

# Sponsorship in Women's Football

July 2023

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## INTRODUCTION

Scope Key takeaways Women's football: Consistent sponsorship needed for continued long-term growth

### REASONS FOR INVESTMENT

Reaching a unique audience: Women's sports fans Superstars draw young fans online Brands can signal their support for women NWSL sponsors highlight their dedication to women's equality Nike reaches key audience with women's football ads Women's football games engage families providing opportunities for brands Reaching the engaged fan: Women's sports social media engagement

#### WHY NOW?

Expansion on the horizon, but still much room for growth Growth and expansion of professional women's leagues Professionalisation spurs advancement in Liga F South Africa and the women's football global network Inconsistency the biggest problem in women's football game attendance Women's attendance is substantially smaller than men's, but is showing s trong g rowth Many people are watching women's football, and that number is growing

#### WHERE ARE THE OPPORTUNITIES AND FOR WHO?

Pros and cons of bundling men's and women's sponsorships Downsides of bundling men's and women's Sponsorships The Women's World Cup in 2023: Growth and opportunity Women's football sponsorship: Strong in some categories, room for growth in others Opportunities for investment: Sporting goods and apparel - adidas

#### KEY TAKEAWAY

Key summary

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