



## RECORDING ACADEMY® PARTNERS WITH TOP BRANDS FOR THE 2026 GRAMMY AWARDS®

**SANTA MONICA, CALIF. (JAN. 26, 2026)** — The Recording Academy® proudly names Mastercard, IBM, Sony Corporation, Häagen-Dazs, PATRÓN Tequila, Redken, Hilton, United Airlines, City National Bank, Dove, Vaseline, Sharpie, PEOPLE, Frontera Wines, and SiriusXM as the official partners for the [2026 Grammy Awards®](#).

"Our partners are not just supporters of the [Grammy Awards](#) — they are collaborators in shaping the future of music," said [Adam Roth](#), Executive Vice President of Global Partnerships & Business Development at the Recording Academy. "Each brand brings innovation, creativity and purpose to our shared mission of elevating music creators and expanding how fans experience Music's Biggest Night®. Together, we're building something that honors music's legacy while boldly pushing it forward."

**Mastercard**, the Official Payments Partner of the Grammy Awards, has proudly partnered with the Recording Academy for more than a decade and continues its support as a cornerstone partner of Grammy U®. The long-term sponsorship has unlocked dozens of Priceless Experiences for music fans around the world and continues to bring them closer to their passions.

**IBM**, the Official Artificial Intelligence (AI) & Cloud Partner of the Grammy Awards for nearly a decade, returns this year and is using AI to bring fans closer to the music they love. Tapping into the power of agentic AI, IBM is delivering [GRAMMY® IQ built with IBM watsonx](#), which transforms the Recording Academy's vast reserves of music industry data into interactive quizzes that put the knowledge of music lovers to the test. The Recording Academy also continues to partner with IBM on new solutions that enhance business operations and optimize digital experiences for each of its 30,000 members who represent every genre and creative discipline in the music industry, from folk songwriters and classical composers to hip hop producers and sound engineers.

**Sony Corporation's** audio division is in the midst of its multi-faceted two-year partnership with the Recording Academy as the Official Pro Audio Partner of the Grammy Awards. Through its "For The Music" platform, the iconic brand empowers creators of all levels with end-to-end support, from creation to consumption. During Grammy Week, Sony will spotlight its cutting-edge tools for creators at the [Producers & Engineers Wing® Celebration](#), including 360 Reality Audio and its 360 Virtual Mixing Environment, which replicates the experience of working in a professional studio using headphones. Over the past year, the partnership has been activated across [Recording Academy and Grammy U Chapters](#) nationwide, reaching 340 members and equipping emerging and established creators with ongoing tools, resources and hands-on experiences.

**Häagen-Dazs** joins the Recording Academy as the Official Ice Cream Partner of the 2026 Grammy Awards. Häagen-Dazs invites guests to take their sweet time at the [Grammy Museum® After Party](#) where attendees will experience a relaxing environment made to help them slow down and unwind after the big night, including an indulgent Häagen-Dazs tasting bar featuring classic flavors and new products, all made with the brand's high-quality ingredients.

**PATRÓN Tequila** has been named the Official Tequila Partner of the Grammy Awards, marking a new partnership built on a shared commitment to honoring musicians who choose craft over compromise in the



pursuit of greatness. Throughout Grammy Week, PATRÓN will introduce elevated experiences designed to celebrate Music's Biggest Night, including exclusive pouring rights at marquee Recording Academy events, VIP hospitality moments and the debut of "The Golden Record" — the official cocktail of the 2026 Grammy Awards. For more than three decades, PATRÓN has built a cultural legacy within music — featured in 400+ songs and celebrated across genres — making this partnership the perfect way to toast the artistry at the heart of both the Grammy Awards and PATRÓN Tequila.

**Redken** proudly joins as the official hair care partner of the Grammy Awards. The leading professional hair brand in the U.S. will be celebrating the newest addition to the Acidic Bonding Concentrate franchise, its best-selling range to repair damaged hair. The franchise's newest product, Hair Bandage Balm, targets split-end repair and features a campaign starring brand ambassador and two-time Grammy winner [Sabrina Carpenter](#). It will take center stage across Grammy week, including [Grammy House](#) and Grammy U Soundstage. Guests will be fully immersed into the world of ABC, at the "Happy Endings Haircare Lounge" – where balm-tenders will provide tips to rid of split ends for your hair's ultimate happy ending.

**Hilton** is returning as the Official Hotel Partner of the Grammy Awards, continuing its more than 30-year legacy of championing past, present and future generations of trailblazing musicians and artists and bringing fans closer to the music and moments they love. This year, The Beverly Hilton — an iconic Hilton property and the venue of the [first-ever Grammy Awards ceremony](#) in 1959 — will return as the host venue for the exclusive [2026 Pre-Grammy Gala](#)®, presented by the Recording Academy and [Clive Davis](#). Through Hilton Honors Experiences, fans can turn loyalty into unforgettable experiences, and this year that included exclusive access to the 2026 Grammy Awards.

**United Airlines** proudly returns as the Official Airline Partner of the Grammy Awards, supporting artists, producers and industry leaders during Grammy Week and Music's Biggest Night. With decades of experience supporting the entertainment industry, United helps music professionals travel between studios, stages and showcases with solutions designed for the demands of live performance and production. Through United for Business, the airline has redefined the travel experience for music and production studios, offering perks such as reduced airfare, a flat service fee for media equipment, VIP airport services, and a dedicated 24/7 entertainment support desk. Learn more at [united.business.com/entertainment](https://united.business.com/entertainment).

**City National Bank**, the Official Bank Partner of the Grammy Awards, joins again as the presenting sponsor of the 2026 Grammy Awards Premiere Ceremony®. To help guests stay energized throughout the day, City National will host a premium espresso experience featuring espresso martinis and artisanal chocolates. Then, as soon as Grammy winners step off the Premiere Ceremony stage, they can share their initial reactions with the City National First Look camera backstage.

Beauty brand **Dove** is the Official Deodorant Partner of the 2026 Grammy Awards, reinforcing its commitment to music as a powerful cultural platform. This year, Dove is giving fans new ways to experience Music's Biggest Night, including the return of its Hot Seats powered by Whole Body Deo program, awarding three lucky fans a once-in-a-lifetime opportunity to attend the Grammys®. Dove will debut its Whole Body Deo campaign with the premiere of the Let Your Body Body commercial during the show. Dove, a proud co-founder of the CROWN Coalition, will serve as a sponsor of Grammy House's Women In The Mix®: In Session spotlighting women shaping culture and sound.



**Vaseline**, the Official Skincare Partner of the Grammy Awards, will bring luscious, lasting hydration all week leading up to the 2026 Grammy Awards on Sun, Feb. 1. For years, Vaseline has been the trusted beauty staple to bring radiance and hydration to the skin of performers, musicians and artists of all genres. The Vaseline Cocoa Radiant Lotion has been upgraded with Vitamin B3 and now offers 72 hours of moisture, so skin stays soft and luminous from the red carpet to the after party. Follow [@vaselinebrand](#) social handles to see how Vaseline lotions don't just play, they perform.

**Sharpie** joins the Recording Academy as the Exclusive Writing Brand Partner of the Grammys, marking a new chapter in the brand's commitment to self-expression. This year, Sharpie invites artists and fans to Make It Sharpie, Make It Legendary with the S-Gel Copper Pen, featuring a premium copper-metal body, bold black ink, and no smear, no smudge, no bleed technology. Like Sharpie's most iconic markers, it's designed for unforgettable signatures, delivering a smooth, elevated writing experience worthy of the Red Carpet. As part of the partnership, Sharpie will activate on Grammy Sunday with the Sharpie Fan Zone™ and at Grammy House for Women In The Mix: In Session.

**PEOPLE**, the Official Magazine Partner of the Grammy Awards, will be broadcasting from the Grammys Red Carpet with a live pre-show. Hosted by Janine Rubenstein and Patrick Gomez, "Red Carpet Live: 2026 Grammy Awards" will feature interviews with the world's leading performers and nominees. The PEOPLE & Entertainment Weekly Red Carpet Live will stream at 3:30 p.m. PT / 6:30 p.m. ET on Sun, Feb. 1 on [people.com](#), [ew.com](#) and their social platforms.

**Frontera Wines** proudly returns as the Official Wine Partner of the Grammy Awards this year. The #1 Chilean wine brand sold in the U.S., recognized among the most powerful wine brands in the world by the IWSR, Frontera offers an exciting plan: wine and music. They will showcase their wide range of varieties at various Grammy Week events and additionally host an exclusive experience for lucky winners worldwide, who will embark on a three-day, once-in-a-lifetime Frontera Wines Experience in Los Angeles, culminating in attendance at the Grammys main events. Join us in celebrating the perfect pairing of remarkable wines and unforgettable music, because Life Doesn't Wait!

**SiriusXM**, the Official Radio Platform of the Grammy Awards, is bringing The GRAMMY Channel back for its sixth year. The pop-up channel will feature a variety of music from the artists and albums nominated across the Grammy Awards Fields, all leading up to a live broadcast from the red carpet of Music's Biggest Night. The GRAMMY Channel will run for a limited time only from Jan. 19 through Feb. 1 in cars on SiriusXM channel 79 and any time on the SiriusXM app.

Live from Crypto.com Arena in Los Angeles and [hosted by Trevor Noah](#), the [2026 Grammy Awards](#) will be broadcast live on **Sun, Feb. 1, at 8 p.m. ET/5 p.m. PT** on the [CBS Television Network](#) and will be available to stream live and on demand on Paramount+. Prior to the Telecast, the Grammy Awards Premiere Ceremony will be broadcast live from the Peacock Theater at **3:30 p.m. ET/12:30 p.m. PT** and will be streamed live on [live.grammy.com](#) and on the [Recording Academy's YouTube channel](#).

See [here](#) for the full list of nominees at the 2026 Grammy Awards. Learn more about [how to watch the 2026 Grammy Awards](#).

## ABOUT THE RECORDING ACADEMY



The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the [Grammy Museum®](#), [advocates on behalf of music creators](#), supports music people in times of need through [MusiCares®](#), and celebrates artistic excellence through the [Grammy Awards](#) — music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Grammy Awards and the Recording Academy, please visit [Grammy and RecordingAcademy.com](#). For breaking news and exclusive content, join the Recording Academy's social communities on [Instagram](#), [YouTube](#), [TikTok](#), [Facebook](#), [LinkedIn](#), [Threads](#), and [X](#). For media assets, please visit the [Recording Academy Press Room](#).

###

#### **CONTACT**

**Britta Purcell**

Recording Academy

[britta.purcell@grammy.com](mailto:britta.purcell@grammy.com)