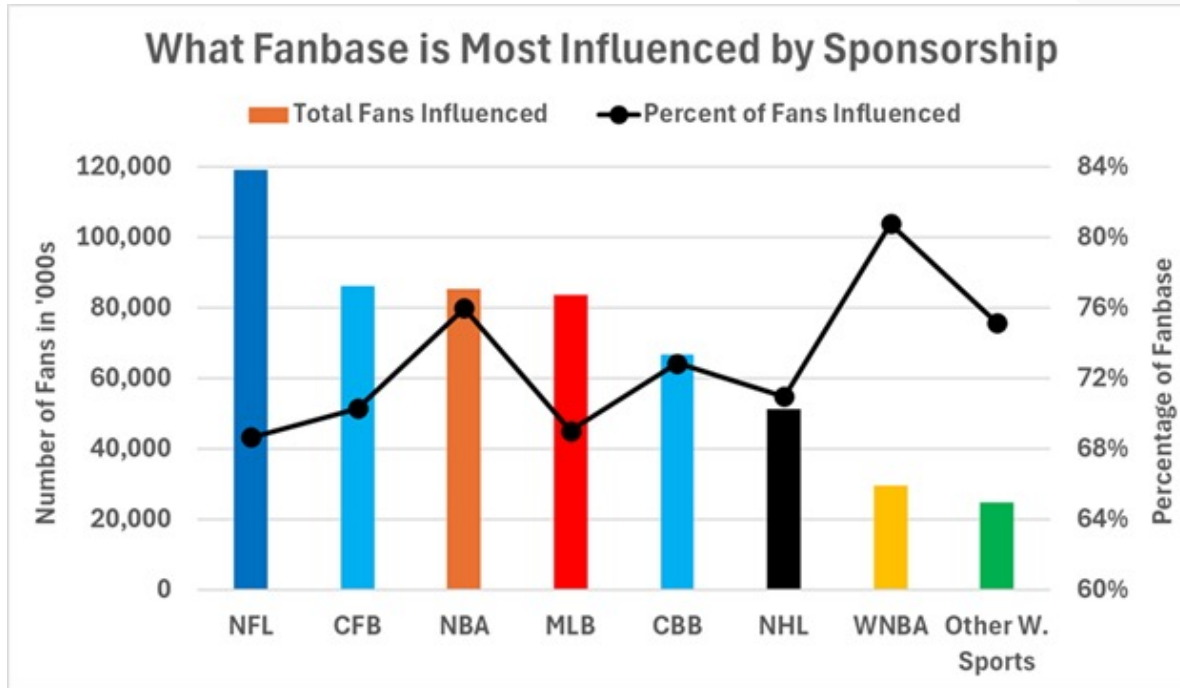




The Sponsorship Influence on the Female Fanbase



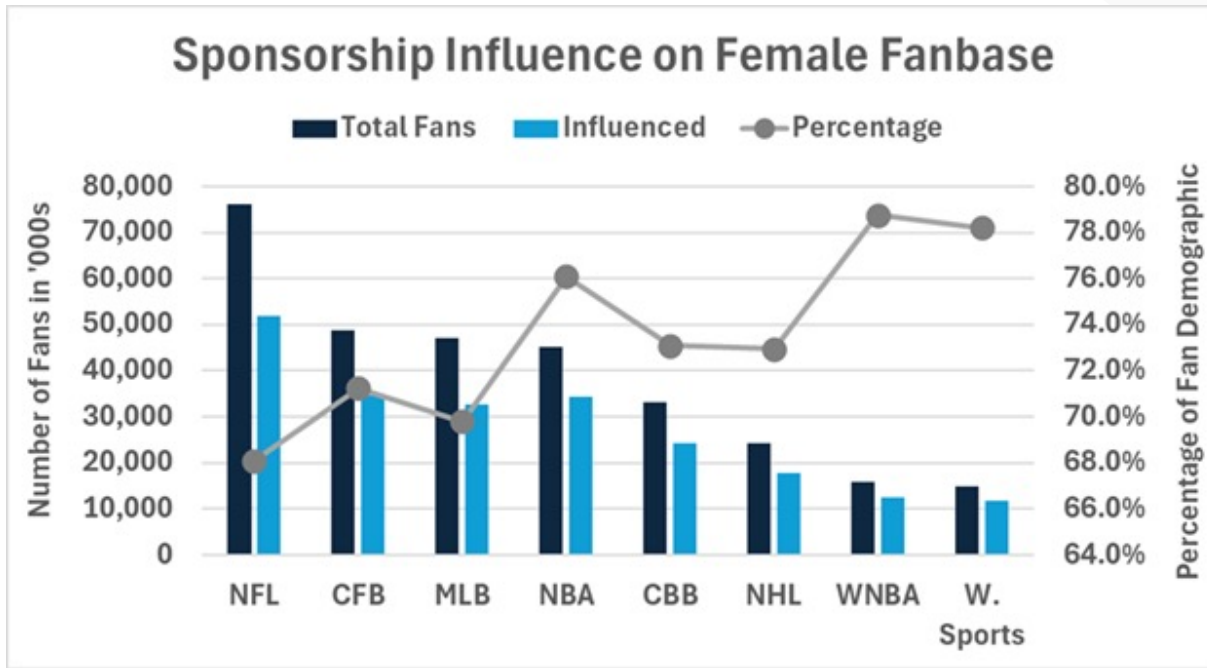
The article discusses the influence of sponsorship on various sports and their fans, highlighting that the WNBA and women's sports have the highest percentage of fans influenced by sponsorship. It emphasizes the importance of female and young fans in the sports industry and the role of social media in increasing sponsorship influence. Overall, it provides valuable insights for potential sponsors to maximize their sponsorship deals.

Source: SBRnet 2023 Annual Study of Sports Fans





Female Fans are More Influenced by Sponsor Messaging

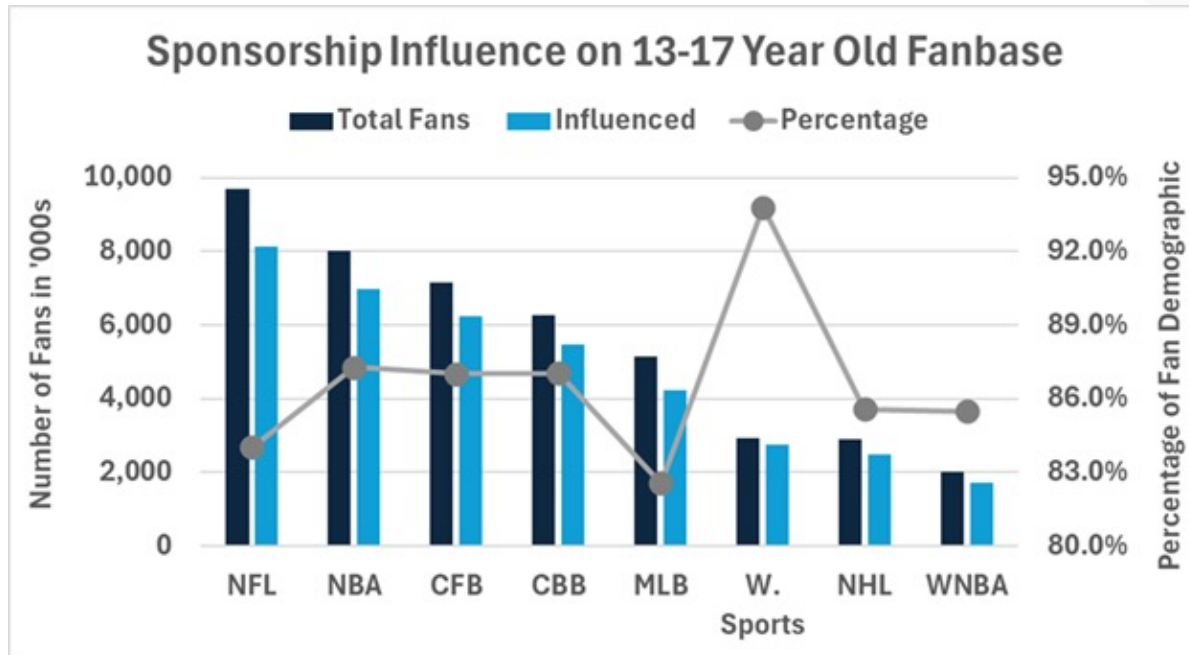


Female sports fans are often overlooked in sports sponsorships, but they are an important group. About 67.4% of all female sports fans are influenced by sponsorship when making purchases. Only three sports have a fanbase that is 43% or more female - Other Women's Sports, WNBA, and NFL. Female WNBA and Women's sports fans are 15% more likely to be influenced by sponsorship compared to female NFL fans, with over 78% of them saying that sponsorship has influenced their purchasing decisions. This provides brands with opportunities to benefit from sponsorship deals in the growing women's sports industry.

Source: SBRnet 2023 Annual Study of Sports Fans



Women's Sports are a Great Vehicle to Reach Younger Sports Fans

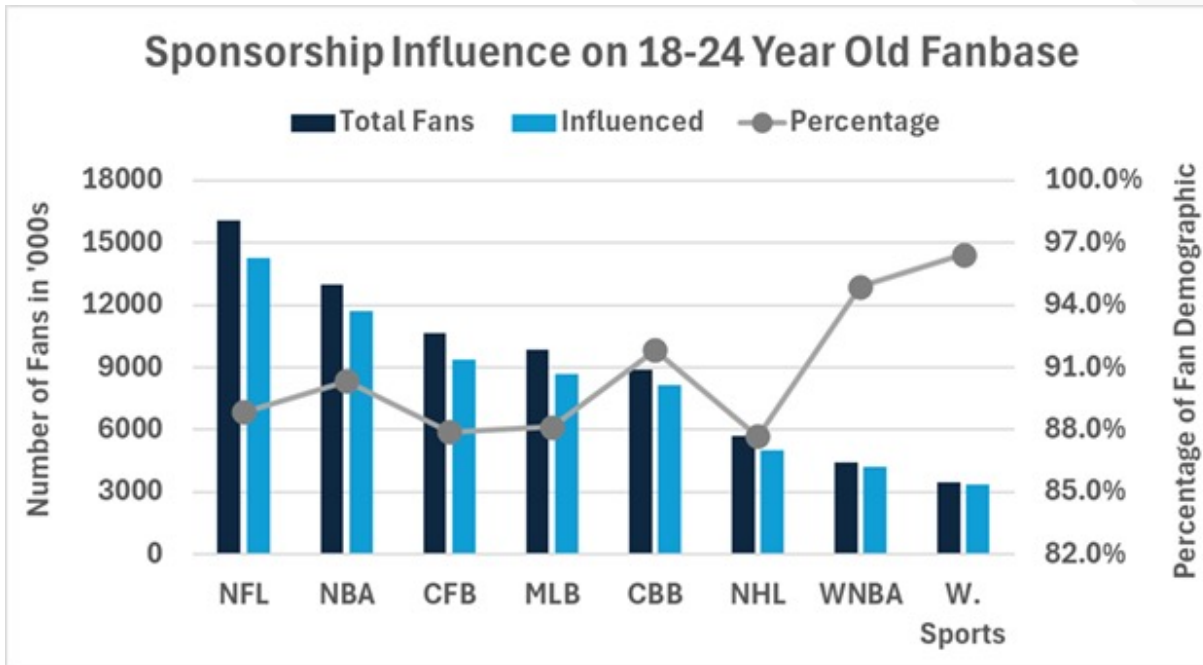


Sponsors looking to make a lasting impact on their brand often prioritize the younger demographic, which is one of the most important. In this regard, Women's Sports show promise as they have a higher percentage of younger fans compared to most of the American "big 6" sports. According to our data, 6.7% of sports fans are between the ages of 13 and 17. Among the eight sporting leagues analyzed, women's sports have the highest percentage of fans in this age bracket. Interestingly, Women's Sports have more 13–17-year-old fans than the NHL, despite the NHL having more than double the total number of fans.

Source: SBRnet 2023 Annual Study of Sports Fans



Women's Sports are a Great Vehicle to Reach Younger Sports Fans



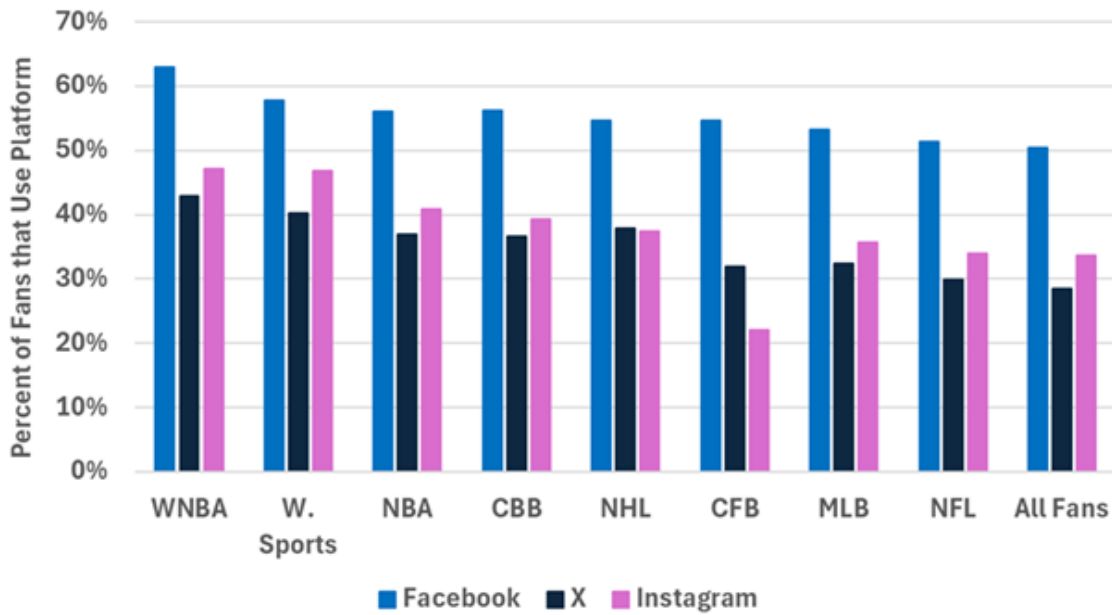
The 18-24 age group is significant for the WNBA, Women's Sports, and NBA, with over 10% of their fan bases falling into this category. However, there are differences in sponsorship influence among the three leagues. Data shows that approximately 95% of WNBA and Women's Sports fans aged 18-24 are influenced by sponsorships, while the figure stands at 90% for the NBA..

Source: SBRnet 2023 Annual Study of Sports Fans



Social Media is The Way to Reach both Female & Younger Sports Fans

Big 3 Social Media Usage by Fans

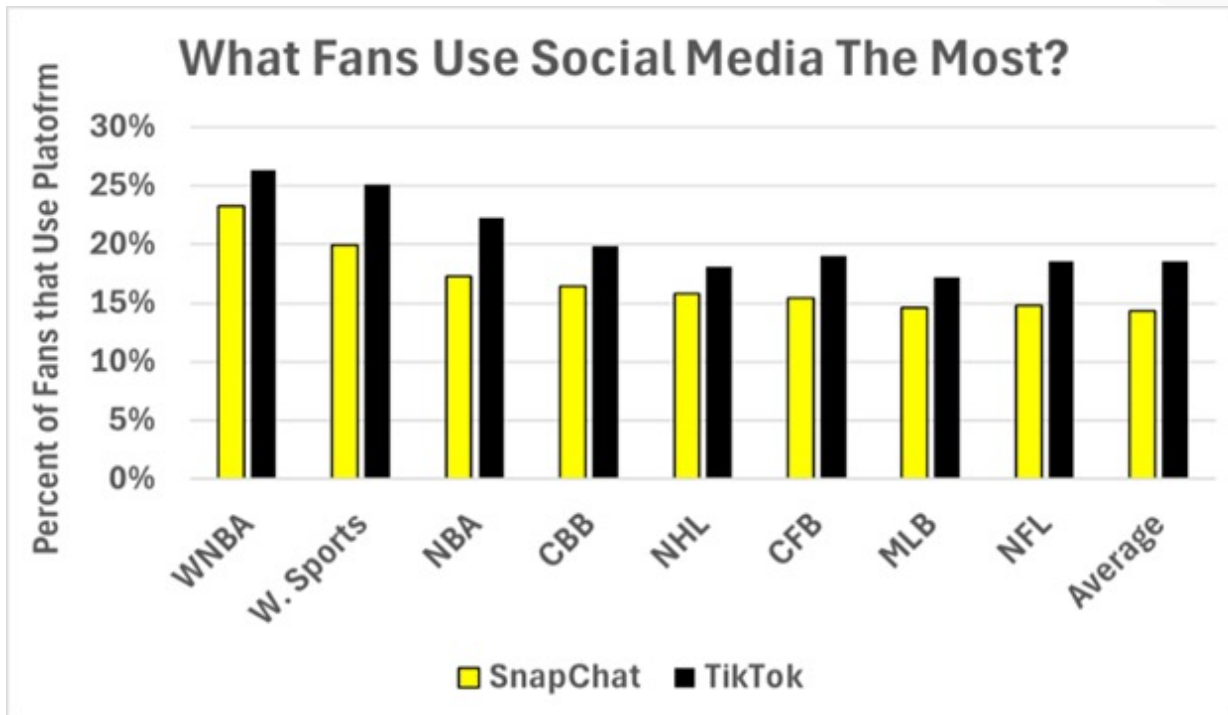


Social media is a platform where people can follow their favorite athletes, teams, and sports. When fans follow their favorite entities on social media, it creates a stronger bond between them. This bond makes fans more likely to listen to what their favorite athletes or teams have to say.

Source: SBRnet 2023 Annual Study of Sports Fans



Fans of Women's Sports Use Social Media the Most



According to the charts, the WNBA and women's sports have the highest percentage of their fan base on social media, with the NBA not too far behind. This correlates with the sponsorship influence charts, where we see the WNBA and women's sports at the top as well. This means these sports have more influence on sponsors, and therefore, having more fans on social media increases the sponsorship influence of a sport, further proving the value of the WNBA and women's sports.

Source: SBRnet 2023 Annual Study of Sports Fans

