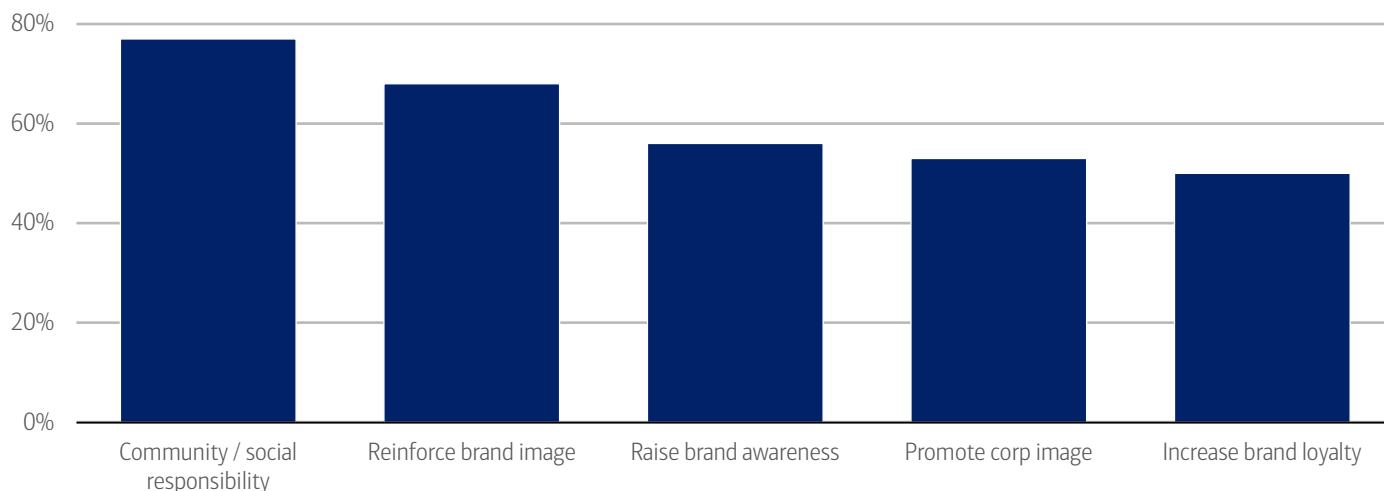


Daily Insights

The sponsorship surge powering women's sports

18 March 2026

Brand decision makers highlighted social responsibility (77%), brand image (68%) and awareness (56%) as reasons to sponsor women's sports
Top five reasons to sponsor women's sports



Source: Women's Sport Trust, BofA Global Research

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While both women's and men's professional sports generate revenue through ticket sales, media rights and sponsorships, women's sports currently rely most heavily on sponsorship and commercial deals (source: Deloitte). Corporate partners – including those from non-traditional sectors like beauty and healthcare – are increasingly investing in women's sports. According to Women's Sport Trust, key motivations include advancing community and social responsibility, closely followed by strengthening brand image.

Adding to the appeal for sponsors, a study by Change Our Game found that for every \$1 invested in women's sports, brands generate \$7 in customer value. This momentum is reflected in the marketplace: sponsorship deals in professional women's sports grew 12% in 2025 and 22% in 2024 (source: SponsorUnited).

For more, read our latest publication: [The business of women's sports](#).

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Disclosures

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