SPONSOR UNITED

WOMEN IN SPORTS 2022
Launched in 2018, SponsorUnited is the leading global sports and entertainment intelligence platform, delivering real-time trends and on-demand research that provide invaluable insights.

With over 10M assets, 700K deals, 200K brands and 30K properties across sports, media, music and entertainment, our SaaS database enables brands, properties and agencies to partner more effectively. By connecting the entire sponsorship ecosystem through the most comprehensive data available anywhere, SponsorUnited is fueling smarter partnerships.

SponsorUnited recently debuted at No. 145 on the 2022 Inc. 5000 list—the most prestigious ranking of the fastest-growing private companies in America.
# TABLE OF CONTENTS

4-5
INTRODUCTION

6
TAKEAWAYS

7-20
TRENDS

21-24
BRAND ACTIVATIONS

25-40
LEAGUE SPOTLIGHT

## Leagues included in report:

- WNBA
- NWSL
- LPGA
- WTA
- NCAA
- Women's Super League
- Liga F
- Big Bash League
- AFL
- NRL Telstra Premiership
- Netball Superleague
- Suncorp Super Netball
- World Netball

This report was compiled using SponsorUnited's proprietary platform data from September 2021 through September 2022. Social data compiled from property or person-controlled Instagram, Facebook, Twitter, TikTok and LinkedIn accounts and social activity. The leagues included in this report are as follows: WNBA, NWSL, LPGA, WTA, NCAA, Women’s Super League, Liga F, Big Bash League, AFL, NRL Telstra Premiership, Netball Superleague, Suncorp Super Netball and World Netball.
Without question, the momentum of women’s sports—both in the sponsorship universe and the public domain—continues to snowball. The evidence is everywhere. In the last year, deals with teams and leagues grew 21%, while athletes inked 18% more partnerships. Across 15 professional women’s leagues, 3,500 brands bought 5,650 sponsorships or media deals. Meanwhile, the advent of “name, image and likeness” (NIL) deals in the NCAA has seen female college standouts sell 680 partnerships across more than 350 brands, engaging 30M followers in the process.

Indeed, the power of female athletes to win over audiences is undeniable—and their proven clout on social media is giving them long-overdue financial visibility. For the third straight year, brands performed better with women’s tennis players: female stars engaged 53M followers with branded posts, versus 38.5M for male players. In the collegiate NIL space, female athletes generate 4x more total audience engagement and 7x more engagement per deal than their male counterparts, despite having fewer than half as many partnerships—which may compel brands that traditionally favor men’s sports to revisit their marketing strategies.
Women's sports are also attracting fans in record numbers. This season's 25 WNBA games saw a 19% spike in viewership compared to 2021—the highest in 15 years. Overseas, the 2022 UEFA Women's EURO Tournament, held in England last July, set new attendance records for both a single game (87,192) and the tournament overall (574,875).

We're excited to unveil our inaugural Women In Sports 2022 report. Authored jointly by SponsorUnited's Marketing, Analytics, and Business Intelligence teams, it delivers an in-depth analysis of more than 350 athletes, 7,100 deals, and over 33,000 posts between leagues, teams, athletes, and brands from September 2021-September 2022.

Among other key findings, the report reveals how social media is helping markedly grow the popularity of women's sports on the global stage—and how an ever-expanding array of brands, industries and properties are leveraging this momentum to elevate the universe of women's athletics to unprecedented heights.
The number of sponsorships in women's professional sports climbed 20% year over year.

With a 30% increase in deals, Finance—the most active category—also grew the most. From a property standpoint, the LPGA was the fastest growing league, securing nearly 1,000 brand partnerships.

Alex Morgan was the most endorsed female athlete.

With 27 brand endorsements, the NWSL star had more deals than any NFL, NBA, MLB, MLS or NHL athlete. Her total social media following increased to 20M, more than all MLS teams combined.

Over the past 12 months, Finance, Apparel and Beverage (Non-Alcoholic) were the fastest growing categories.

Hotels/Resorts, TV Streaming Networks, and Banking also flooded the market with an array of new deals.

The top three women's sports leagues by deal volume were LPGA, WTA and NWSL.

The NWSL averaged 37 deals per team—more than any other women's sport*. The per-team average across all sports was 20 deals.

NWSL teams, WNBA teams and LPGA tournaments were the most searched leagues.

The most searched sports team among women's professional leagues was Angel City FC, a newcomer to the NWSL in 2022.

College gymnast Olivia Dunne, WTA player Iga Swiatek and soccer player Alisha Lehman quickly became the most popular athletes in the social world.

The three stars were the only athletes to average more than 1M engagements each for their endorsers.

*NWSL 2022 season still in progress
TRENDS
MOST ACTIVE CATEGORIES

Ranked by total sponsorship deals among all women's leagues and teams

Financial
316

Most Active Brands

Beverage (Non-Alcoholic)
201

Most Active Brands

Apparel & Accessories
265

Most Active Brands

Business Services
195

Most Active Brands

Media
228

Most Active Brands

Leisure & Recreation
184

Most Active Brands

Automotive
216

Most Active Brands

Beverage (Alcoholic)
184

Food Products
175

Healthcare
213

Most Active Brands
Financial brands’ already impressive dominance grew. Not only did the category lead in deals, it also increased the most overall YoY, underscoring women's sports' burgeoning appeal to the industry.

Apparel & Accessories controlled the top. The category comprised three of the leading five brands across women's sports.

Lavazza took on the industry giants. The only brand in the top 10 not owned by PepsiCo or Coca-Cola, the coffee products maker had over 55% of its deals within women's sports*–primarily the WTA.

*Average engagement per post across Instagram, Twitter, TikTok and Facebook

*Including WTA and ATP combined events
NOTABLE CATEGORY GROWTH
Leading sponsorship growth categories with the most active brands

**Hotel & Resort**
- **76% deal increase**
- Hotel & Resort's growth in deal count derived from a slew of brands rather than a few big players. This fast growing category expanded thanks to over 35 different brands adding deals in small increments.

**TV & Streaming**
- **63% deal increase**
- Amazon’s further expansion in the WNBA led streamers in women's sports. Having already begun streaming WNBA games in 2021, Amazon extended its relationship with the league this year, showcasing the value of women's sports in the highly competitive streaming world.

**Banking**
- **49% deal increase**
- Banking closed in on the top spot. Led by Ally Financial and other major institutions, the Finance sector gained ground on the current industry leader, Apparel & Accessories.
The LPGA signed nearly 1,000 partnerships, spurring the highest growth in deals of any league.
**LEAGUE SOCIAL GROWTH**

Engagement generated by branded social posts across leagues and their teams since 2019

- The LPGA, WNBA and WTA all saw an increase in total engagement compared to 2021.
- The NWSL continued to be the most active league on social media, sharing over 6,000 branded posts.
- WTA garnered the highest engagement rate of any league (2.5%), despite posting the least. No other league surpassed 1%.

*Average engagement per post across Instagram, Twitter, TikTok and Facebook

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Engagement is Everything

- The LPGA, WNBA and WTA all saw an increase in total engagement compared to 2021.
- The NWSL continued to be the most active league on social media, sharing over 6,000 branded posts.
- WTA garnered the highest engagement rate of any league (2.5%), despite posting the least. No other league surpassed 1%.

*NWSL 2022 season in progress*
Despite a smaller following, golfers have grown their engagement rate for four years straight, to a current league-best of 5%.

Tennis players shared as many sponsored posts collectively as the WNBA, NWSL and LPGA combined.

Iga Swiatek (48%) and Alex Morgan (40%) dominated engagement in the WTA and NWSL.

Danielle Kang (18%) and Tea Cooper (14%) engaged fans on a smaller scale in the PGA and WNBA.

*Average engagement per post across Instagram, Twitter, TikTok and Facebook

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ATHLETE/TEAM SOCIAL PERFORMANCE

Average engagement of athletes vs. clubs and leagues

Average engagement per post across Instagram, Twitter, TikTok and Facebook

*Across all DI collegiate athletes

<table>
<thead>
<tr>
<th>Athletes</th>
<th>Teams/Leagues/Assoc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTA</td>
<td>2,500</td>
</tr>
<tr>
<td>NWSL</td>
<td>5,000</td>
</tr>
<tr>
<td>WNBA</td>
<td>7,500</td>
</tr>
<tr>
<td>NCAA</td>
<td>10,000</td>
</tr>
<tr>
<td>LPGA</td>
<td>12,500</td>
</tr>
<tr>
<td>NIL*</td>
<td>0</td>
</tr>
</tbody>
</table>

Average across Leagues*

*Across all DI collegiate athletes
**CATEGORY OPPORTUNITIES**

Categories with a high percentage of available property opportunities, plus recent brand success stories

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### NFTs

Socios.com was one of only three NFT brands in women's sports. The Minnesota Lynx and Valencia CF were the only teams with a sponsorship deal in the category.

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### BETTING SERVICES & DFS

Betting Services and Daily Fantasy brands barely scratched the sponsorship surface. Within the category, just 30 brands bought sponsorship or media deals. Sorare, Caliente.mx, BetMGM and FanDuel had multiple partnerships.

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### BEER

Michelob Ultra and Mahou led the category in sponsorship growth. The Anheuser-Busch-owned brand added seven domestic deals to its portfolio, while the Spanish brewing company inked its first deal with Liga F.

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**Open Opportunity (% Available)**

<table>
<thead>
<tr>
<th></th>
<th>Men's*</th>
<th>Women's</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFTs</td>
<td>74%</td>
<td>99%</td>
</tr>
<tr>
<td>BETTING SERVICES &amp; DFS</td>
<td>52%</td>
<td>89%</td>
</tr>
<tr>
<td>BEER</td>
<td>36%</td>
<td>75%</td>
</tr>
</tbody>
</table>

*Men's leagues used: NA, Major Pro Sports, Serie A, Premier League, La Liga, Ligue 1, Bundesliga, PGA Tour, ATP Tour

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SPONSORUNITED SEARCH

NWSL takes the top spot, with WNBA close behind. The top two properties account for over half of all searches in women's sports.

Search Volume by League

- NWSL
- WNBA
- LPGA
- WTA
- European Football
- Cricket
- Netball
- Rugby

Top Searched Properties

- Angel City FC
- Kansas City Current
- Chicago Sky
- Washington Mystics
- Las Vegas Aces
- Seattle Storm
- NY/NJ Gotham FC
- Chicago Red Stars
- Houston Dash

2022 newcomer, Angel City FC, was the 3rd most searched property overall, and 1st within the NWSL. Only the WNBA and NWSL league profiles were searched more.
COLLEGE SPORTS: NIL COMPARISON

In collegiate NIL deals, women outperformed men in both deal growth and engagement. Women athletes have seized the massive opportunity presented by the NCAA’s approval of NIL deals to forge high-profile brand partnerships across social media.

Deal Growth Since 2021

<table>
<thead>
<tr>
<th>Sport</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soccer</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Gymnastics</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Baseball / Softball</td>
<td>150</td>
<td>200</td>
</tr>
<tr>
<td>Basketball</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

Total Engagement Share Per Sport (Women's Share)

- **Soccer**: 85% Engagement Rate
- **Basketball**: 64% Engagement Rate
- **Baseball / Softball**: 89% Engagement Rate

**Football athletes increased by 500+**

H&R Block × Lauren Burke 22% Engagement Rate

Chicago White Sox × Kalyssa Van Zanten 30% Engagement Rate

PSD Underwear × Hanna Cavinder 450K Total Engagements
TOP 10 MOST ENDORSED ATHLETES

Ranked by total deal volume

Alex Morgan
NWSL
27 deals

Serena Williams
WTA
26 deals

Naomi Osaka
WTA
23 deals

Lexi Thompson
LPGA
21 deals

Cavinder Twins
College Basketball
21 deals

Leyla Fernandez
WTA
20 deals

Ali Krieger
NWSL
17 deals

Sue Bird
WNBA
17 deals

Venus Williams
WTA
17 deals

Olivia Dunne
College Gymnastics
15 deals

Updated 10/18/22: Hanna and Hailee Cavinder promote brands together on their combined social media account.
TOP ENDORSED ATHLETES BY SPORT

 Ranked by total deal volume (includes three most active brands)

NWSL
Alex Morgan
27 deals
Molecule Sleep, GoGo squeeZ, Body Armor

WTA
Serena Williams
26 deals
Gatorade, Nike, Ubrelvy

LPGA
Lexi Thompson
21 deals
Rocket Mortgage, iCapital Network, Velocity Global

College Softball
Lauren Burke
20 deals
Plynk Invest, REVOLVE, H&R Block

College Basketball
Cavinder Twins
21 deals
Champ Sports, PSD Underwear, Sleeper

WNBA
Sue Bird
17 deals
CollectibleXchange, Corona, Coinbase

College Gymnastics
Olivia Dunne
15 deals
Vuori, American Eagle, Bartleby Technology

College Track & Field
Masai Russell
14 deals
Gymshark, Linktree, Champ Sports

European Soccer
Christiane Endler
14 deals
adidas, Gatorade, KIA

College Wrestling
Marlee Smith
10 deals
Vantage Athletic, Degree, ZAFUL.com

Updated 10/18/22: Hanna and Hailee Cavinder promote brands together on their combined social media account.
TOP ENDORSED ATHLETES BY SPORT

Ranked by total deal volume (includes three most active brands)

**College Volleyball**
Chloe Vivian Mitchell
10 deals
PlayBooked, Fabletics, Thirdlove

Jannell Fitzgerald
10 deals
Aelfric Eden, DoorDash, JCPenney

**College Golf**
Rachel Heck
6 deals
Nike, PING, Stifel

**Collegiate Soccer**
Charlotte Teeter
5 deals
Clearcover, Degree, Vofspace

**College Aquatics**
Maggie Mac Neil
3 deals
Penzoil, SPEEDO, FINA

**College Tennis**
Jayci Goldsmith
3 deals
Adidas, Belk, Princess Polly

**College Cheerleading**
Jada Wooten
3 deals
American Eagle, Rowdy Energy, PrettyLittleThing

**College Lacrosse**
Megan Carney
2 deals
APEX Entertainment, The Players Trunk

**College Hockey (Field / Ice)**
Erin Matson
2 deals
Personify, Longstreth

Chayla Edwards
2 deals
Clearcover, Degree

Catie Boudiette
2 deals
SEAA Vision, Mina Nails and Spa

Rachel Heck
6 deals
Nike, PING, Stifel

Top endorsed athletes by sport with their deals and associated brands.
BRAND ACTIVATIONS
The **Seattle Storm** has made major gains across its digital marketing efforts in the past five years, helping raise the team's deal volume ranking in the WNBA to #1 from #9.

**Commissioner's Cup Campaign - "Treasure Island"**

This season, **Coinbase** partnered with the Seattle Storm to present the team's 2022 Commissioner's Cup campaign, "Treasure Island". To defend their title, each season win raised $2,000 for the ACLU of Washington, while a loss raised $500. The team's owners doubled the donation.

**Social Match**

The Storm shared over 100 posts with Coinbase last season across Twitter, Facebook and Instagram, ranking second among Coinbase's partners behind NBA 2K.

**TOP 5 In-Season Social Follower Growth Across WNBA Teams (20%)**

- **0%**
- **5%**
- **10%**
- **15%**
- **20%**
- **25%**

**WNBA** Average

- **Storm**

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BRAND GROWTH
The top growing brands over the last year

New & Returning Brands Entering Women's Leagues

**Epson Takes Top Spot in Electronics**
Epson's official partnership with the LPGA has catapulted them to the top of the category among all sports.

**Ally Grows Within Finance**
After pledging gender parity in sponsorship and media spending, Ally Financial has kept its promise, becoming the second most active banking brand in women's sports.
SOCIAL CAMPAIGN STANDOUTS

Property social campaigns that notably outperformed their league counterparts

**FC Barcelona x Stanley**
- **Total Engagement**: 1.2M
- **Posts**: 145+
- **Followers Engaged**: 0.66%

The Stanley and FC Barcelona partnership produced the only team social campaign with over 1M engagements in the last 12 months.

**Angel City FC x Crypto.com**
- **Total Engagement**: 250K
- **Posts**: 150+
- **Followers Engaged**: 1.13%

In its inaugural season, Angel City FC dominated the NWSL social scene: its partnership with Crypto.com generated over 4x the total engagement of the next best team/brand partnership.

**Serie A x TIMvision**
- **Total Engagement**: 140K
- **Posts**: 1,000+
- **Followers Engaged**: 0.60%

The Serie A & TIMvision partnership was one of two women’s sports deals with more than 1K social media posts over the last year.

*Average engagement per post across Instagram, Twitter, TikTok and Facebook*
LEAGUE SPOTLIGHT
In the LPGA, Food Products racked up the most sponsorship agreements of any category in the last year—in stark contrast to its 17th-place ranking in the PGA.

### Most Active Brands
1. Rolex
2. AON
3. Coca-Cola
4. Girls Golf LPGA
5. Pepsi
6. Gatorade
7. Imperial
8. Epson
9. Adidas
10. Acer

### Athletes
1. Lexi Thomson
2. Danielle Kang
3. Albane Valenzuela
4. Jessica Korda
5. Brooke Henderson
6. Lydia Ko
7. Georgia Hall
8. Leona Maguire
9. Nelly Korda
10. Madelene Sagstrom

### LPGA & PGA Comparison

<table>
<thead>
<tr>
<th></th>
<th>Deal Growth (since '19)</th>
<th>Brand Growth (since '19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Product (LPGA)</td>
<td>75%</td>
<td>73%</td>
</tr>
<tr>
<td>Food Product (PGA)</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

### Food Deals Soar

- **Food Products**: The highest number of deals among all categories.
- **Consumer Products**: Slightly fewer deals than Food Products.
- **Financial**: Moderate number of deals.
- **Apparel & Acc.**: Fewer deals compared to Food Products and Consumer Products.
- **Beverage (Alcohol)**: Lower in comparison to the other categories.
TOP SOCIAL PERFORMERS: LPGA

Ranked by average engagement

**Danielle Kang**
- Average Engagement: 11K
- Total Branded Engagement: 995K
- Brands: 13
- Most Engagements

**Lydia Ko**
- Average Engagement: 9K
- Total Branded Engagement: 983K
- Brands: 10

**Lexi Thompson**
- Average Engagement: 8K
- Total Branded Engagement: 425K
- Brands: 20

**Charley Hull**
- Average Engagement: 7K
- Total Branded Engagement: 218K
- Brands: 6

**Brooke Henderson**
- Average Engagement: 6K
- Total Branded Engagement: 563K
- Brands: 11

**Leona Maguire**
- Average Engagement: 2K
- Total Branded Engagement: 129K
- Brands: 10

**Georgia Hall**
- Average Engagement: 2K
- Total Branded Engagement: 163K
- Brands: 8

**Madelene Sagstrom**
- Average Engagement: 1K
- Total Branded Engagement: 81K
- Brands: 11

*Minimum 15 branded posts*
Amazon Takes the WNBA Global

Amazon and the WNBA reached a multi-year deal to stream an array of regular season games, as well as the Commissioner’s Cup on Prime Video—marking the first time Amazon has held exclusive global streaming rights for a women’s pro sports league.

Since 2019, SU has tracked an increase of over 1,000% in deals between brands and WNBA athletes. More viewers drew new sponsors. The WNBA saw a 19% increase in viewers over the last season, giving the league its highest viewership in nearly 15 years.

WNBA Athlete Deals Have Surged

Deal Count

2019 2020 2021 2022

1 2 3 4 5

More viewers drew new sponsors. The WNBA saw a 19% increase in viewers over the last season, giving the league its highest viewership in nearly 15 years.

Most Active

Brands

Teams

Since 2019, SU has tracked an increase of over 1,000% in deals between brands and WNBA athletes. More viewers drew new sponsors. The WNBA saw a 19% increase in viewers over the last season, giving the league its highest viewership in nearly 15 years.
TOP SOCIAL PERFORMERS: WNBA

Ranked by average engagement

**Tea Cooper**
- Average Engagement: 22K
- Total Branded Engagement: 352K
- Brands: 3
- Most Engagements: 352K

**Dearica Marie Hamby**
- Average Engagement: 10K
- Total Branded Engagement: 184K
- Brands: 4
- Most Engagements: 184K

**Skylar Diggins-Smith**
- Average Engagement: 10K
- Total Branded Engagement: 318K
- Brands: 9
- Most Engagements: 318K

**Sue Bird**
- Average Engagement: 10K
- Total Branded Engagement: 288K
- Brands: 17
- Most Engagements: 288K

**Candace Parker**
- Average Engagement: 9K
- Total Branded Engagement: 168K
- Brands: 12
- Most Engagements: 168K

**Natasha Cloud**
- Average Engagement: 6K
- Total Branded Engagement: 187K
- Brands: 2
- Most Engagements: 187K

**Breanna Stewart**
- Average Engagement: 4K
- Total Branded Engagement: 177K
- Brands: 11
- Most Engagements: 177K

**Nneka Ogwumike**
- Average Engagement: 2K
- Total Branded Engagement: 55K
- Brands: 12
- Most Engagements: 55K

*Minimum 15 branded posts*
Wilson Wins with Women

Wilson Sporting Goods, the most active sponsor of racquet sport athletes, finds significantly higher social engagement with WTA players vs. ATP Players. By total engagement, 8 of Wilson’s top 10 partnerships are with female tennis athletes.

Wilson Sporting Goods Top 10 Engaged Social Campaigns

Women’s Tennis Athletes
Male’s Tennis Athletes

Hologic & WTA Create Milestone Partnership

The partnership will allow the WTA and the medtech brand to further their joint mission to promote women’s sports, while advancing women’s healthcare across the globe.

The brand reach of the WTA and its players has vastly improved Holigic’s social performance, increasing total engagement in the last year by over 1000%. 

Most Active Brands

Wilson

Gold box = league partner

Athletes

Serena Williams
Naomi Osaka
Garbine Muguruza
Leylah Fernandez
Barbora Krejčíková

Karolina Pliskova
Emma Raducanu
Eugenie Bouchard
Danka Kovinčič
Iga Świątek

Hologics & WTA create milestone partnership.
TOP SOCIAL PERFORMERS: WTA

Players ranked by average engagement

Emma Raducanu
Average Engagement: 85K
Total Branded Engagement: 4.2M
Brands: 7
Most Engagements

Ons Jabeur
Average Engagement: 40K
Total Branded Engagement: 958K
Brands: 5
Most Engagements

Serena Williams
Average Engagement: 84K
Total Branded Engagement: 6.3M
Brands: 19

Naomi Osaka
Average Engagement: 38K
Total Branded Engagement: 1.7M
Brands: 15

Iga Swiatek
Average Engagement: 69K
Total Branded Engagement: 17M
Brands: 5

Garbine Muguruza
Average Engagement: 34K
Total Branded Engagement: 2.2M
Brands: 9

Paula Badosa
Average Engagement: 45K
Total Branded Engagement: 1M
Brands: 4

Leylah Fernandez
Average Engagement: 28K
Total Branded Engagement: 1.6M
Brands: 14

*Minimum 15 branded posts
More than half of WSL teams have partnered with Financial brands—the most with any category. In early 2022, the league extended its naming rights agreement with Barclays to the second-tier “Barclays Women’s Championship.” The deal will now run until 2025. With this agreement, Barclays committed to invest £30 million—twice its original investment.

In March 2021, the FA announced a landmark TV rights deal with Sky Sports and the BBC, believed to be the largest domestic women’s football TV deal in history. Thanks to the three-year, multi-million-pound-per-year deal, the WSL will receive 75% of revenue, with the remaining 25% going to the second-tier Women’s Championship.
TOP SOCIAL PERFORMERS: BARCLAYS WOMEN'S SUPER LEAGUE

Ranked by average engagement

<table>
<thead>
<tr>
<th>Player</th>
<th>Average Engagement</th>
<th>Total Branded Engagement</th>
<th>Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alisha Lehman</td>
<td>461K</td>
<td>8.8M</td>
<td>5</td>
</tr>
<tr>
<td>Vivianne Miedema</td>
<td>19K</td>
<td>576K</td>
<td>6</td>
</tr>
<tr>
<td>Denya Castellanos</td>
<td>19K</td>
<td>856K</td>
<td>7</td>
</tr>
<tr>
<td>Fran Kirby</td>
<td>10K</td>
<td>124K</td>
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<tr>
<td>Vicky Losada</td>
<td>9K</td>
<td>137K</td>
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<tr>
<td>Rachel Daly</td>
<td>8K</td>
<td>234K</td>
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<tr>
<td>Shanice van de Sanden</td>
<td>4K</td>
<td>94K</td>
<td>2</td>
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<tr>
<td>Shelina Zadorsky</td>
<td>4K</td>
<td>54K</td>
<td>3</td>
</tr>
</tbody>
</table>

*Minimum 10 branded posts
A Peek Into Local Partnerships

Brands have invested in their local teams with jersey patch exposure and more.

Teika (Valencia) supported Valencia CF, Levante and Villareal.

Euskaltel (Basque Country) supported Real Sociedad, Athletic Club and Elbar.

Mahou (Madrid) supported Madrid CFF, Atlético Madrid, Real Madrid and Rayo Vallecano.
## TOP SOCIAL PERFORMERS: LIGA F

Ranked by average engagement

<table>
<thead>
<tr>
<th>Player</th>
<th>Average Engagement</th>
<th>Total Branded Engagement</th>
<th>Brands</th>
<th>Most Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexia Putellas</td>
<td>80K</td>
<td>2.5M</td>
<td>10</td>
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<tr>
<td>Maria (Mapi) Leon</td>
<td>26K</td>
<td>491K</td>
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<td>Aitana Bonmai</td>
<td>22K</td>
<td>241K</td>
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<td>Maria Isabel Rodriguez</td>
<td>12K</td>
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<tr>
<td>Fridolina Rolfo</td>
<td>11K</td>
<td>148K</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Athenea del Castillo</td>
<td>11K</td>
<td>83K</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Virginia Torrecilla</td>
<td>8K</td>
<td>114K</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Irene Paredes</td>
<td>6.5K</td>
<td>128K</td>
<td>3</td>
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</tr>
</tbody>
</table>

*Minimum 10 branded posts*
In terms of brands buying sponsorships or media, the NWSL has grown by over 150% since 2019—more than 4x the brand growth of the MLS in the same period.

Led by Ally Financial—the only league-wide kit sponsor in sports—the Financial category tops the list by deal count with the NWSL. The league is also one of two (along with the WNBA) in which Healthcare ranks among its top 5 categories by deal count.
TOP SOCIAL PERFORMERS: NWSL

Ranked by average engagement per branded post

**Alex Morgan**
- Average Engagement: 55K
- Total Branded Engagement: 2.5M
- Brands: 13
- Most Engagements: 2.5M

**Ashlyn Harris**
- Average Engagement: 16K
- Total Branded Engagement: 354K
- Brands: 8

**Megan Rapinoe**
- Average Engagement: 13K
- Total Branded Engagement: 539K
- Brands: 11

**Ali Krieger**
- Average Engagement: 10K
- Total Branded Engagement: 335K
- Brands: 15

**Abby Dahlkemper**
- Average Engagement: 6K
- Total Branded Engagement: 122K
- Brands: 5

**Janine Beckie**
- Average Engagement: 6K
- Total Branded Engagement: 160K
- Brands: 5

**Samantha Mewis**
- Average Engagement: 5K
- Total Branded Engagement: 101K
- Brands: 6

**Devon Kerr**
- Average Engagement: 2K
- Total Branded Engagement: 45K
- Brands: 4

*Minimum 15 branded posts*
Although the category currently leads Women's Rugby in total deals, it may not for long. Five others are growing faster, including Apparel & Accessories, which inked twice as many partnerships as C & I in the last year.

**Telstra x NRLW**
The NRL Women’s Premiership naming rights partner since 2020, Australian telecommunications company Telstra is also serious about growing the women’s game, giving customers access to NRWL matches via Telstra Live Pass.

**Most Active**
Brands

1. McDonald's
2. Ben & Jerry's
3. Coca-Cola
4. Westpac
5. Hart"s
6. Ticketek
7. m.donald.jones
8. nib
9. National Rugby League
10. G

Teams

1. Cronulla-Sutherland Sharks
2. Parramatta Eels
3. Gold Coast Titans
4. Adelaide Crows
5. Melbourne Storm
6. Richmond Tigers
7. Western Bulldogs
8. North Melbourne Kangaroos
9. Hawthorn Hawks
10. Brisbane Lions

**Construction & Industrial #1 for Now**
Although the category currently leads Women's Rugby in total deals, it may not for long. Five others are growing faster, including Apparel & Accessories, which inked twice as many partnerships as C & I in the last year.

<table>
<thead>
<tr>
<th>Construction &amp; Industrial</th>
<th># of Deals</th>
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</thead>
<tbody>
<tr>
<td>Apparel &amp; Acc.</td>
<td></td>
</tr>
<tr>
<td>Auto</td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td></td>
</tr>
<tr>
<td>Business Services</td>
<td></td>
</tr>
</tbody>
</table>
Insurance provider Suncorp has been Super Netball League's naming rights partner since 2017, helping showcase the league's top talent.

The company has also committed vast resources to growing the game on a grassroots level with Netball Australia by developing the “Team Girls” program, which promotes girls' participation in sport.

The three most common asset classes included in sponsorship deals with a netball property.

- Social Media: 67%
- Property Entitlements: 55%
- Digital Media: 50%
Sunrisers in a League of Their Own

Over the past year, the Sunrisers have massively outpaced their competition in terms of deals, racking up more than the next two teams combined.

The Sunrisers are one of eight teams in English cricket and hold one third of all deals within the league.

Government x Women's Big Bash

Cricket is the only women's sport where the Government category ranks in the top five by deal count. The New South Wales Government led the category, with as many partnerships as corporate giants like Toyota and KFC.
THANK YOU

Want more insights? Email info@SponsorUnited.com

Methodology:

This report was compiled using SponsorUnited's proprietary platform data from September 2021 through September 2022. Social data compiled from property or person-controlled Instagram, Facebook, Twitter, TikTok and LinkedIn accounts and social activity. The leagues included in this report are as follows: WNBA, NWSL, LPGA, WTA, NCAA, Women's Super League, Liga F, Big Bash League, AFL, NRL Telstra Premiership, Netball Superleague, Suncorp Super Netball and World Netball.