OAK VIEW GROUP PARTNERS WITH INDEPENDENT ARTIST GROUP (IAG) TO ALIGN SPONSORSHIP OPPORTUNITIES AND BRAND PARTNERSHIPS WITH AGENCY'S ROSTER OF ARTISTS

Agreement makes touring and music assets from IAG artists available to OVG brand partners through the company's network of sponsorship sellers across North America

DENVER (November 2, 2026) – Building off the success of the Global Partnerships division and its 2026 Sports Business Awards win, Oak View Group (OVG) today announced a new agreement with Independent Artist Group (IAG), to work with the agency's music and comedy touring artists which includes some of the most popular and well respected artists in the world across multiple genres, to provide sponsorship and brand partnership opportunities to the agency's roster. The deal enables OVG to make touring and music assets from IAG artists available to OVG brand partners for promotional opportunities through the company's vast network of sponsorship sellers across North America, working closely with IAG's Brand Partnership Division.

Operating as an independent contractor, OVG will provide sponsorship and partnership services to IAG artists, identifying cross-promotional prospects and branding deals on behalf of IAG booked tours. OVG's sales team will work hand in hand with IAG's team of agents, artist managers and artists themselves to evaluate assets, deliverables and touring activations for brands to connect and partner with their roster and reach various fans and consumer audiences across North America. In addition, OVG will utilize its large network of sponsorship sellers across the U.S. and Canada to make touring and music assets available from IAG artists to OVG's existing and new brand relationships, including opportunities like title sponsorships, artist sponsor presales, artist/brand engagements, fan activations on site, meet & greets and more.

"OVG's sponsorship sales team is nationally recognized for forging groundbreaking, collaborative partnerships with top tier brands, teams and talent, to maximize awareness and impact," said Dan Griffis, President, Global Partnerships, Oak View Group. "Music is a natural fit for OVG, and we're excited to combine our sales expertise with the power of IAG's unmatched roster of artists to create strategic alliances that benefit all partners and brands involved."

"Oak View Group has always been a valued partner of the agency, and we look forward to enhancing our relationship to the benefit of our artists. Building upon OVG's extensive preexisting brand relationships and expertise to further our artists marketability makes a great deal of sense and we can't wait to get started," said Jarred Arfa, EVP and Head of Global Music and Peter Pappalaordo, EVP, Head of Global Touring for IAG.

For over ten years, OVG's Global Partnerships team has been dedicated to sponsorship sales, brand consulting, partnership management, activation, creative, analytics and client service. The team connects world-class sports and entertainment properties with well known, established brands to create mutually beneficial outcomes. The team focuses on brands who want to communicate a compelling story to their customers through sports, music and live entertainment.

OVG Global Partnerships specializes in sales for leagues, teams, venues, artists, and athletes as well as sales in the hospitality, museum, non-profit and media & conferences industries. The team has sold a record 40 naming rights deals across NFL, MLB, NBA, NHL, MLS, NCAA, AHL, ECHL, Minor League Baseball and music only venues.

About Oak View Group
Oak View Group (OVG) is the global leader in premium live entertainment infrastructure and services, with a platform spanning venue development and end-to-end capabilities across venue management, hospitality, and sponsorship sales. Founded in 2015, the company serves a collection of seven world-class owned venues and a client roster of the most iconic arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions, spanning four continents.

About IAG
Independent Artist Group (IAG) is a globally recognized leader in full-service talent representation and brand management, representing world-class artists across film, television, music, comedy, literary, media rights, production, branding and digital media. With decades of experience and an entrepreneurial spirit at its core, IAG provides strategic representation and innovative opportunities for clients worldwide.

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