

## Industry trends

- Women's elite sports revenues are expected to surpass 2.35B in 2025 as it hit 1.88B in 2024, raising 240% in 4 years
- Commercial revenue such as sponsorships, partnerships, and merchandising sales, made up 55% of this revenue with broadcasting and matchday following behind.
- The largest revenue market coming from North America and Europe with strides in emerging markets like Morocco, Japan, and Australia with appeal for women's soccer
- Women athletes continue to captivate audiences, generating 53% of total social media engagement at the Paris 2024 Olympics despite only 43% of coverage focusing on them.

**New Investment Models:** There's a shift towards venture capital, angel investment, and multi-club ownership in women's sports.

## Key Actions for Continued Success:

1. **Investment in Infrastructure:** Enhance stadiums, facilities, and player development.
2. **Profile Major Events:** Increase visibility and media coverage for top women's sports events.
3. **Engage Non-Endemic Brands:** Attract brands outside the traditional sports sector to diversify sponsorship.
4. **Leverage Digital Platforms:** Use streaming and social media to reach younger, global audiences.
5. **Data-Driven Decisions:** Utilize fan data to tailor experiences and build stronger connections with audiences.

**Benchmarks:** Commercial, Fan Engagement, Revenue Diversification, Player Exposure (player commercials, contract negotiations, compensations, flight improvements, and player benefits).

**Recommendation:** To implement our strategic vision for the NWSL, we will focus on expanding audience reach, increasing media visibility, and strengthening fan engagement through digital content strategies, social media growth initiatives, and targeted marketing campaigns. Expanding media partnerships and securing better broadcasting opportunities will further elevate the league's profile. Additionally, we will introduce new merchandise strategies, loyalty programs, and influencer collaborations to deepen fan connections and generate additional revenue. A structured system will track progress through engagement metrics, sponsorship growth, and financial performance to ensure long-term success. Our approach prioritizes marketability and financial stability by positioning the NWSL as a leading sports brand. By highlighting top players, we aim to increase endorsements, grow the fan base, and attract new sponsorships. Digital revenue streams, such as subscription-based content and fantasy sports, will provide new income opportunities while involving celebrities and influencers in ownership structures will enhance the league's visibility. Additionally, fostering a strong women's soccer culture through youth academies, community outreach, and international competitions will help sustain long-term growth. By executing these strategies, we aim to establish the NWSL as a premier league with a lasting impact.