



## 2026 World Baseball Classic Business Partners

MEDIA PARTNERS	
Partner	Region/Location
<b>AMERICAS</b>	
Fox Sports	US
Sportsnet	Canada (English)
TVA Sports	Canada (French)
WAPA Deportes	Puerto Rico
TelevisaUnivision	Mexico
VTV32; Teleantillas 10; Coral 39	Dominican Republic
RPC; TV Max	Panama
Viva 13	Nicaragua
ESPN	Pan Latin America; Pan Caribbean
1 Baseball Network	Pan Latin America (excl. Mexico)
Tele Rebelde	Cuba
Televen; Venevision	Venezuela
<b>ASIA</b>	
Netflix	Japan
CJ ENM; KBS; SBS; MBC	Korea
ELTA; EBC; Videoland; TTV	Taiwan
ESPN	Oceania
BesTV, Douyin, MIGU, Tencent Video, Fujian TV; Youku	China
Astro	Malaysia
SpoTV	Southeast Asia
<b>EUROPE</b>	
Netherlands	ESPN

Czechia	Ceska Televize
Israel	Sport5
United Kingdom	TNT UK
United Kingdom	BBCSport.com
France	beIN Sport
Italy	Sky Italia
Germany	SportDigital+
Hungary	Sport 1
Turkey	S Sport Plus
Balkans	TV Arena Sport
<b>MENA</b>	
Sub-Saharan Africa	ESPN
MENA	beIN Sport
<b>WORLDWIDE</b>	
Worldwide (In-Flight, On-Ship)	Sport 24
<b>RADIO</b>	
US	SiriusXM
Japan	JOLF Radio
Panama	Omega Stereo
Cuba	Radio Marti

**SPONSORS**

<b>Partner</b>	<b>Region/Location</b>
<b>Global Partner</b>	
Japan Airlines	Global
IHI	Global
ITO-EN	Global
KOWA	Global
MUFG	Global
SEIKO	Global
TENTIAL	Global
<b>Hospitality Partners</b>	
JTB/STH	Global
<b>Round Presenting Partner</b>	
Capital One	US (Houston and Miami Pools)
DIP	Japan (Tokyo Pool)
Discover Puerto Rico	Puerto Rico (San Juan Pool)
<b>Federation Partners</b>	
Banco BHD	Dominican Republic
Caja de Ahorros	Panama
Capital One	US
Citiesocial	Taiwan
Com2uS	Korea
CTBC	Taiwan
DIRECTV	US
Discover Curaçao	Netherlands
FamilyMart	Taiwan
FourN'Twenty	Australia
Kakaopay Securities	Korea
MUFG	Japan
Nippon Express	US and Japan
Olein (Brava Lubricants)	Dominican Republic and Puerto Rico
The Tie	Israel
T-Mobile	Puerto Rico

Universal Group Inc.	Puerto Rico
<b>Venue Partners</b>	
Budweiser	US (Houston and Miami)
Capital One	US (Houston and Miami)
Corona	US (Houston and Miami)
Asahi	Japan, Korea, Taiwan (Tokyo)
Asahi Kasei Homes	Japan (Tokyo)
Century 21	Japan (Tokyo)
Continental Tire	Japan (Tokyo)
Google	Japan (Tokyo)
K-Dash Second	Japan (Tokyo)
Kose	Japan (Tokyo)
Lemon-Dou	Japan (Tokyo)
Mastercard	Japan and Taiwan (Tokyo)
Samty	Japan (Tokyo)
SCSK	Japan (Tokyo)
Vortex	Japan (Tokyo)
BMedia (Outdoor Billboards)	Puerto Rico (San Juan)
Coca Cola	Puerto Rico (San Juan)
FirstBank	Puerto Rico (San Juan)
Interamericana University	Puerto Rico (San Juan)
ISO Solar Power	Puerto Rico (San Juan)
Johnnie Walker	Puerto Rico (San Juan)
Loteria	Puerto Rico (San Juan)
Medalla (Cervecera de Puerto Rico)	Puerto Rico (San Juan)
Medical Card System	Puerto Rico (San Juan)
Mobil	Puerto Rico (San Juan)
Neptuno	Puerto Rico (San Juan)
Olein (Brava Lubricants)	Puerto Rico (San Juan)
Orlando Health Hospital System	Puerto Rico (San Juan)
Pittsburgh Paints (Glidden)	Puerto Rico (San Juan)
Planet Fitness	Puerto Rico (San Juan)
Ricoh	Puerto Rico (San Juan)

Rums of Puerto Rico	Puerto Rico (San Juan)
Sacro/Church's/Papa John's/Baskin Robbins	Puerto Rico (San Juan)
Seguros Múltiples	Puerto Rico (San Juan)
Snickers	Puerto Rico (San Juan)
Stellantis Puerto Rico (Jeep)	Puerto Rico (San Juan)
Supermercados Econo	Puerto Rico (San Juan)
Target Rent-a-Car	Puerto Rico (San Juan)
T-Mobile	Puerto Rico (San Juan)
Tostitos	Puerto Rico (San Juan)
Traffic Safety Commission	Puerto Rico (San Juan)
Tres Monjitas	Puerto Rico (San Juan)
V. Suarez (Tito's, Patron, & Pama)	Puerto Rico (San Juan)

<b>CONSUMER PRODUCTS</b>	
<b>Partner</b>	<b>Region/Location</b>
Antigua	Worldwide*
Baseball Lifestyle 101	Worldwide*
Caitac	Japan
Churchill Container Company	US, Puerto Rico
E-Come	Japan
Ensky	Japan
Esspride	Japan
Franklin Sports Inc.	Worldwide*
Fanatics	Worldwide*
Foco/Team Beans	Worldwide*
Full Turn	Worldwide*
Highland Mint	Worldwide*
Let's	Japan
Marucci	Worldwide
Mizuno	Japan, US*
New Era Cap	Worldwide*
Nike	Worldwide*
Rawlings Sporting Goods Company, Inc.	Worldwide*
Topps	Worldwide*
Wincraft	Worldwide*

\*Exclusions apply

**VIDEO GAMES**

<b>Partner</b>	<b>Region/Location</b>
Sony's MLB The Show '26	Global
Com2uS' 9 Innings	Global
Com2uS' Rivals	Global
Com2uS' Out of the Park Baseball '27	Global
Com2uS' KBO Pro Baseball V	Global
KONAMI's MLB Pro Spirit	Global
Gala Sports' Clutch Hit Baseball	Global
Topps BUNT	Global
KONAMI's eBaseball Professional Baseball Spirits	Global
KONAMI's eBaseball Powerful Pro Baseball	Global