

Corrigendum: Corporate narratives in Olympic and Paralympic sponsorship: hybridity in the Milan-Cortina 2026 winter games

It has come to the attention of the publisher that the article Nicolliello M (2026), “Corporate narratives in Olympic and Paralympic sponsorship: hybridity in the Milan-Cortina 2026 winter games”. *International Journal of Sports Marketing and Sponsorship*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJSMS-06-2025-0289>, has been published with the incorrect author name in one of the references and its respective citation.

The incorrect reference is:

O'Reilly, N. and Nadeau, J. (2006), “Revenue generation in professional sport: a diagnostic analysis”, *International Journal of Sport Management and Marketing*, Vol. 1 No. 4, pp. 311-330.

This should be corrected as:

O'Reilly, N.J. and Nadeau, J. (2006), “Revenue generation in professional sport: a diagnostic analysis”, *International Journal of Sport Management and Marketing*, Vol. 1 No. 4, pp. 311-330.

The publisher asks that references information be entered correctly at submission and confirmed at article proofing stage.

