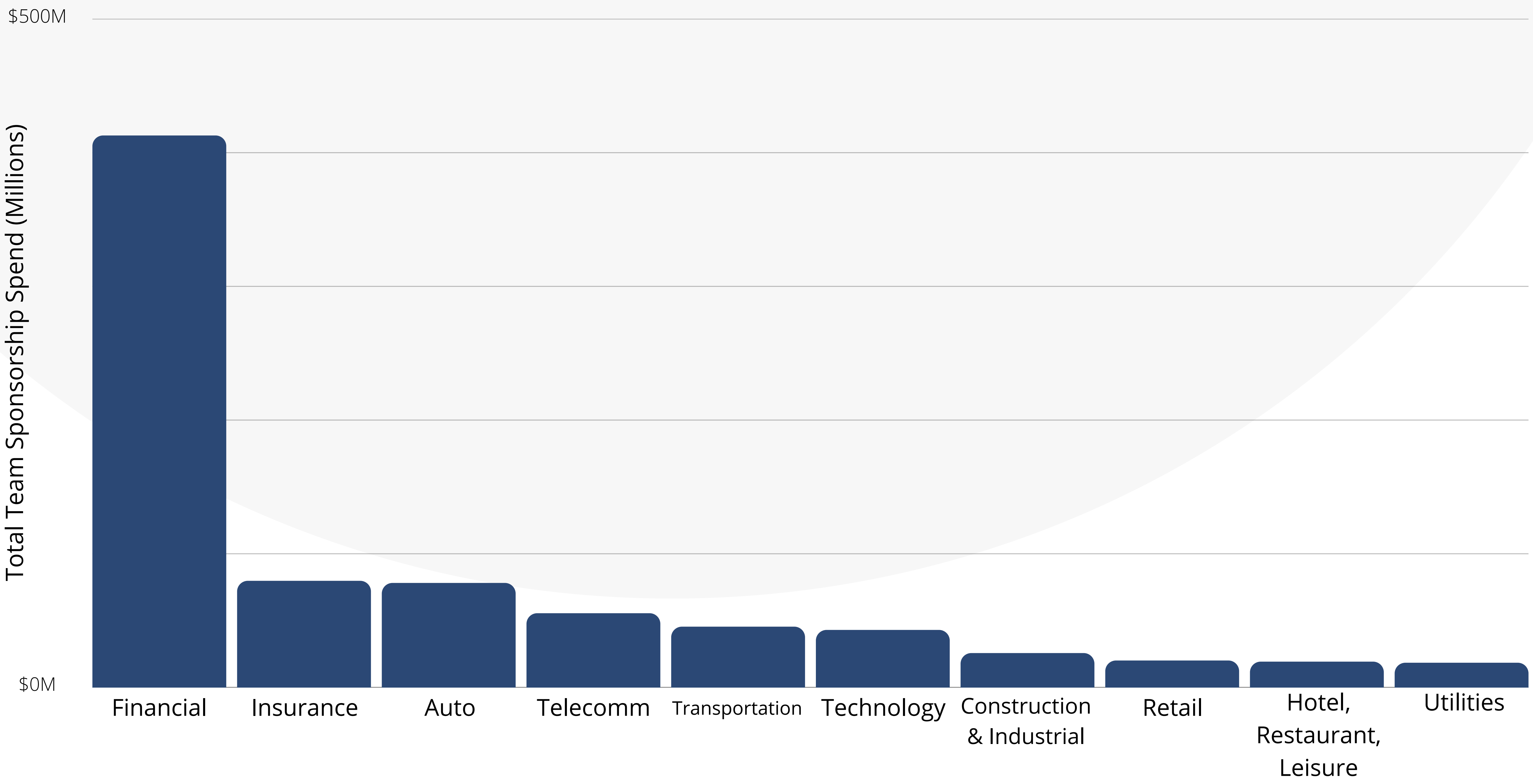
Brand Categories Driving VNR

Ranked by the top 10 spending brand categories.



What We Are Seeing

Finance Brands Drive Nearly Half of Venue Naming Rights Spend

More than half (51%) of finance-led deals come from traditional banking brands. Fintech (10%) and investment services (12%) brands are increasingly using naming rights to boost trust and brand awareness.

Spend Concentration Across a Few Power Categories

Financial is the top category, with Insurance, Auto, and Telecom following as the next biggest contributors. Within these groups, most activity is driven by Life & Health and Property & Casualty insurers, along with non-US automakers.

White Space Signals

Retail ($3.5M avg deal), utilities ($4.5M avg deal), and transportation ($5.5M avg deal) remain underrepresented. While this doesn't guarantee more favorable pricing—teams may still expect a premium from brands without a strong spending history—these categories do offer white space for brands to stand out among the usual suspects.

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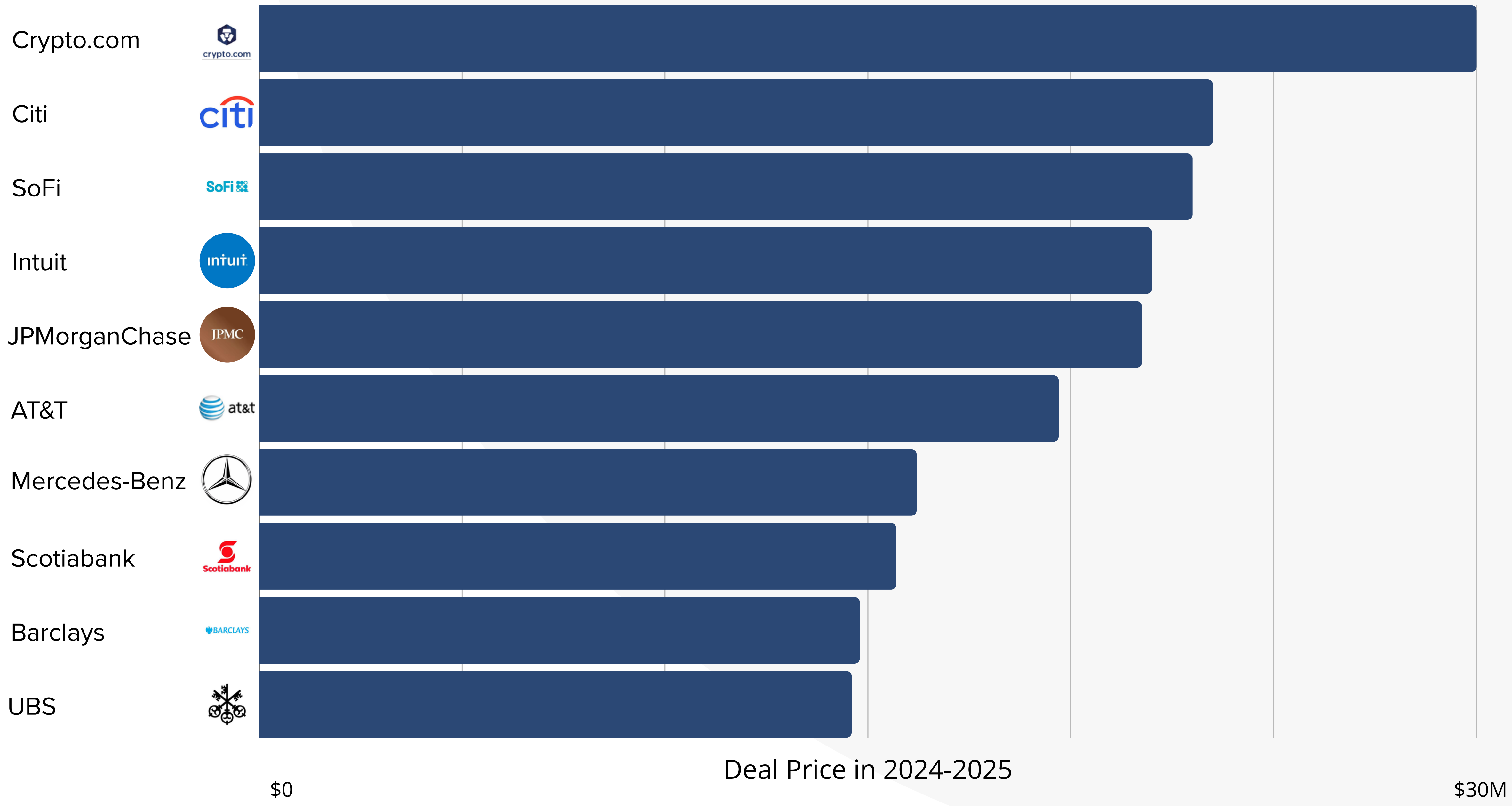
Sponsorship Growth Hitting New Highs

Top ten brands ranked by spend per year.



What We Are Seeing

Disruptors Seek Instant Credibility

Challenger brands like Crypto.com, SoFi, and Intuit—three of the top four spenders, all LA-based—are using naming rights as shortcuts to credibility and national recognition. By tying their names to major sports venues, these newer players fast-track awareness, legitimacy, and category leadership in markets where traditional advertising could take longer to achieve.

Financial Titans Cement Relevance and Reach

Big banks from Barclays to UBS have splashed out on arenas to expand into key markets and embed their brands in local culture, while others like Scotiabank double down on core sports affinities – billing itself as Canada's "hockey bank" – to deepen customer loyalty.

From Names to Immersive Experiences

Today's naming rights investments go beyond logos on buildings, reflecting a pivot toward experiential branding. Sponsors such as AT&T and SoFi are not just buying signage; they are integrating technology, perks, and community programs into venues to enrich fan experiences.

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The Future of Venue Naming Rights

Shift to Experiential Branding

Naming rights are evolving beyond signage into immersive, tech-driven experiences. Expect venues to become branded ecosystems—complete with AI-driven fan engagement, loyalty integrations, and sustainability dashboards.

Expanding into Emerging Leagues

With $100-$135M in untapped opportunity across 21 venues, growth will surge in women's leagues, like the WNBA and NWSL. Expect purpose-driven, community-aligned sponsors to lead the charge.

Community Impact will be a New Benchmark

Brands will invest in local programs, small business partnerships, and fan-centered initiatives that strengthen neighborhood pride and create year-round connections—following examples like KC Current's CPKC Plaza and STEM programs that bring fans and communities together.

Diversifying Brand Categories

Finance currently dominates 51% of spend, but underrepresented sectors—EV, energy, and retail—are primed to enter.

2025 → 2030: The Next Wave

- Expect venue naming rights deals to feature more digital- and tech-focused integrations that provide measurable value for brands.
- Up to ten new venue naming rights deals are expected to be announced across the WNBA and NWSL.
- One out of every three venue naming rights deals will include a community initiative (youth, education, or environmental).
- Emerging naming rights deals are likely led by cutting-edge brands in clean tech, mobility, and healthcare innovation.

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Methodology

This report offers an analysis of venue naming rights deals across major U.S. professional sports leagues, including the NFL, NBA, MLB, NHL, MLS, NWSL, and WNBA. In addition to traditional sponsorship agreements, the total number of team deals may also include individual brands within a parent company portfolio, league-level partnerships that deliver team signage or exposure, and sponsorships secured through third-party agencies. When a parent company executes a sponsorship that activates multiple sub-brands, the exposure of each sub-brand is counted as a separate deal.

Within this report, "Sold" refers to teams or ownership groups that receive direct revenue allocation from an active naming-rights partnership. "Available" represents teams that control their venue naming rights but do not currently have an active partner. "Non-Sellable" applies to venues that are shared, publicly owned, or controlled by an external entity, preventing the team from independently selling naming rights.

Sponsorship data was compiled using the SponsorUnited SaaS platform, which tracks and analyzes sponsorship activity across all major U.S. sports properties. Data was verified through observed in-game and broadcast brand placements, team websites, and official partnership announcements. Social media metrics were gathered through SponsorUnited's proprietary tracking system, measuring Total Engagement across property- and person-controlled accounts on Instagram, Facebook, X (Twitter), TikTok, and LinkedIn.

This Major Assets: Venue Naming Rights report was jointly authored by SponsorUnited's Marketing, Business Intelligence, and Analytics teams, using data collected from January 15, 2024, through November 18, 2025.

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