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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.

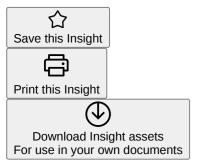
#### Why women's sports are a fast-growing opportunity for brands

<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.

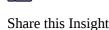
So, what does all this mean for brands?

#### Read the full article here.



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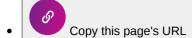




















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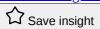
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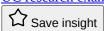
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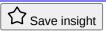
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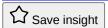
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By Suzanne McFadden - LockerRoom

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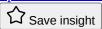
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By Emma Evans - Sport New Zealand

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



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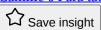
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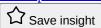
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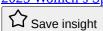
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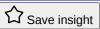
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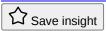
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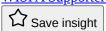
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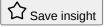


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WomenzSports presents Alice's soapbox: Emma Twigg (Rowing)



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By Emma Evans - Sport New Zealand

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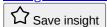
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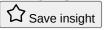
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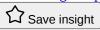
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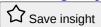


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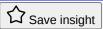
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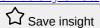
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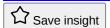
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#### How to be a male ally to women's sport

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**Yasmeen Kareem** 

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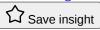
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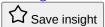
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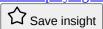
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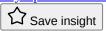
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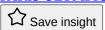
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#### Michele Kang Invests \$50 Million to Boost Women's Sports

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2021 National Sport Club Survey - Female Friendly Environments



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

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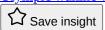
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#### Men as Allies: supporting women and girls in community sport

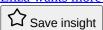
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#### Olympic wāhine winning streak makes powerful case for more funding for women's sport

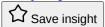
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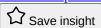
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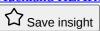


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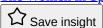
Lydia Ko within reach of golfing greats after staggering career earnings soar



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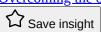
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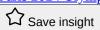
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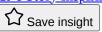
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CJ's Story Inspiring Inclusion





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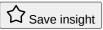
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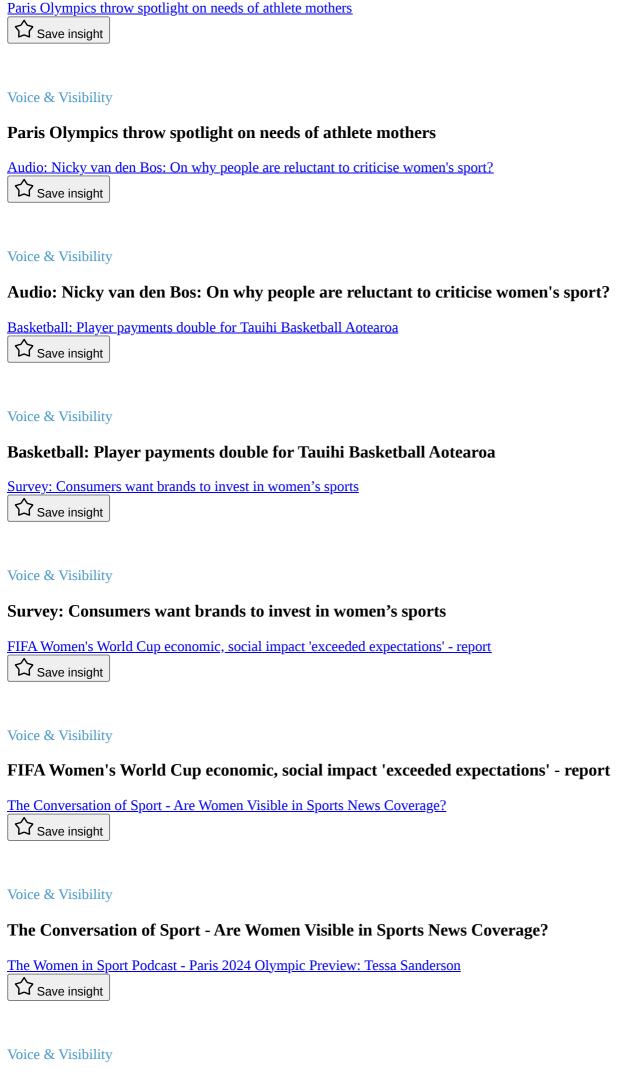
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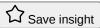
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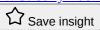
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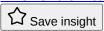
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IWG: Sally Rae - Level playing fields do not exist

NZ's Female Medal Prospects in Paris



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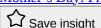
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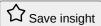
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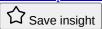
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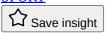
<u>Dalton's special connection to Southland lives on through foundation's gift</u>



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



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