



# Women in Sports Marketing Partnerships Across North America 2024–25





## About SponsorUnited

Launched in 2018, SponsorUnited is the leading global sports and entertainment intelligence platform, delivering actionable data and insights to build stronger marketing partnerships. We provide unrivaled knowledge across the sponsorship and media landscape so our clients can make impactful decisions that drive business.

With over 403,000 brands, 2.2 million deals, and 21.1 million data points across sports, entertainment, media, and talent, our SaaS platform enables brands, rights holders, and agencies to partner more effectively. By delivering real-time trends, on-demand research, and the most comprehensive data available, we connect the entire sponsorship ecosystem and are rewriting the partnership playbook.

SponsorUnited was ranked on the Inc. 5000—the most prestigious list of the fastest-growing private companies in America—in 2022, 2023, and 2024. Visit <https://sponsorunited.com/> to learn more and discover exclusive data and insights to make intelligent partnership decisions at speed and scale.

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# Report Overview

# Leagues Covered

## Breakdown of North American sports and athletes

The 2024-25 season has ushered in a transformative era for women’s sports sponsorship, marked by 12% annual deal growth and strategic pivots across industries—from premium spirits to global financial services—that are redefining how brands engage with athletes, leagues, and audiences. This momentum builds on three consecutive years of 10%+ year-over-year increases, reflecting a maturing market where partnerships now prioritize cultural relevance, demographic targeting, and multi-platform storytelling over traditional endorsement models. Central to this evolution are six leagues driving North America’s sponsorship revolution: the NWSL (National Women’s Soccer League), WNBA (Women’s National Basketball League), WTA (Women’s Tennis Association), LPGA (Ladies Professional Golf Association), Mexico’s Liga MX Femenil, and college athletes (NIL), each demonstrating unique pathways to commercial success through league expansions, athlete stardom, and category innovation.



**College Athletes**  
(NIL)



**LPGA**  
(Golf)



**NWSL**  
(Soccer)



**WNBA**  
(Basketball)



**Liga MX Femenil**  
(Soccer)



**WTA**  
(Tennis)

# Key Findings

1

Sponsorship in women's sports continues to outpace the broader industry, with 12% deal growth surpassing the 8% increase seen in men's pro sports leagues in 2024-25. Shifting brand investment strategies are reshaping the landscape, with alcohol, apparel & accessories, and consumer products leading the charge. Spirits specifically have emerged as a breakout category, particularly in tennis and golf, where premium brands are leveraging the sport's upscale positioning. Meanwhile, the NWSL is joining the trend and its teams have doubled their spirits sponsorships adding new gin, vodka and tequila brands.

2

The NWSL led all women's leagues with a 19% increase in sponsorship deals—just edging out the WNBA by less than one percentage point—driven largely by the addition of two new franchises, Bay FC and the Utah Royals.\* These expansion teams introduced a wave of new brand partnerships, particularly in high-value categories like finance, healthcare, and business services, contributing significantly to the league's overall growth. The WNBA (19%) and LPGA (14%) also saw strong gains, highlighting how breakthrough athletes are not only driving fan engagement but also attracting new sponsors. As rising stars and league expansions continue to reshape the landscape, brands are increasingly investing in women's sports at an accelerated pace.

3

Women's athlete endorsements are surging, with basketball dominating the 2024-25 leaderboard. WNBA rookie Cameron Brink leads all athletes with 31 endorsement deals, followed by tennis star Sloane Stephens (25) and WNBA standout Angel Reese (25), Naomi Osaka (23 deals), and Kamilla Cardoso (20). The WNBA claims six of the top 10 spots, including Lexie Brown, Breanna Stewart, and Kelsey Plum, highlighting the league's growing commercial visibility. Soccer legend Alex Morgan (19 deals) remains a consistent force despite her recent retirement, while NIL stars like Paige Bueckers and Juju Watkins (16 deals each) reflect brands' focus on future stars transitioning from collegiate to professional levels.

4

Global brands are deepening their investment in women's sports, leveraging sponsorships to drive both visibility and impact. Hologic remains the most visible sponsor across its league, solidifying its commitment to women's health through its landmark global partnership with the WTA. Rolex continues to expand its legacy in women's sports as the Official Timekeeper of both the WTA and LPGA. Gatorade and Coca-Cola maintain a presence across all five major leagues, with Gatorade emphasizing youth participation and Coca-Cola activating through its Ciel Water partnership with Liga MX Femenil. Emirates has strengthened its presence in women's tennis, maintaining partnerships across all four Grand Slam tournaments, which include both men's and women's competitions.

\*Bay FC made its NWSL debut in 2024. The Utah Royals returned to the league as an expansion team after a three-year hiatus.



# Trends

# Women's Professional Sports Leagues

Ranked by growth in percentage of sponsorship deals for league and its teams/events



NWSL

+19%



WNBA

+19%



LPGA

+14%



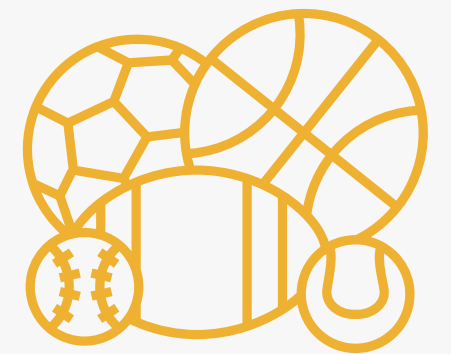
Liga MX Femenil

+6%



WTA

+4%



Average

+12%

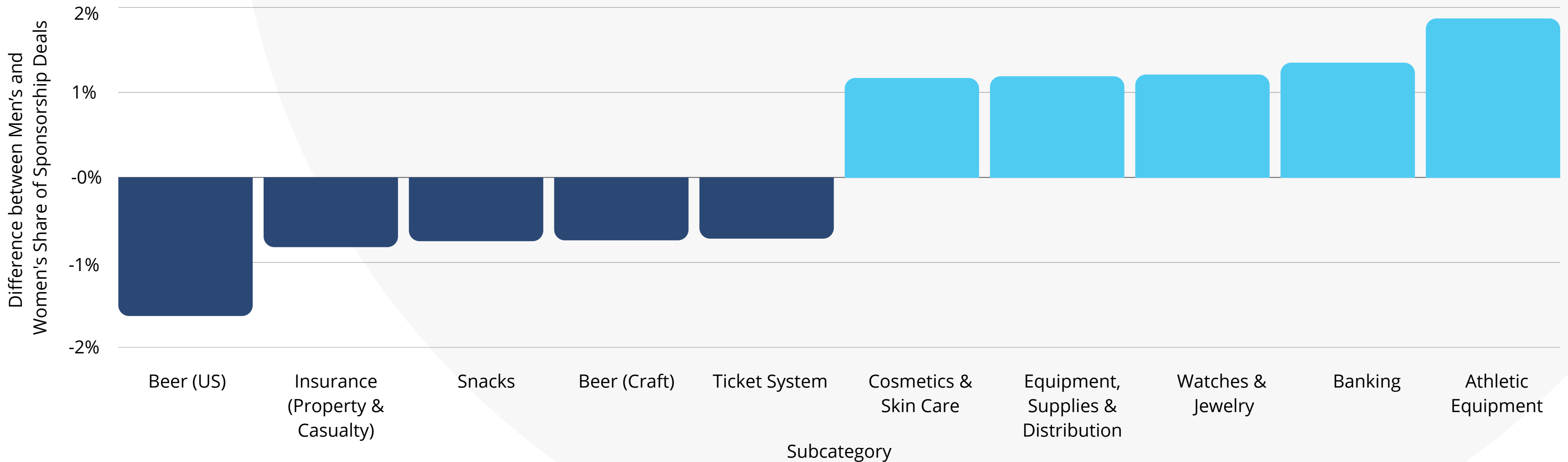


# Sponsorship Category Opportunity

Between women's and men's sports

**Active Categories in Men's Sports**  
Opportunity for women

**Active Categories in Women's Sports**  
Opportunity for men



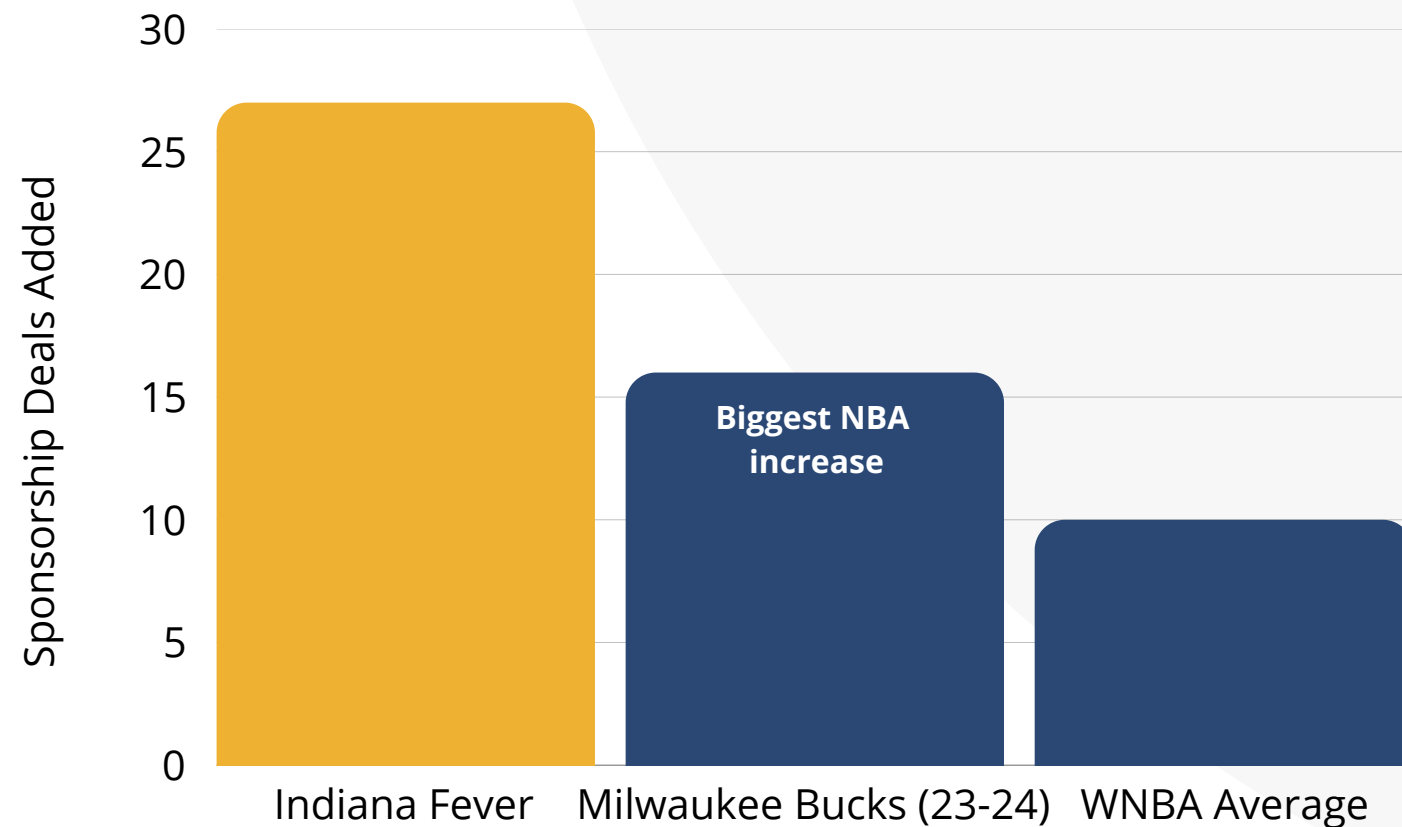
Beer sponsorship in women's sports remains underdeveloped, with the disparity driven more by league culture than gender alone. U.S. beer brands have minimal presence in the LPGA and WTA, with Michelob Ultra standing out as a notable exception through its LPGA partnerships. While European beer brands lead in WTA sponsorships, the category remains largely untapped for U.S. beer, with only one active sponsorship deal in the league. This presents an ideal opportunity for brands to establish a stronger foothold in women's sports.

# The Caitlin Clark Effect

How the Indiana Fever have benefited from their newest star

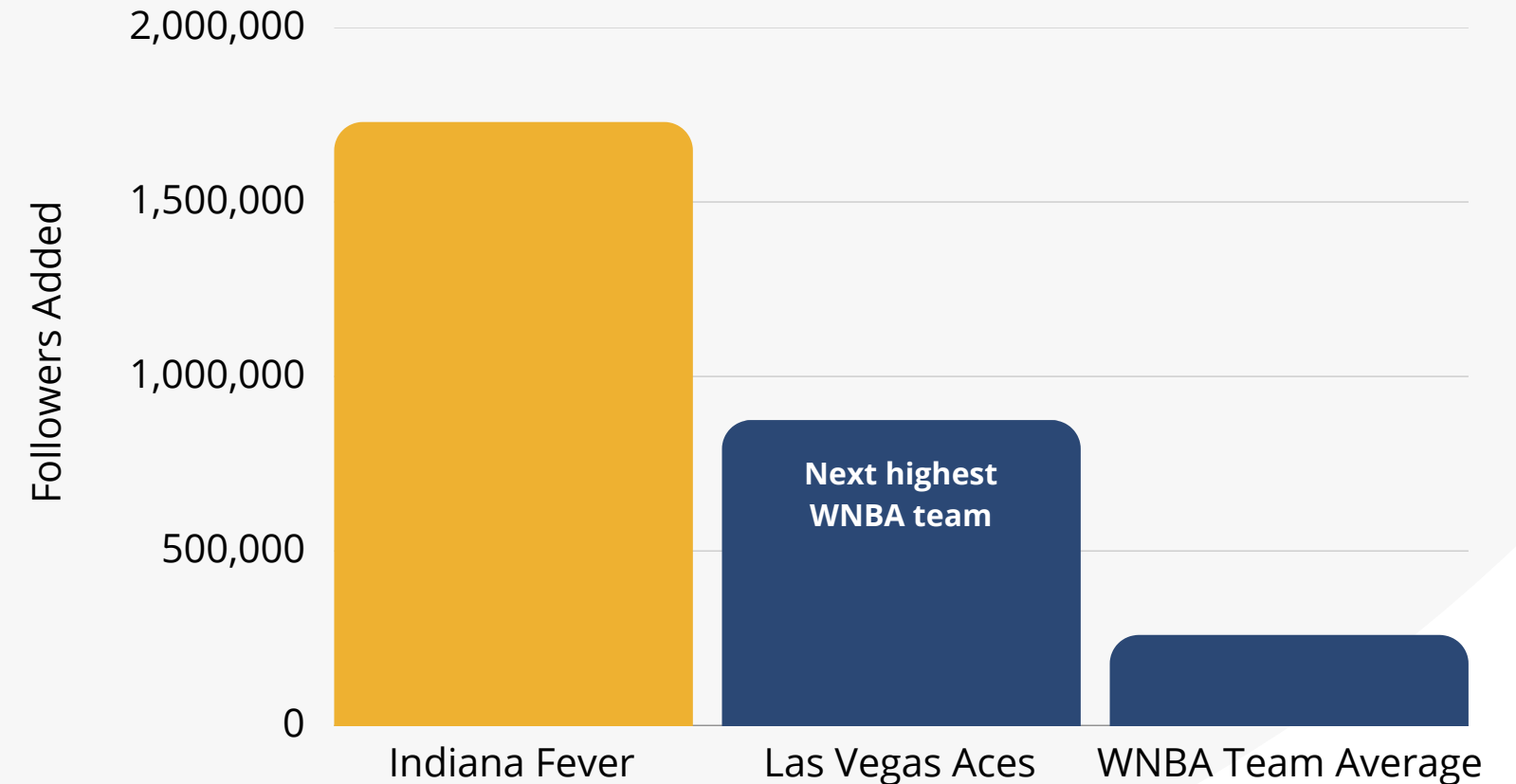
The WNBA's newest star had an enormous impact on both her team and the league as a whole from a brand interest perspective, in addition to her success on the court. In terms of viewership, of the 12 most-watched WNBA games in 2024, Clark and the Fever played in all of them. Meanwhile, NBA TV set a record for WNBA single-game viewership eight different times this year—with Clark playing in all eight of those games.

**Indiana Fever sponsorship growth compared to top NBA growing team and WNBA team average**



In sponsorship, Clark has propelled the Fever to the highest yearly increase in deals in any women's league, with a more than 43% increase in sponsorship volume.

**Indiana Fever social follower growth compared to next highest WNBA growing team and WNBA team average**



On social, the Fever now rank #1 in the WNBA for follower count after a 415% follower increase this year.

# New Sponsorship Deals

Across WNBA, NWSL, LPGA, WTA, and Liga MX Femenil



## Bumble x WNBA

Last summer, the WNBA announced a multi-year partnership with Bumble, marking the league's first-ever official dating app partner. Bumble aims to elevate women athletes and promote equality within sports through this collaboration. The partnership includes Bumble's sponsorship of the WNBA All-Star Orange Carpet, behind-the-scenes content with players, in-app promotions, and fan activations like WNBA-themed meetups and game experiences for Bumble users.



## Dove x Gotham FC

Gotham and Dove teamed up, with the 2023 NWSL champs signing a record-setting, multi-year jersey partnership with the beauty brand. As Dove's first major investment in a women's sports team, the move also ranks as the highest-ever back-of-jersey sponsorship deal in NWSL history. While Gotham has not provided specific numbers, the contract surpasses Bay FC's then-record deal with private equity giant Sixth Street.



## FM Global x LPGA

FM Global has increased its sponsorship of the LPGA Tour by enhancing the 2024 FM Championship. The event now features a \$3.8-million prize fund—the largest outside of majors—and stipends for players who miss the cut. This expanded partnership reflects FM's dedication to elevating women's golf and providing a premier experience for athletes and fans alike.



## PIF x WTA

The WTA has partnered with Saudi Arabia's Public Investment Fund (PIF), making it the first-ever naming partner of the WTA Rankings. The multi-year deal also includes initiatives to support players at all levels and inspire youth participation in tennis. This historic partnership aligns with PIF's strategic focus on inclusivity, sustainability, and youth development, while significantly boosting women's tennis globally.



## Nike x Liga MX Femenil

Nike has signed a three-year deal to become Liga MX Femenil's exclusive sports partner. The agreement includes providing official match balls and supporting player development programs. This partnership emphasizes Nike's commitment to advancing women's football in Mexico, giving the league a global platform to showcase its rapid growth and talent development.

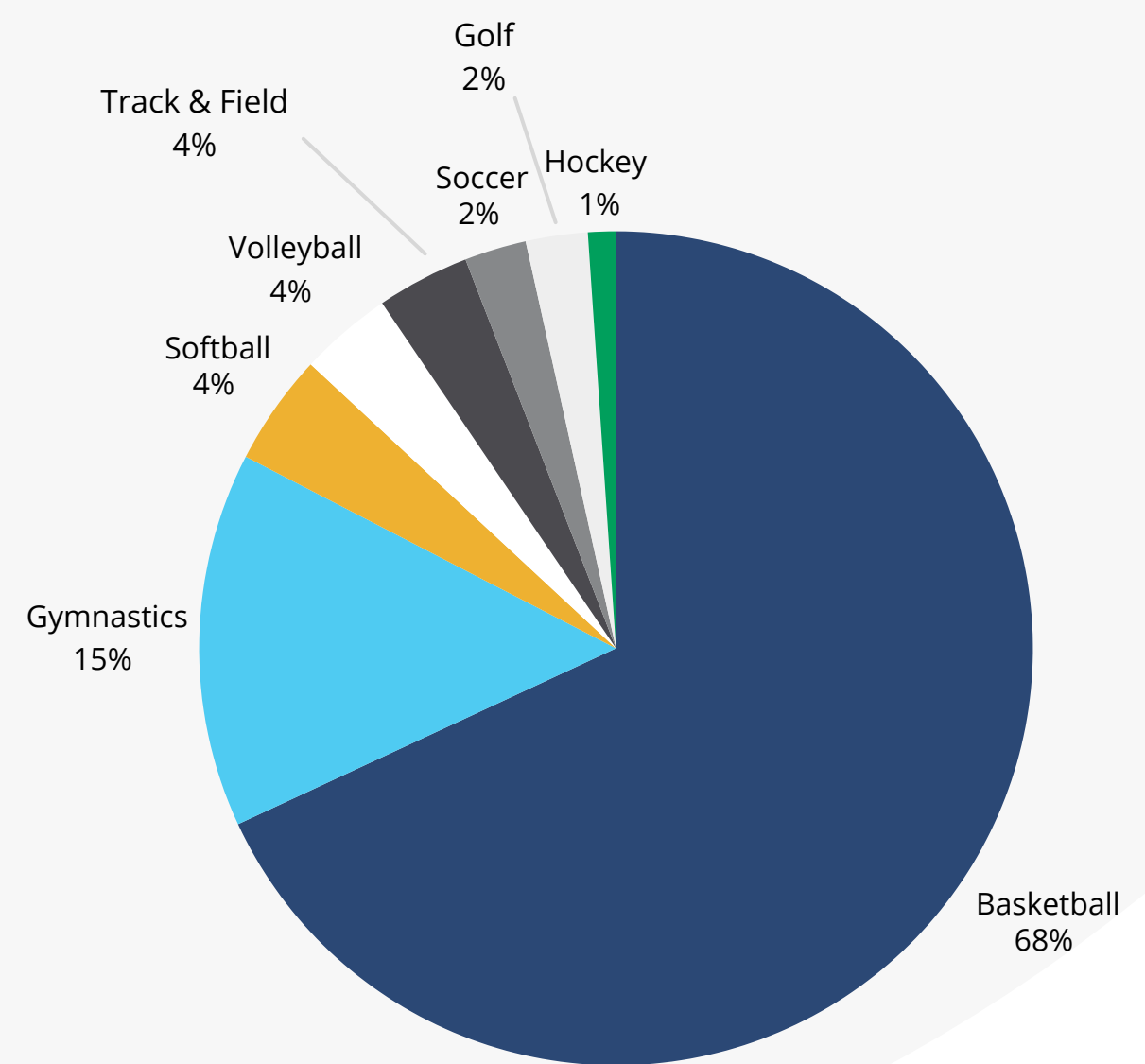
# Most Searched in Women's Sports

Snapshot of the leagues, teams, and athletes that are trending on our platform

**North America**

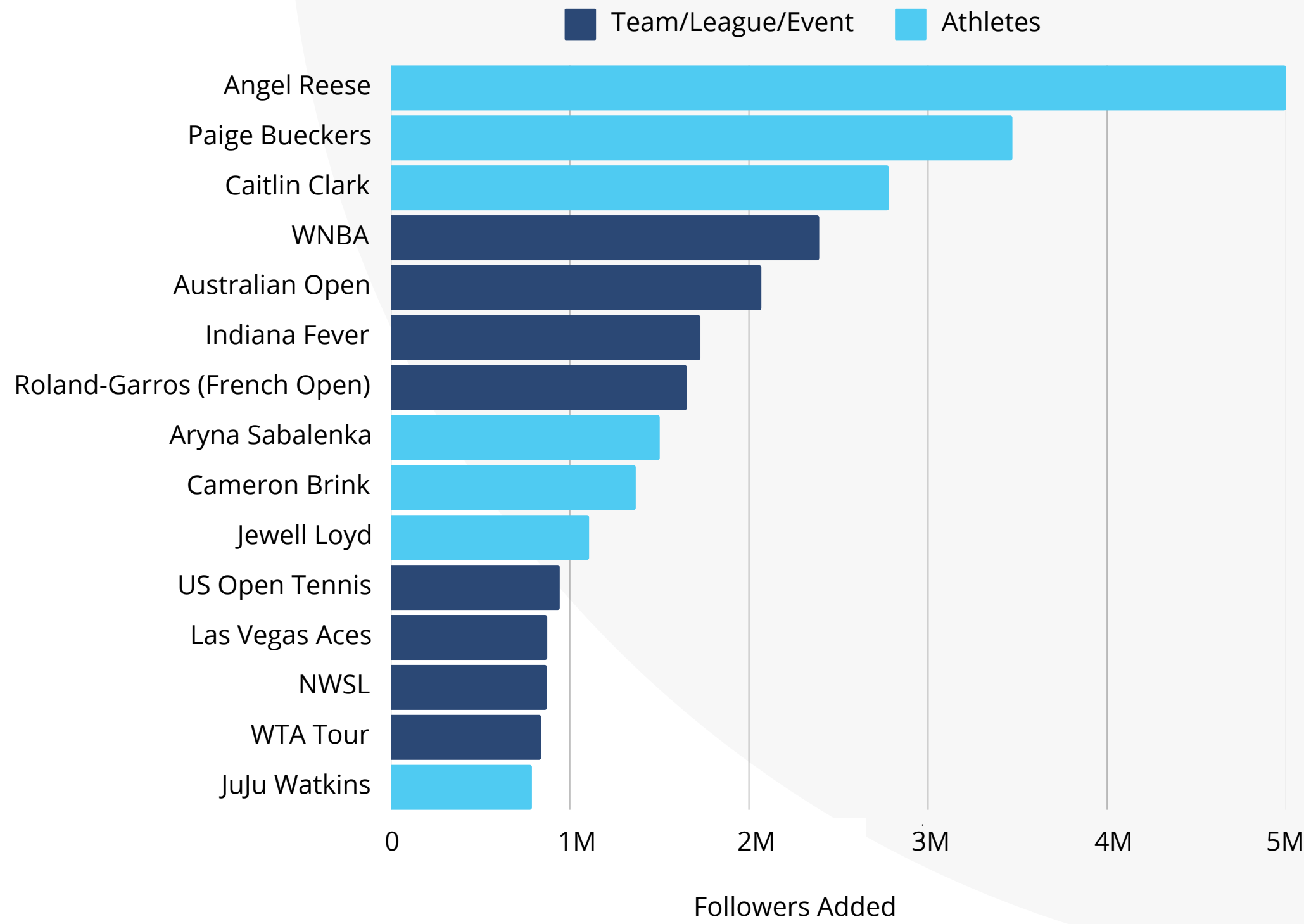
<b>Leagues/ Tournaments</b>	<b>WNBA</b> (Basketball)	<b>NWSL</b> (Soccer)	<b>LPGA</b> (Golf)	<b>WTA</b> (Tennis)	<b>Liga MX Femenil</b> (Soccer)
<b>Teams</b>	<b>Indiana Fever</b> (WNBA)	<b>Angel City FC</b> (NWSL)	<b>Chicago Sky</b> (WNBA)	<b>New York Liberty</b> (WNBA)	<b>Las Vegas Aces</b> (WNBA)
<b>Athletes</b>	<b>Caitlin Clark</b> (WNBA)	<b>Angel Reese</b> (WNBA)	<b>Cameron Brink</b> (WNBA)	<b>Livvy Dunne</b> (NCAA Gymnastics)	<b>Juju Watkins</b> (NCAA Basketball)

**NIL Searches by Sport**



# Social Follower Growth

Ranked by number of followers added this year



**Angel Reese continues to dominate social engagement in the pros**  
Angel Reese has turned her college stardom at LSU into a powerhouse branding opportunity. She leads all WNBA athletes in branded engagement, outpacing Cameron Brink (the next highest athlete) by more than four million. Her biggest advantage? TikTok. With 5.23 million followers, she not only leads all North American women's pro athletes, but also has a staggering 4.5 million more followers than the next closest WNBA player.

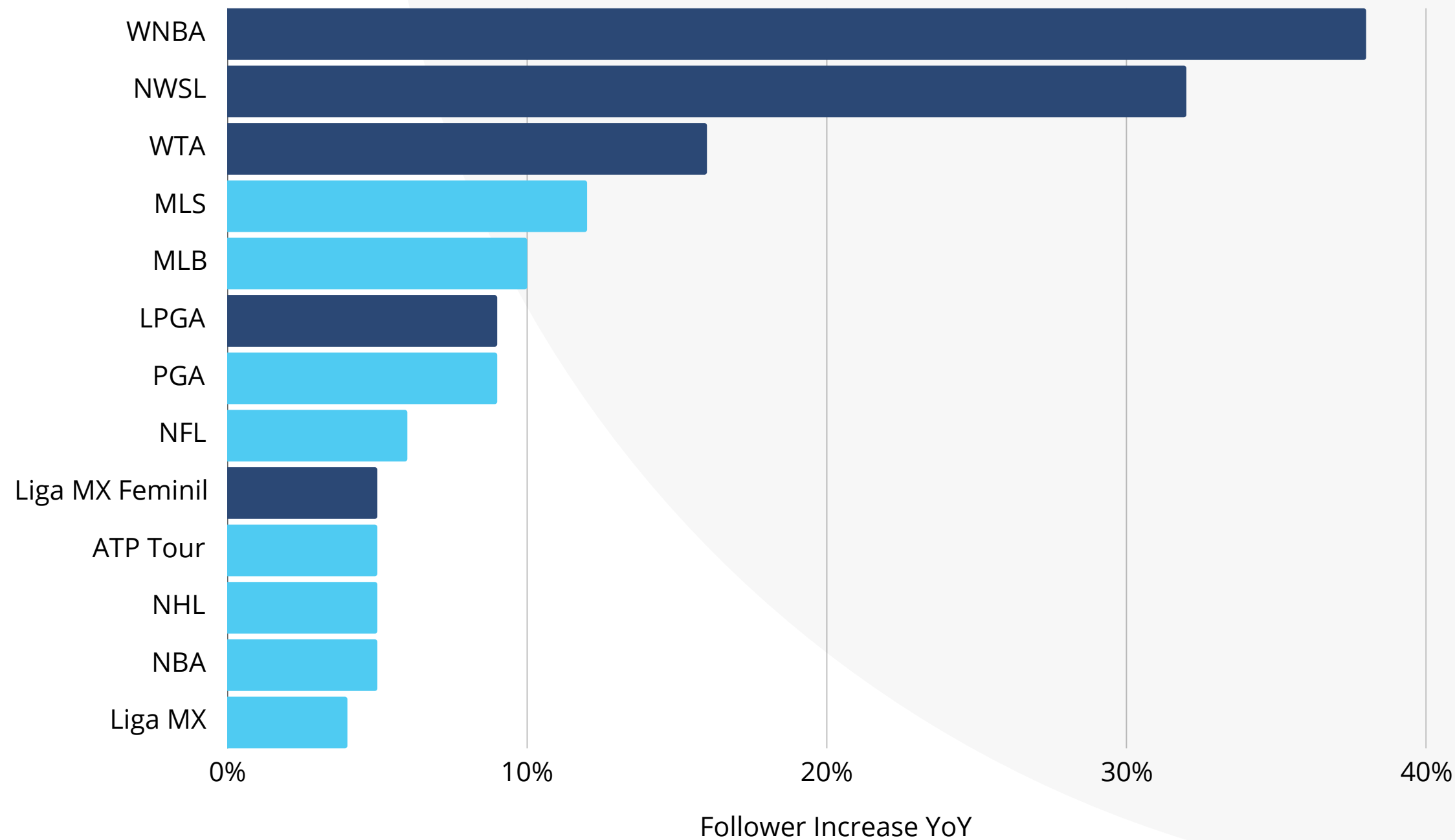


Photo Credit:  
Angel Reese's Instagram

# League Social Follower Growth

Ranked by percentage of follower growth added this year by league accounts

■ Women ■ Men



## WNBA, NWSL, and WTA lead YoY follower increases

The WNBA, NWSL, and WTA outpaced all professional men's leagues in follower growth, demonstrating the rising popularity and digital engagement of women's sports. For sponsors, this data signals a prime opportunity to invest in leagues with rapidly growing fan bases, particularly as social media becomes a key driver of brand exposure and consumer engagement. The comparison with men's leagues further contextualizes the momentum of women's sports, emphasizing their ability to attract new audiences at an unprecedented rate.



# Brands



# Most Active Brands

Ranked by sponsorship presence including active leagues

- |                            |                                  |
|----------------------------|----------------------------------|
| <p>1 <b>Hologic</b> </p>   | <p>6 <b>Emirates</b> </p>        |
| <p>2 <b>Rolex</b> </p>     | <p>7 <b>Caliente.mx</b> </p>     |
| <p>3 <b>Gatorade</b> </p>  | <p>8 <b>Dunlop Sport</b> </p>    |
| <p>4 <b>Coca-Cola</b> </p> | <p>9 <b>Nike</b> </p>            |
| <p>5 <b>Wilson</b> </p>    | <p>10 <b>Ally Financial</b> </p> |

### Top sponsors showcase league-specific and multi-league strategies

The most active brands in women's sports by sponsorship presence highlight the contrasting methods brands use to achieve success. Hologic, Rolex, and Emirates focus on select leagues, but activate in high-capacity across their respective leagues. Hologic, in particular, concentrates solely on women's tennis, valuing its title sponsorship and premium signage. Meanwhile, Gatorade and Coca-Cola are active across all five women's professional sports leagues, opting for fewer unique assets and focusing on product placement across multiple leagues.

**Presence** = The number of teams, tournaments, or events a brand is activating with across leagues, counted once per entity regardless of how many times it appears with a team/venue.





# Most Active Categories

Ranked by sponsorship presence

- |   |                                  |    |                                   |
|---|----------------------------------|----|-----------------------------------|
| 1 | <b>Financial</b>                 | 6  | <b>Beverage - Non-Alcoholic</b>   |
| 2 | <b>Beverage - Alcohol</b>        | 7  | <b>Auto</b>                       |
| 3 | <b>Healthcare</b>                | 8  | <b>Media</b>                      |
| 4 | <b>Food Products</b>             | 9  | <b>Consumer Products</b>          |
| 5 | <b>Apparel &amp; Accessories</b> | 10 | <b>Hotel, Restaurant, Leisure</b> |

## Finance leads for third straight year

Financial brands were the most visible throughout the 2024-25 seasons, but the category is top-heavy. Banks account for over 40% of all finance deals, while fintech, loans/mortgages, and venture capital combined make up less than 6%. This imbalance highlights a prime opportunity for challengers to gain visibility through strategic sponsorships. For example, Ally Financial has set a benchmark in women's sports by sponsoring the jersey sleeves of every NWSL team and securing prominent jersey patch placements in the WNBA.

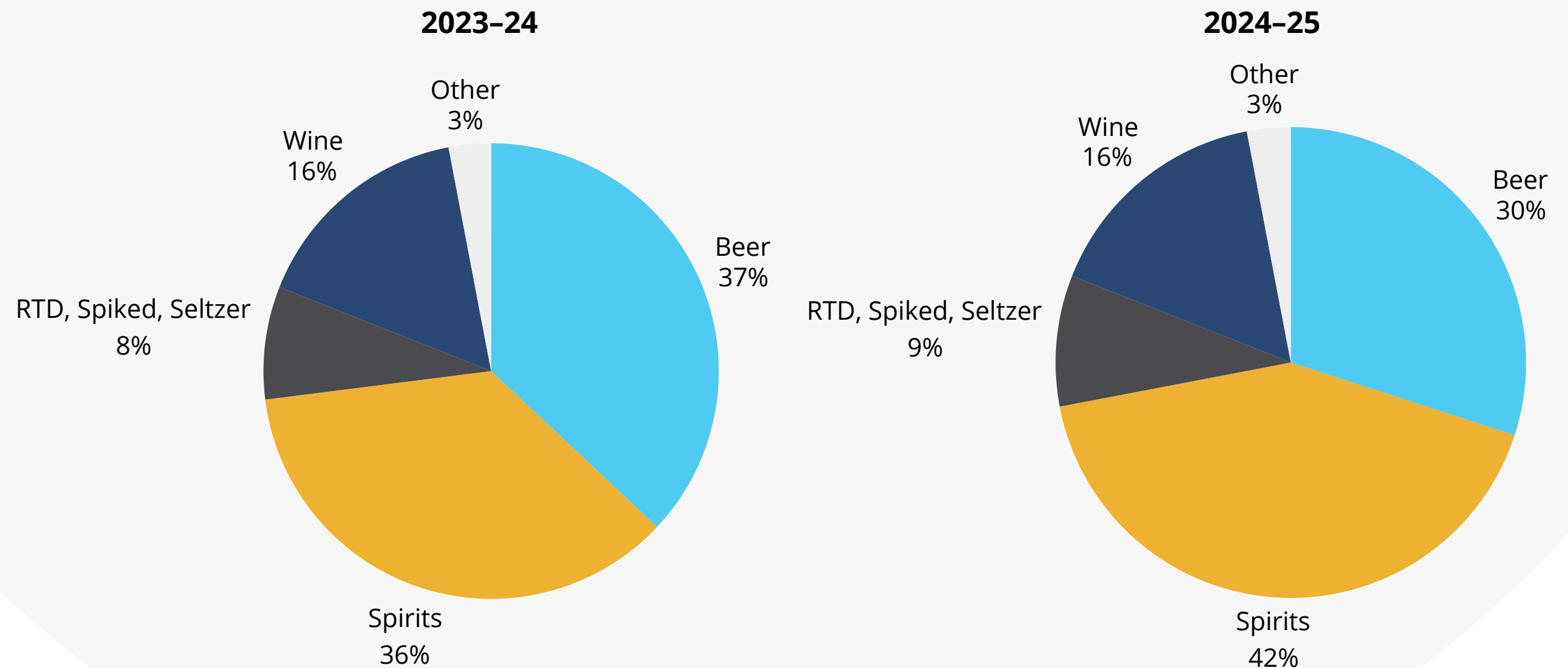


# Top Growing Categories

Ranked by sponsorship deal growth YoY

- 1 **Beverage - Alcohol**  
+53
- 2 **Apparel & Accessories**  
+44
- 3 **Consumer Products**  
+40
- 4 **Beverage - Non-Alcoholic**  
+36
- 5 **Business Services**  
+34

## Alcohol Deal Share Comparison



Spirits are the fastest growing alcohol category in women's sports, the additional brands make up nearly 70% of the category's growth. Luxury alcohol brands have seamlessly integrated into the sport's high-end culture (tennis and golf). Meanwhile, the NWSL has more than doubled its spirits sponsorship deal YoY, adding new gin, vodka, and tequila brands.

# Athletes Unlimited

## How two partners create meaningful impact in the community

Athletes Unlimited is a player-led network of women's professional sports leagues, where athletes are at the heart of the business and brand partnerships, which are amplified across national broadcasts, social media, digital platforms, and in-person engagements.



### EY

Since 2022, EY has been the presenting partner of AU's Civic Leadership Award. Each year, the Civic Leadership Award presented by EY recognizes one Athletes Unlimited athlete for their civic leadership efforts, including involvement in the Athlete Causes program, community service, advocacy, and more.

Additionally, AU Athletes are invited to participate in EY's Athlete Career Readiness Program, a self-paced, invitation-only virtual learning program that offers career-readiness badges for Olympians and elite professional athletes wishing to enhance their skills and knowledge in areas such as technology consulting, leadership, and business development.



### Gatorade

Since 2023, Athletes Unlimited and Gatorade's Equity in Sport (EIS) Program have partnered to give back to the local community and expand access to sports for those who may not have the same opportunities.

Through the Gatorade Equity in Sport Program, AU athletes empower local communities by supporting athletic programming and access for underserved youth. In 2024, AU Pro Volleyball player Sydney Hilley selected All Kids Play, a nonprofit dedicated to transforming lives through sports, as a \$10,000 grant recipient. After working with All Kids Play to identify Barry Goldwater High School in Phoenix, AZ, as the beneficiary of the grant, student-athletes and coaches were treated to a VIP AU Pro Volleyball gameday experience where they were presented a grant check and had the opportunity to meet Hilley.

# Leagues and Associations



# WNBA (2024)

## Top 5 Brands by Sponsorship Presence

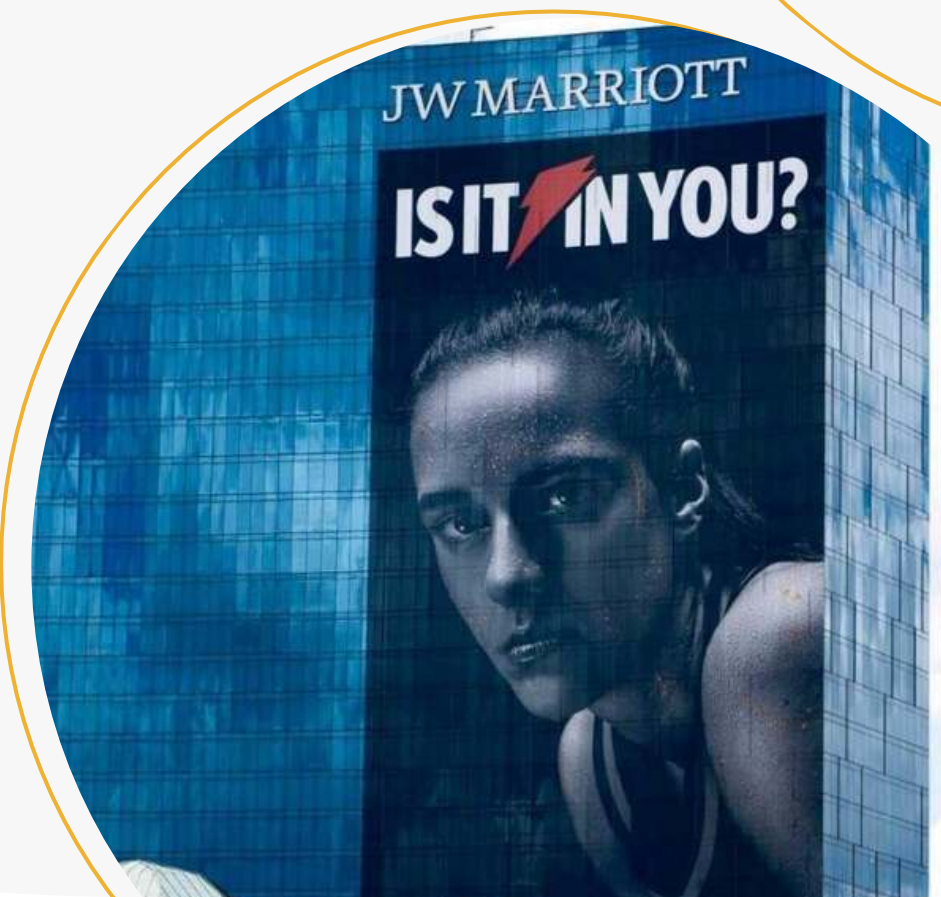
- 1 **Gatorade**  
12
- 2 **State Farm**  
6
- 3 **Nike**  
6
- 4 **Microsoft**  
6
- 5 **Michelob Ultra**  
6

## Top 5 Teams by Sponsorship Deals

- 1 **Indiana Fever**  
82
- 2 **Washington Mystics**  
68
- 3 **Chicago Sky**  
67
- 4 **Connecticut Sun**  
59
- 5 **Phoenix Mercury**  
56

**Presence** = The number of teams, tournaments, or events a brand is activating with across leagues, counted once per entity regardless of how many times it appears with a team/venue.

**Gatorade elevates WNBA sponsorship with Caitlin Clark's debut campaign**  
Gatorade has been a WNBA partner for 22 years, traditionally activating through cooler and water bottle placements. But for the debut of Caitlin Clark, who is also a Gatorade athlete, the brand took things to the next level. It launched a limited-edition Caitlin Clark drop package and unveiled high-impact wallscapes in Indiana, capturing the excitement around the young star and the new energy she brings to the brand in the WNBA.



# LPGA (2024)

## Top 5 Brands by Sponsorship Presence

- 1 **Rolex**  
21
- 2 **AON**  
15
- 3 **Epson**  
10
- 4 **Tumi**  
8
- 5 **SHI International Corp**  
7

## Top 5 Tournaments by Sponsorship Deals

- 1 **Meijer LPGA Classic**  
145
- 2 **Shoprite LPGA Classic**  
118
- 3 **Hilton Grand Vacations  
Tournament of Champions**  
112
- 4 **Dow Championship**  
103
- 5 **Kroger Queen City  
Championship presented  
by P&G**  
80

**Presence** = The number of teams, tournaments, or events a brand is activating with across leagues, counted once per entity regardless of how many times it appears with a team/venue.

**Four-decade LPGA deal anchors unrivaled legacy**  
Rolex has been an LPGA partner since 1980, serving as the Official Timekeeper and maintaining strong on-site visibility through press backdrops and signage. While Rolex sponsors major properties like NASCAR, the Summer Olympics, and the PGA, the LPGA remains its most-sponsored league. Combined with its presence in the WTA, Rolex is the only jewelry brand with double-digit partnerships across all five major women's pro leagues.



# NWSL (2024)

## Top 5 Brands by Sponsorship Presence

- 1 **Ally Financial**  
15
- 2 **Nike**  
9
- 3 **SeatGeek**  
5
- 4 **Gatorade**  
5
- 5 **Pepsi**  
4

## Top 5 Teams by Sponsorship Deals

- 1 **Racing Louisville FC**  
92
- 2 **North Carolina Courage**  
61
- 3 **Kansas City Current**  
47
- 4 **Angel City FC**  
43
- 5 **Orlando Pride**  
36

**Presence** = The number of teams, tournaments, or events a brand is activating with across leagues, counted once per entity regardless of how many times it appears with a team/venue.

**Ally continues to bank on visibility**  
Ally Financial's commitment to both the NWSL and women's sports as a whole is well-established. What's also becoming increasingly clear is its priority on exposure assets. The banking brand holds the jersey sleeve sponsorship for every NWSL team, the jersey patch sponsorship for the Las Vegas Aces of the WNBA, and will soon be the jersey sponsor of the new Unrivaled 3-on-3 women's basketball league.



# WTA (2024)

## Top 5 Brands by Sponsorship Presence\*

- 1 **Hologic**  
46
- 2 **Emirates**  
21
- 3 **Wilson**  
19
- 4 **Dunlop Sport**  
19
- 5 **Rolex**  
17

## Top 5 Tournaments by Sponsorship Deals

- 1 **Mutua Madrid Open**  
60
- 2 **National Bank Open presented by Rogers**  
54
- 3 **Tennis in the Land**  
50
- 4 **Nordea Open**  
48
- 5 **Grand Est Open 88**  
48

**Presence** = The number of teams, tournaments, or events a brand is activating with across leagues, counted once per entity regardless of how many times it appears with a team/venue.

**Title sponsor of WTA Tour maintains premier status**

The WTA offers brands a global stage, and Hologic is maximizing this opportunity to lead the conversation around women's health. Hologic ensures high-impact visibility through premium net signage at every WTA tournament, as well as serving as the tour's title sponsor. This presence not only reinforces its commitment to women's well-being, but also positions it as a trusted partner in the sports and health industries.



\*WTA analysis includes data from both mixed ITF tournaments and Grand Slams.



# Liga MX Femenil (2024-25)

## Top 5 Brands by Sponsorship Presence

- 1 **Caliente.mx**  
16
- 2 **Coca-Cola**  
9
- 3 **Electrolit**  
8
- 4 **Tecate**  
7
- 5 **Corona (AB InBev)**  
7

## Top 5 Teams by Sponsorship Deals

- 1 **CF Pachuca Femenil**  
48
- 2 **CF Tigres UANL Femenil**  
42
- 3 **C.F. Monterrey Femenil**  
35
- 4 **Club Santos Laguna Femenil**  
32
- 5 **Club Atletico San Luis Femenil**  
32

**Presence** = The number of teams, tournaments, or events a brand is activating with across leagues, counted once per entity regardless of how many times it appears with a team/venue.

**Caliente.mx commands 83% of jersey patch deals**  
Caliente.mx sponsors 15 of 18 Liga MX Femenil teams (83%) alongside its league-wide partnership. Notably, the three teams without Caliente branding align with the league's only competing betting sponsors—Betcris and Playdoit.mx. Beyond football, Caliente's dominance extends to other women's leagues, outpacing rival betting brands by 15+ team/event partnerships, demonstrating unmatched scale in women's sports sponsorship.

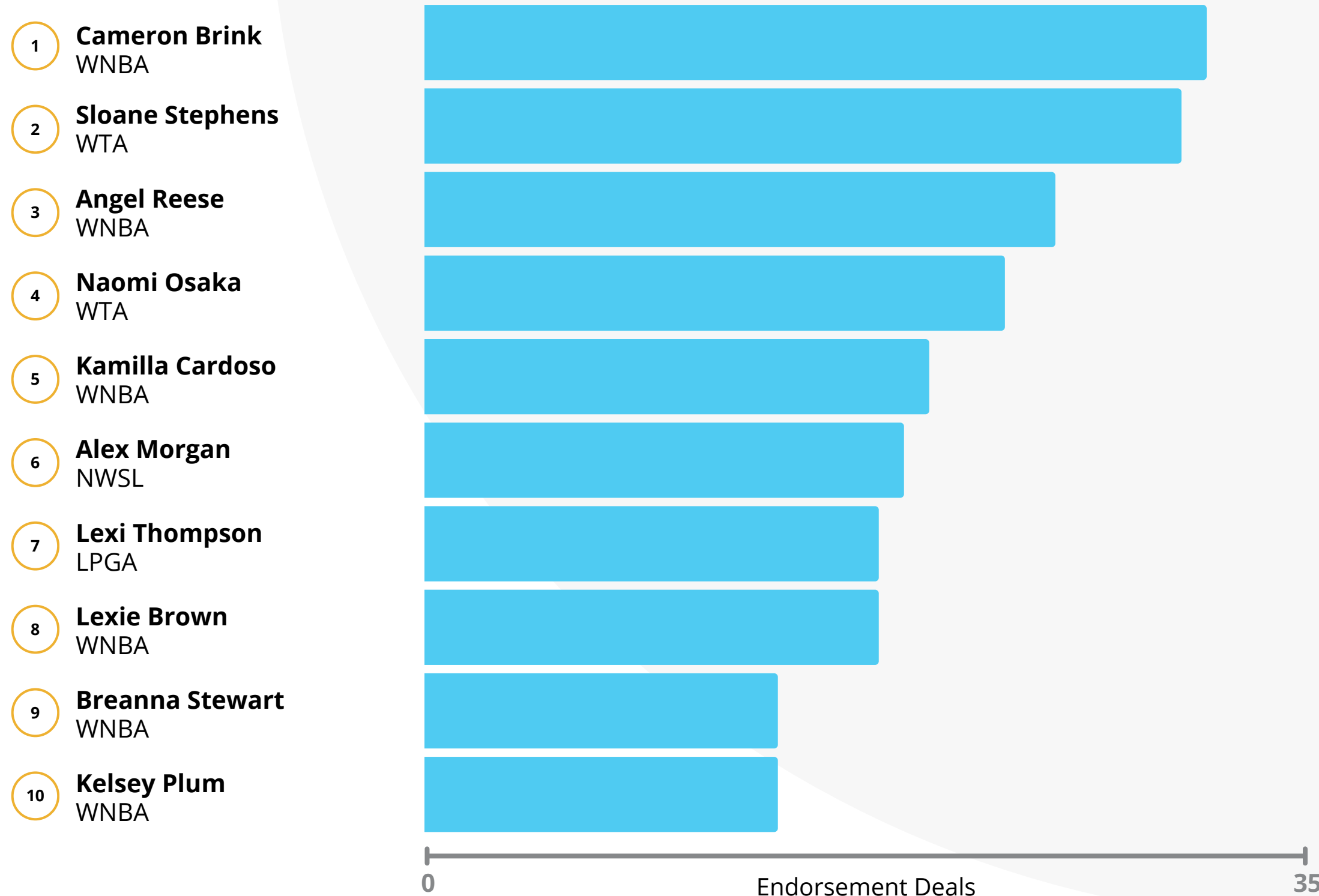


# Teams and Athletes



# Most Endorsed Professional Athletes

Ranked by number of endorsement deals



## WNBA rookies set new standard in athlete marketability

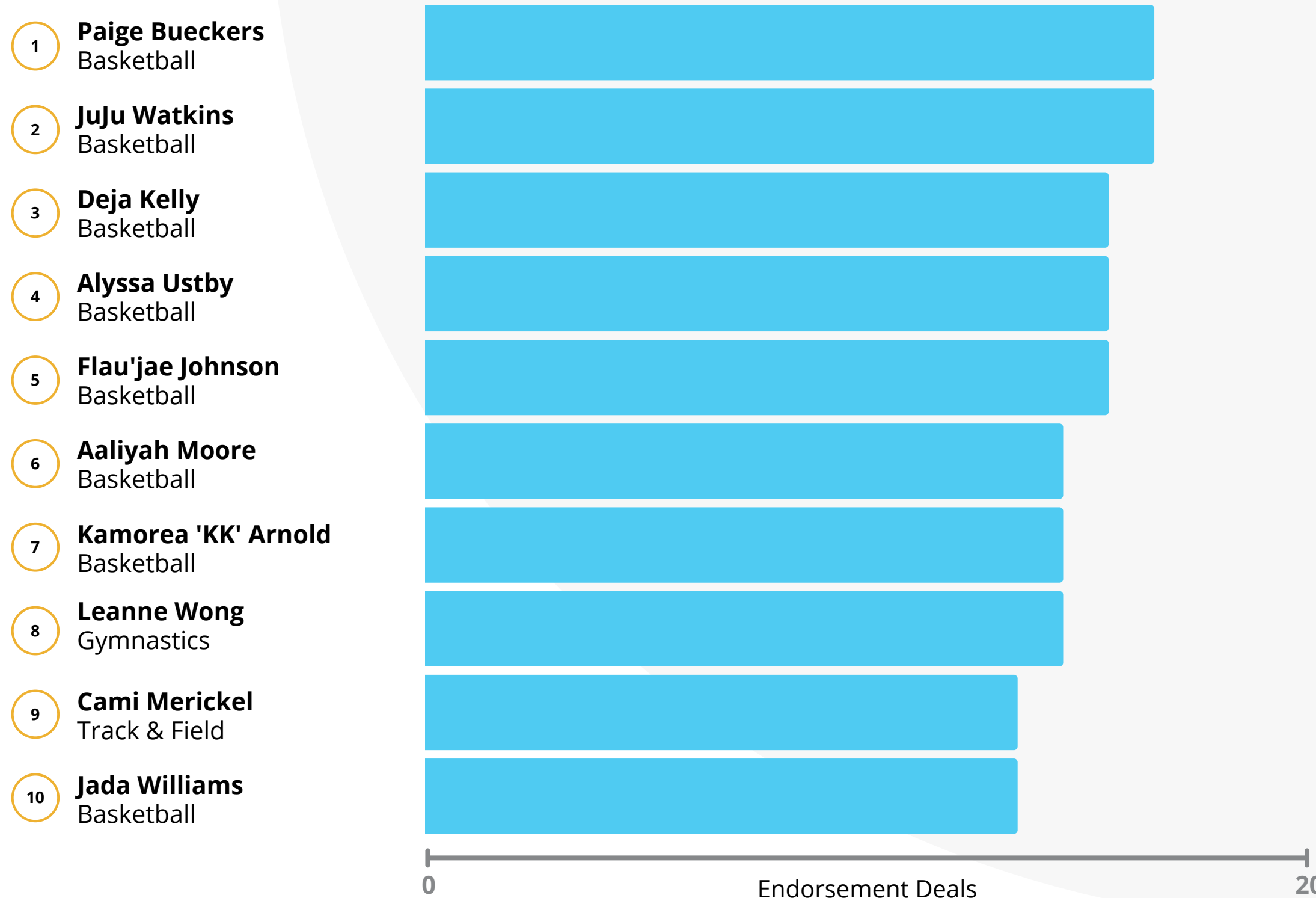
The 2024 WNBA draft class isn't just making history on the court—it's redefining athlete marketability. Cameron Brink, Angel Reese, Kamilla Cardoso, and Caitlin Clark secured 67 unique brands combined, with eight brands investing in multiple athletes from this group. This class is setting a new standard for sponsorship value in women's sports.



Photo Credit:  
Cameron Brink's Instagram

# Most Endorsed NIL Athletes

Ranked by number of endorsement deals



## Paige Bueckers turns authenticity into brand engagement

Paige Bueckers's endorsement success—where she ranks second in total branded interactions—is fueled by her elite social media engagement. Whether prank-calling teammates or dancing in team facilities, her top-performing posts thrive on authenticity, showcasing how casual, relatable content drives fan connection. For brands, Bueckers's ability to turn everyday moments into high-impact engagement makes her a very valuable investment as her career continues to rise.



# Pro Athletes Social Performance

Ranked by highest total branded engagement

- |   |   |    |  |
|---|---|----|--|
| 1 | <b>Iga Swiatek</b>   WTA<br>12,324,968    | 6  | <b>Naomi Osaka</b>   WTA<br>2,348,542                |
| 2 | <b>Angel Reese</b>   WNBA<br>6,505,785    | 7  | <b>Emma Navarro</b>   WTA<br>1,893,062               |
| 3 | <b>Aryna Sabalenka</b>   WTA<br>4,786,128 | 8  | <b>Tatiana Flores</b>   Liga MX Femenil<br>1,831,896 |
| 4 | <b>Jasmine Paolini</b>   WTA<br>3,837,503 | 9  | <b>Beatriz Haddad Maia</b>   WTA<br>1,330,140        |
| 5 | <b>Cameron Brink</b>   WNBA<br>2,413,772  | 10 | <b>Elena Rybakina</b>   WTA<br>1,133,367             |



Photo Credit:  
Iga Swiatek's Instagram

# NIL Athletes Social Performance

Ranked by highest total branded engagement

- |   |  |    |  |
|---|--|----|--|
| 1 | <b>Livvy Dunne</b>   Gymnastics<br>5,499,950     | 6  | <b>Azzi Fudd</b>   Basketball<br>261,344           |
| 2 | <b>Paige Bueckers</b>   Basketball<br>4,939,533  | 7  | <b>Kamorea 'KK' Arnold</b>   Basketball<br>197,300 |
| 3 | <b>Cavinder Twins</b>   Basketball<br>1,059,239  | 8  | <b>Deja Kelly</b>   Basketball<br>176,141          |
| 4 | <b>Juju Watkins</b>   Basketball<br>1,054,202    | 9  | <b>Jada Williams</b>   Basketball<br>153,547       |
| 5 | <b>Joscelyn Roberson</b>   Gymnastics<br>305,857 | 10 | <b>Hailey Van Lith</b>   Basketball<br>124,876     |



Photo Credit:  
Livvy Dunne's Instagram

## Methodology

This report provides an in-depth analysis of brand sponsorships, endorsements, and social engagement across NIL athletes, the WNBA, LPGA, WTA\*, NWSL, and Liga MX Femenil, as well as their respective athletes, for the 2024 season. It covers more than 4,700 brands, 6,700 deals, and 11,000 social posts.

In addition to traditional sponsorship deals, the total number of team deals could also include: individual brands that are part of a parent company portfolio; deals signed at the league level (but that include team signage); and/or sponsorship deals signed through third-party agencies. In cases where a parent company secures a sponsorship deal and provides exposure for multiple sub-brands, the exposure of each sub-brand is counted as a separate, individual deal.

Social data was collected using SponsorUnited's proprietary social media tracking metrics—specifically Total Engagement—and compiled from property or person-controlled accounts on Instagram, Facebook, X (Twitter), TikTok, and LinkedIn. Sponsorship data was gathered from multiple sources, including observed brand placements in-game and during broadcasts, team websites, and official announcements.

The Women in Sports Marketing Partnerships Report was jointly authored by SponsorUnited's Marketing, Business Intelligence, and Analytics teams, using data from February 6, 2024, to February 6, 2025. The data for this report was sourced from the SponsorUnited SaaS platform, which tracks and analyzes sponsorship activity across all NIL athletes, as well as WNBA, LPGA, WTA,\* NWSL, and Liga MX Femenil teams and athletes.

*\*WTA analysis includes data from both mixed ITF tournaments and Grand Slams.*



# Thank You

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Want more insights?

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