

**FOR IMMEDIATE RELEASE****TELEVISION ACADEMY ANNOUNCES  
77<sup>TH</sup> EMMY® AWARDS SEASON CORPORATE PARTNERS**

**Prestige Brands Power the Exclusive Celebrity Celebrations  
Honoring Television Excellence**



(**LOS ANGELES** — Sept. 11, 2025) — The Television Academy today announced its official roster of Corporate Partners for the 77<sup>th</sup> Emmy® Awards season, which includes Decoy, FIJI Water, Franciacorta, Johnnie Walker Blended Scotch Whisky, LG, PEOPLE, The Ritz-Carlton and United Airlines.

This year's esteemed partners join forces with the Television Academy for the entertainment industry's most anticipated festivities, adding sophisticated splendor throughout Emmy season and to the star-studded celebratory galas.

These premier brands will enhance the Emmy Awards experience for nominees, attendees and fans worldwide through exclusive integrations, unique on-site activations and one-of-a-kind experiences. Their support underscores the cultural significance of the Emmys and its role in spotlighting television's evolving landscape, groundbreaking content and iconic talent.

**Decoy** is the new Official Wine Partner for the 77<sup>th</sup> Emmy Awards season. The partnership marks the launch of Decoy's new brand platform, "Pour to What's Possible," which is designed to act as a catalyst for moments of inspiration and new possibilities. Decoy will pour its diverse portfolio of wines, including Cabernet Sauvignon and Sauvignon Blanc, throughout the 77<sup>th</sup> Emmy Awards season. Decoy is proud to toast the spirit of creative inspiration and celebrate all that's possible with this year's winners, nominees and guests.

**FIJI Water** returns as the Official Water Partner for the 77<sup>th</sup> Emmy Awards season, marking its 12<sup>th</sup> consecutive year of collaboration. The leading premium imported water brand in the U.S. will be back on the red carpet with its signature FIJI Water bar, ensuring attendees stay hydrated and refreshed with 500mL bottles, made from 100% recycled plastic. FIJI Water is thrilled to honor another year of exceptional achievements in television, alongside the Television Academy and its supporters.

**Franciacorta** returning as the Official Sparkling Wine Partner is much more than a sparkling wine — it is the expression of a land, a culture and a lifestyle. Produced exclusively in a small, picturesque area of northern Italy nestled between Lake Iseo and the rolling hills of Brescia, Franciacorta embodies the beauty and richness of its territory. Here, ancient winemaking traditions meet cutting-edge innovation to create elegant, complex sparkling wines through the meticulous second fermentation in the bottle method. Already celebrated as the Official Wine of Milan Fashion Week, Franciacorta brings its signature Italian style and sophistication to the 77<sup>th</sup> Emmy Awards season, offering guests a taste of the region's finest varietals and the art of living beautifully, the Italian way.

**Johnnie Walker** returns for the third consecutive year as the Official Spirits Partner of the 77<sup>th</sup> Emmy Awards, celebrating television's most unforgettable moments and honoring this year's nominees whose achievements have defined the year in storytelling. Television's brightest stars will toast each other's recognition with Johnnie Walker Blue Label serves, created by Diageo Reserve World Class award-winning mixologist Charles Joly, including a pairing of Blue Label and caviar; the "Director's Cut," an elevated old fashioned; the "Showrunner," a bold take on the espresso martini; and the "Nominee Nightcap," a refreshing Scotch spritz. Additionally, Johnnie Walker is excited to celebrate each of this year's winners with a first-of-its-kind specially designed Johnnie Walker Blue Label bottle inspired by the 77<sup>th</sup> Emmy Awards, leveraging Diageo's Project Halo to create bespoke bottles, which will be presented at the Governor's Gala. Fans can also use the platform to co-create personalized artwork on the bottles, transforming them into memorable gifts that inspire meaningful toasts with one another.

**LG** is proud to serve as the Official Television Partner of Emmy Season and the Television Academy. The partnership is a natural fit, reflecting the shared passion for cinematic excellence and the power of storytelling to inspire audiences

worldwide. LG is committed to delivering premium viewing experiences through its award-winning televisions while making great content more accessible, so customers can enjoy the very best in television and entertainment.

**PEOPLE** is returning for the 20<sup>th</sup> year as the Official Entertainment Magazine Partner of the 77<sup>th</sup> Emmys season. PEOPLE and Entertainment Weekly are counting down to this year's Emmys telecast with a live pre-show hosted by PEOPLE's Editor-at-Large Janine Rubenstein, Entertainment Weekly's Editor-in-Chief Patrick Gomez, Entertainment Weekly's Editorial Director Gerrad Hall and *The Real Housewives of Salt Lake City* star Bronwyn Newport. *Red Carpet Live* will feature interviews with nominees as they arrive on the red carpet and commentary around this year's awards. The show will be streamed on PEOPLE and EW's sites and social platforms, including YouTube, TikTok, Instagram and Facebook as well as The Roku Channel.

**The Ritz-Carlton** is thrilled to be the Official Hotel Partner for the 77<sup>th</sup> Emmy Awards and to join the Television Academy in celebrating the talented artists and television professionals who inspire audiences around the world. With legendary service and thoughtfully tailored experiences in unparalleled destinations, The Ritz-Carlton ensures guests leave better, enriched with memories and a renewed sense of self. The Ritz-Carlton, Los Angeles is eager to welcome guests to experience the glamour of the red carpet through multiple on-property activations, including a dynamic photo moment in the lobby and an exclusive opportunity for Club Level guests to interact with real Emmy Awards statuettes. Extending their renowned hospitality to the red carpet, attendees enjoy a moment of surprise and delight before heading into the show. Emmy Award winners will also celebrate their achievements at The Ritz-Carlton "WinnerView" camera backstage.

**United Airlines** celebrates its 26<sup>th</sup> 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 onboard with Starlink's fast, reliable Wi-Fi (free for MileagePlus members), new collaborations with Apple TV+ and Spotify, and making travel smoother than ever with its award-winning mobile app. Through its United for Business portfolio, United remains a trusted partner to the entertainment industry by providing dedicated travel support and airfare discounts that keep productions moving forward and stories flying.

For more information about these sponsors, visit [decoywines.com](https://decoywines.com), [fijiwater.com](https://fijiwater.com), [franciacorta.wine](https://franciacorta.wine), [johnniewalker.com](https://johnniewalker.com), [lgcorp.com](https://lgcorp.com), [people.com](https://people.com), [ritzcarlton.com](https://ritzcarlton.com) and [united.com](https://united.com).

The 2025 Creative Arts Emmy® Awards were held over two consecutive nights, Saturday, Sept. 6, and Sunday, Sept. 7, at the Peacock Theater at L.A. LIVE, helmed by executive producer Bob Bain and Bob Bain Productions. An edited

presentation of the ceremonies will air Saturday, Sept. 13, at 8:00 PM PDT on FXX. Available to stream on Hulu through Oct. 7.

The 77<sup>th</sup> Emmy Awards will telecast live from the Peacock Theater at L.A. LIVE in Los Angeles on Sunday, Sept. 14, 2025, (8:00-11:00 PM EDT/5:00-8:00 PM PDT) on the CBS Television Network and available to stream live and on demand on Paramount+ through Sept. 21.

### **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](https://www.televisionacademy.com).

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