



PRESS RELEASE

FOR IMMEDIATE RELEASE

BEYOND THE RED CARPET: HOW TOP BRANDS ARE REWRITING THE PARTNERSHIP PLAYBOOK

**Influencing Hollywood's Elite During the 78th Emmy®
Awards Season**



(**LOS ANGELES** — Sept. 1, 2026) — The Television Academy today announced its official roster of Corporate Partners for the 78th Emmy® Awards season, revealing a masterclass in experiential marketing. Far beyond standard logo placement, an elite lineup of global brands — including Decoy Wines, FIJI Water, Franciacorta, Ketel One Family Made Vodka, LG, PEOPLE, Raising Cane's, The Ritz-Carlton and United Airlines — are deploying deeply immersive activations designed to directly influence television's most powerful tastemakers.

For B2B and advertising journalists tracking consumer attention and high-net-worth engagement, the events around the Emmy Awards have transformed into the ultimate live-marketing laboratory. These leading brands are integrating their narratives directly into the fabric of the season, creating unforgettable touchpoints for nominees, industry VIPs and millions of global fans.

The Strategic Vision: Why the Emmys Matter to CMOs

In today's fragmented media landscape, television's top stars hold unprecedented cultural and commercial capital. Securing their authentic affinity is a primary objective for modern marketing executives. This year's corporate partners are investing heavily in the Emmy season to leverage its enduring cultural footprint and capitalize on television's bold storytelling.

Rather than relying on passive sponsorships, these partners spent months designing highly coordinated environments. The goal is to inventively capture the attention of creative talent during moments of peak emotional triumph.

"Every integration serving the 78th Emmy Awards season was built from the ground up to recognize extraordinary talent while capturing authentic, unscripted brand interactions," said Susan Spencer, CMO, SVP, media & brand management, Television Academy. "By embedding themselves into the events surrounding Hollywood's biggest night, these corporate partners are building long-term equity with the very influencers who shape global consumer trends."

This year's distinguished partners are:

Decoy returns as the Official Wine Partner of the 78th Emmy Awards season, building on its multiyear partnership with the Television Academy and evolving its Pour to What's Possible platform. Throughout Emmy Awards season, Decoy will pour a curated selection of wines from across its portfolio, including Cabernet Sauvignon and Sauvignon Blanc, while celebrating the storytellers, creators and visionaries shaping the future of television and entertainment.

FIJI Water returns as the Official Water Partner of the 78th Emmy Awards season, marking its 13th consecutive year of collaboration. As part of the brand's "Earth's Finest Water" campaign, FIJI Water will once again take its place at one of entertainment's biggest nights, reinforcing its role as an elevated essential across culture's most celebrated moments. The leading premium imported bottled water brand in the U.S. will return to the red carpet with its signature FIJI Water bar and tray-passing service, keeping attendees hydrated and refreshed with 500mL bottles made from 100% recycled plastic. FIJI Water is proud to celebrate another year of excellence in television.

Franciacorta returns as the 78th Emmys Awards season Official Sparkling Wine Partner, enjoyed at celebratory toasts at the Hall of Fame and throughout Emmy season events. Franciacorta is much more than a sparkling wine: It is the expression of a land, a culture and a lifestyle. It is produced exclusively in a small, picturesque area of northern Italy, between Lake Iseo and the rolling hills of Brescia, and reflects the beauty and richness of its territory. Centuries-old winemaking traditions meet cutting-edge innovation to create elegant, complex sparkling wines through a meticulous second fermentation in the bottle.

Franciacorta brings its signature Italian style and sophistication to the 78th Emmy Awards season, offering guests a taste of some of its finest expressions and the Italian art of living beautifully.

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Ketel One Family Made Vodka is thrilled to return as the Official Spirits Partner of the 78th Emmy Awards season, raising a glass to the visionaries who continue to elevate their craft, inspire audiences and push storytelling forward. This awards season, Ketel One celebrates good taste both on screen and in cocktails with a serve as iconic as the nominees themselves: the Ketel One Martini. From the red carpet to the Governors Gala and everything in between, Ketel One will bring elevated martini experiences across Emmy Awards season celebratory events, making television's biggest nights into moments "Made to Cocktail."

LG is proud to be the Official Television and Home Appliance Partner of the Emmy season and the Television Academy and is touting its partnership with the Emmys in special content playing on massive LED boards at home (Times Square) and abroad (Piccadilly Circus) and in Best Buy Stores nationwide. Like the Academy, LG shares a devotion to artistry, to storytelling as its own form of craft and to the moments that move audiences around the world. This fall, LG is introducing three new LG SIGNATURE premium appliance collections — Iconic, Seamless and Tailored. The same artistry celebrated on screen belongs in the spaces where life unfolds. LG's latest evolution in premium kitchen and laundry appliances brings a quiet luxury aesthetic into any home — designed with pioneering touches that feel perfectly familiar the moment they are used. Because the best design, like the best storytelling, is felt long before it's noticed. LG is also sponsoring a branded Influencers Lounge where beverages and refreshments will be kept cold via LG's state-of-the-art refrigerator for influencers who are covering all the excitement of the Red Carpet.

PEOPLE, a People Inc. brand, is returning for the 21st year as the Official Entertainment Magazine Partner of the 78th Emmys season. PEOPLE and Entertainment Weekly will be on the red carpet with interviews hosted by PEOPLE's Editor-at-Large Janine Rubenstein, Entertainment Weekly's Editor-in-Chief Patrick Gomez and the winner of PEOPLE's new reality competition series, PEOPLE's Next Red Carpet Reporter. Television fans can watch interviews with the nominees on PEOPLE and EW's sites and social platforms.

Raising Cane's is the new Official QSR and Chicken Partner of the Television Academy and Emmy Awards season, bringing its signature ONE LOVE® — Craveable Chicken Finger Meals® — to the heart of the festivities. Known for its hand-battered, cooked-to-order Chicken Fingers, Raising Cane's will be fueling up Emmy winners backstage throughout the big night. Raising Cane's owner and founder Todd Graves is proud to join the Television Academy, its supporters and this year's winners, nominees and guests in celebrating an unforgettable year of television.

The Ritz-Carlton is honored to once again serve as the Official Hotel Partner of the 78th Emmy Awards season and join the Television Academy in celebrating the storytellers, performers and creative visionaries who shape television's most compelling moments. At the heart of The Ritz-Carlton experience is a commitment to legendary service, where every detail is carefully considered and every interaction is designed to create meaningful and memorable moments. Throughout Emmy Awards weekend, The Ritz-Carlton, Los Angeles, will welcome guests with

personalized experiences inspired by the spirit of the celebration, reflecting the brand's dedication to craftsmanship, connection and exceptional hospitality. Club Level guests will enjoy exclusive access to unique Emmy-inspired moments, including the opportunity to interact with authentic Emmy statuettes as part of an elevated and curated stay. Extending its renowned hospitality to the red carpet, The Ritz-Carlton will offer attendees a moment of surprise and delight as they make their way to the show. From arrival through departure, guests and attendees alike will experience the genuine warmth, anticipatory service and renowned hospitality that has defined The Ritz-Carlton for more than a century.

United Airlines celebrates its 27th year as the Official Airline Partner of the Emmy Awards, once again flying the iconic statuettes from Chicago to Los Angeles. United continues to lead the industry by bringing more entertainment and connectivity through partnerships with Apple TV, Peacock and Spotify while Starlink's fast, reliable Wi-Fi (free for MileagePlus® members) and award-winning mobile app make travel smoother than ever to its more than 380 global destinations. Through its United for Business portfolio, United remains a trusted partner to the entertainment industry by providing dedicated travel support, airfare discounts and premium services, such as Meet & Assist that creates a personalized, seamless travel experience from airport arrival to departure.

The 78th Emmy Awards will be held over three nights, Sept. 5, 6 and 14. The Sept. 14 ceremony, hosted by Emmy-winner Mariska Hargitay, will be broadcast live on NBC from the Peacock Theater at L.A. LIVE at 8 p.m. ET/5 p.m. PT and will stream live and on demand on Peacock. Nights one and two will be edited into a single broadcast, the 78th Emmy Awards (Creative Arts), airing Saturday, Sept. 12, on FXX at 8 p.m. ET/PT, available to stream on Hulu the next day.

For more information about these sponsors, visit decoywines.com, fijiwater.com, franciacorta.wine, ketelone.com, lqcorp.com, people.com, raisingcanes.com, ritzcarlton.com and united.com.

About the Television Academy

The Television Academy strives to shape and advance the dynamic television landscape; cultivate a diverse, inclusive and accessible professional community; and advocate for the television industry while capturing the spirit of a new generation of content creators and industry professionals. Through innovative programs, publications and events, the Academy and its Foundation foster and empower storytellers. The Academy also celebrates those who excel in the industry by recognizing their achievements through awards and accolades, including the renowned Emmy® Award. Membership in the Academy is open to working professionals in the television industry. For more information, please visit TelevisionAcademy.com.

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Contact:

Stephanie Goodell
breakwhitelight (for the Television Academy)
stephanie@breakwhitelight.com
818-462-1150