RETURN ON FANDOM

THE INVESTMENT CASE FOR WOMEN'S SPORTS



For decades, sports marketing investments have been evaluated largely through the lens of reach, impressions, and audience size.

THOSE METRICS MATTER. BUT THEY DON'T TELL US EVERYTHING ABOUT THE VALUE OF A FAN.

When we judge women's leagues vs. the scale of established men's properties using those same metrics, we risk overlooking the full value of what the audience actually delivers.

04 REASONS TO RECONSIDER THE MATH

01 | AWARENESS | A million impressions vs. a million reasons to be remembered

+54%

sponsor awareness among women's sports fans vs. men's sports fans.

Why it matters: For brands focused on building awareness, the goal isn't simply maximizing exposure. It's making that exposure count. While men's sports offers higher impression volume, women's sports delivers the potential for greater brand recognition among a highly attentive audience with a tendency to clock every logo as an ally.

02 | CONSIDERATION | A famous face vs. a fiercely invested fanbase

43%

of women's sports fans are more inclined to buy from brands that partner with female athletes.

Why it matters: For brands looking to expand their consideration set, female athletes come with something money alone can't buy: fans who are genuinely invested in their success. Back the athletes those fans believe in, and your brand has an opportunity to earn some of that goodwill. Because who you stand behind says a whole lot about what you stand for.

03 | CONVERSION | Pay for their attention vs. Earn their business

49%

of women's sports fans are more likely to purchase from brands that sponsor women's sports.

Why it matters: Women's sports fans notice who's investing in the future of their leagues, and they know how to return a favor. In fact, they are 25% more likely than their men's sports counterparts to reward sponsors with a purchase. That alone has the potential to put up big numbers for brands looking to influence purchasing decisions.

04 | AFFINITY | Seen at the game vs. Seen as part of the team

3.4×

greater brand affinity toward Nike from WNBA fans than from general sports fans.

Why it matters: For brands weighing short-term visibility against long-term relationship building, strong brand affinity potential deserves a place in the investment equation. Women's sports fans tend to view sponsoring brands as part of the sport's success, and that relationship can carry value well beyond game day.

HERE'S THE REAL PLAY

THE TRADITIONAL METRICS AREN'T WRONG. THEY'RE INCOMPLETE.

Women's sports offers brands meaningful opportunities to build awareness, influence purchasing decisions, and earn lasting affinity. Opportunities that can get lost when reach is the loudest voice in the budget meeting. The smart move isn't to throw out the traditional metrics. It's to stop letting them have the final say.

The stats made their case. Now make your move.

Connect with us to build a sponsorship strategy in the women's sports economy that earns your place in the game and delivers where it counts.

CONTACT CZARCO SPORTS →

Research: The Collective at Wasserman + RBC (via Parity); women's sports fan research on female-athlete partnerships; Parity, U.S. Women's Sports Fan research; Sports Innovation Lab (via Parity). Findings come from different studies and audiences and do not establish comparative ROI or sponsorship causality.