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#### Women's sports: What's the opportunity and ROI for brands?

Theme: Voice & Visibility

Women's sports: What's the opportunity and ROI for brands?

Co-authored by Georgie Walsh, GWI

The rise of women's sports isn't just a cultural win. It's a brand-building opportunity hiding in plain sight. With viewership climbing, audiences shifting younger, and fans showing high engagement across digital channels, this is a space where early action delivers results.

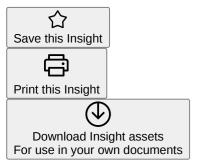
#### Why women's sports are a fast-growing opportunity for brands

<u>Women's sports</u> are picking up serious momentum, moving from the sidelines to center stage with some serious force. The signs are everywhere: packed stadiums, skyrocketing viewership, and a cultural buzz brands can't afford to ignore.

Just look at the numbers. In the UK, interest in the UEFA Women's Champions League has more than doubled since 2020 - up a massive 132%. The FIFA Women's World Cup isn't far behind, with a 62% surge in the same period. Meanwhile, in the US, the WNBA is having a moment. Interest has jumped 90% since late 2021, and this year's WNBA Draft pulled in 2.4 million viewers - a 328% leap from the year before.

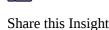
So, what does all this mean for brands?

#### Read the full article here.



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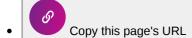




















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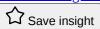
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#### Meaningful Stakholder Engagement Tool for Sport

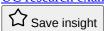
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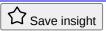
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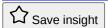
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#### **Made For This Game**

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#### NZ's key role in global breakthrough for women's sport

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Women in Sports Marketing Partnerships Across North America 2024-25



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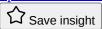
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Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics



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By Emma Evans - Sport New Zealand

The Future of Women's Sports: Insights from Industry Leaders



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Day



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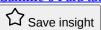
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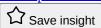
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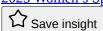
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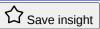
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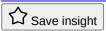
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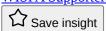
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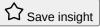
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#### **Sport Canterbury's Project Pink Dot**

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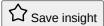


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By Ali Pottinger - Squadrun

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WomenzSports presents Alice's soapbox: Emma Twigg (Rowing)



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WomenzSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)



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FIFA Women's World Cup Media & Gender Case Study 2023



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By Emma Evans - Sport New Zealand

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2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage



#### 2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage

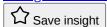
Equal pay commitments set for women's sport in NSW, lead by female advocates



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#### Equal pay commitments set for women's sport in NSW, lead by female advocates

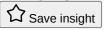
By Merran Brockie-David - Women in Sport Aotearoa Change Our Game State of Play Survey 2022-2023



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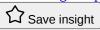
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#### Findings report – The Value of You Can Be What You Can See

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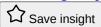


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<u>Tātāwhāinga - Episode 6: Hosting Major Events</u>



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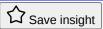
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We Hear Her Podcast: Nardi Leonard

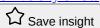
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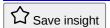
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How to be a male ally to women's sport



#### How to be a male ally to women's sport

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**Yasmeen Kareem** 

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**Future Talent: Yasmeen Kareem** 

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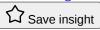
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IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches

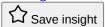
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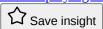
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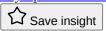
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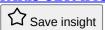
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#### Michele Kang Invests \$50 Million to Boost Women's Sports

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By Maddi Mclean - Sport New Zealand

2021 National Sport Club Survey - Female Friendly Environments



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#### 2021 National Sport Club Survey - Female Friendly Environments

By Maddi Mclean - Sport New Zealand

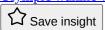
Men as Allies: supporting women and girls in community sport



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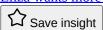
Olympic wāhine winning streak makes powerful case for more funding for women's sport



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#### Olympic wāhine winning streak makes powerful case for more funding for women's sport

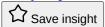
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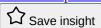
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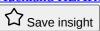


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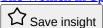
Lydia Ko within reach of golfing greats after staggering career earnings soar



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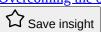
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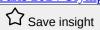
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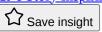
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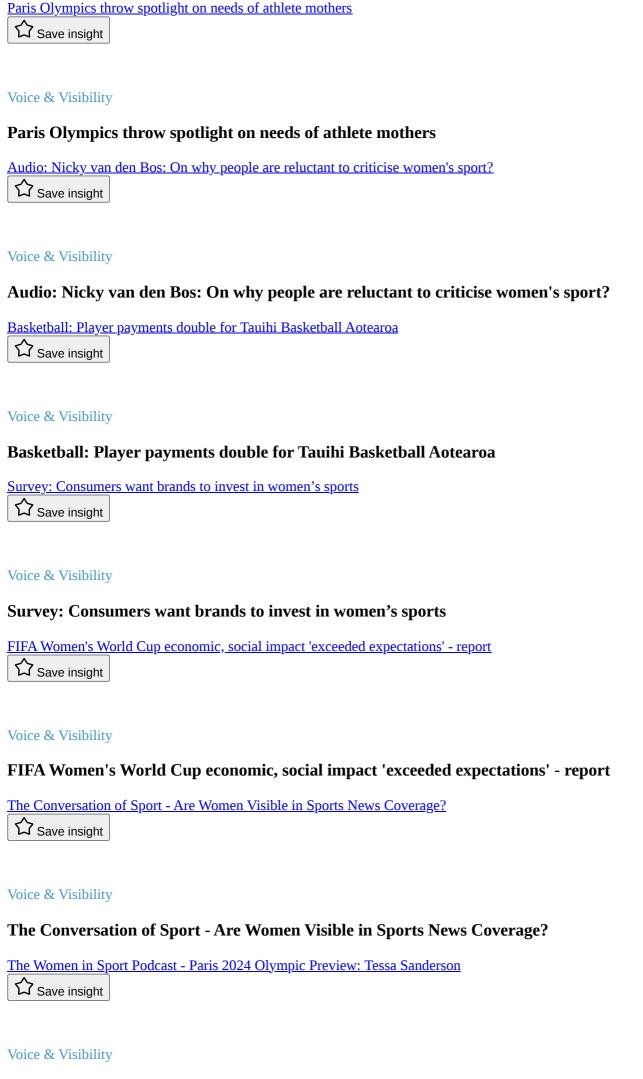
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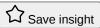
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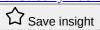
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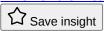
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IWG: Sally Rae - Level playing fields do not exist

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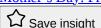
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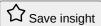
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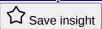
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#### The ROI of Women's Sports: A Blueprint for Value Investing

<u>Dalton's special connection to Southland lives on through foundation's gift</u>



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#### Dalton's special connection to Southland lives on through foundation's gift

A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT



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