

Liquid Death Makes a Pact to 'Murder Thirst' at Philadelphia Eagles' Home Stadium

Social media is evolving. Are you adapting? Connect with a community of brand pros and content creators at [Social Media Week](#), May 12–14 in NYC, to learn how to keep pace with new trends and technology. [Register now to save 20% on your pass.](#)

Liquid Death, fresh off its first national Super Bowl ad, has signed a multi-year deal with this year's champions, the Philadelphia Eagles, to add the brand's iced teas to the concession lineup at the team's home stadium Lincoln Financial Field.

The move comes as Liquid Death digs deeper into mainstream professional sports, via alliances and cross-promotions, while riding high on a popular Super Bowl 59 commercial produced for a modest \$350,000.

The spot, "Safe for Work," landed in third place on ED0's Engagement Index for the day, behind only T-Mobile and Ram trucks, proving 704% more effective than the average Big Game ad, per the researcher.

Liquid Death's CEO Mike Cessario, a Philly native, said the Eagles could be leaning into the Liquid Death mojo "in a bid to repeat" their Big Game victory in 2026. Per his cheeky LinkedIn post, he said the arrangement will "murder the thirst of every Eagles fan...And since our low-calorie iced tea

contains natural caffeine and vitamins B12 and B6, it will enable fans to scream louder and longer to impact the outcome of games—go Birds!”

The brand becomes the Official Iced Tea Partner of the championship NFL team, having “revolutionized the beverage industry with its creativity and marketing innovations” while “making it a priority to support the environment through its business model, which is something that aligns closely with our team’s core values,” according to Brian Napoli, senior vice president of corporate partnerships for the Eagles.

As part of the deal, Liquid Death will have prominent placement at the stadium, including animated and static LED signage, as well as branding on the main concourse. The brand will also be embedded across the team’s social platforms.

A related sweepstakes, launching prior to the 2025 NFL season, will give fans the chance to win club tickets to an Eagles home game, autographed swag, and access to an exclusive live concert. Retail partners are Acme and Wawa.

The Eagles deal gives Liquid Death broader exposure to all-family audiences, bulking up an on-site distribution network that already includes bars, restaurants, music festivals, and Live Nation venues around the country.

Don’t drink and drive

Also on the sports front, the brand recently named its Liquid Death Pro Driver team. The fan-centric program has doled out \$30,000 sponsor contracts to three Nascar devotees, similar to brand endorsements bestowed on the sport’s elite athletes.

Those vying for the contracts had to chug a can of Liquid Death iced tea in 18 seconds or less—no road test required. Winners—who hail from Florida, Texas and Nevada—also get a year’s supply of beverages, custom apparel with their faces

emblazoned on it, and VIP access and credentials to Nascar races.

Liquid Death's iced tea has an official multi-year sponsorship with Nascar, announced with the brand's infamous Murder Man mascot at the legendary Talladega Superspeedway last spring.

Block and tackle

The brash canned water brand—with an expanded product line that now includes sparkling and still waters, ice teas and soda-like flavors—has been making inroads with major sports leagues for the past several years, after having established its street cred with skaters, motocross racers, and other extreme sports aficionados. Each promotion has carried the distinct Liquid Death twist, meaning it's not a traditional logo-slap.

Brand leaders, who ran the outrageously memorable “Breaking the Law” regional Super Bowl spot in 2022, decided the time was right this year to spend north of \$7 million for 30 seconds during the tentpole event.



The pricey platform gave the brand a chance to double down on its claim of “making entertainment, not marketing” with its in-house creatives and production team, according to Andy Pearson, vice-president of creative.

“No celebrity talent, no famous songs to license, no CGI dancing whatever,” Pearson said on LinkedIn shortly after the

ED0 rankings were released.

Recommended articles

<https://www.adweek.com/brand-marketing/liquid-death-makes-a-pact-to-murder-thirst-at-philadelphia-eagles-home-stadium/>