THE RIGHT WAY FORWARD
NAIA 2026 NATIONAL CONVENTION

Corporate Partnerships

Over the past decade, the NAIA has built a valuable community of partners and has an impressive track record of exceeding annual revenue goals year after year. However, in FY26 we are projecting a slight decrease in sponsorship revenue due to the non-renewal of a few partners, including First Interstate Bank and Mammoth Construction.

Despite this short-term reduction, the overall trajectory remains positive. Since July 1, 2025, the partnerships team has secured 13 new national partners, strengthening the foundation for long-term revenue growth and expanded member benefits.

These new partnerships are intentionally aligned with institutional priority cost savings, student-athlete support, and championship experience enhancements. Here are a few of the highlights:

- **Optimal Business Solutions (formerly Winter-Dent)** has launched a Group Healthcare Captive, with initial NAIA institutions already participating, creating a potential pathway to more sustainable healthcare cost management.
- **Southwest Airlines** is providing NAIA wide flight discounts and simplified group booking tools, helping institutions reduce one of their most significant operational expenses.
- **T-Mobile** is delivering affordable connectivity solutions, particularly benefiting international student-athletes, with unlimited service plans under $60 per month and no device requirements.
- **Flash AI Weather** ensures a consistent weather monitoring and safety solution across all NAIA championship events including opening rounds.
- **Spiideo** enhances the competitive integrity and quality of championships through standardized instant replay capabilities across multiple sports.

In total, these efforts position the NAIA to both recover near-term revenue gaps and deliver increasing value back to member institutions.