

AI Companies Spending Big on ‘Business Backed Sponsorships’

In the News

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AI companies are rapidly emerging as dominant sports sponsors, but unlike traditional brands, they prioritize “business-backed sponsorships” focused on enterprise access, operational integration, and proving real-world use cases rather than mass visibility. This shift is reshaping how teams and leagues package partnerships, emphasizing data integration, decision-maker access, and measurable business outcomes as AI firms compete for exclusive footholds.

Archer partner **Robert Auritt** is quoted in the article. As Rob notes, organizations must carefully vet these deals, particularly around data rights, ownership of AI-generated insights, and restrictions on using competing platforms before entering into agreements. Rob is at the forefront of emerging issues in esports, Web3, and AI, having negotiated several first-of-their-kind agreements in these spaces. In his practice, he guides both startups and established companies in structuring commercial relationships and pursuing growth.

To read the full article: <https://bit.ly/3QF4hfi>

Related People



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