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Women in Sports Marketing Partnerships Across North America 2024-25

Theme:
Voice & Visibility

 Women in Sports Marketing Partnerships Across North America 2024-25

Co-authored by SponsorUnited

[SponsorUnited](#), the leading global sports and entertainment sponsorship intelligence platform today released its **Women in Sports Marketing Partnerships 2024-2025 Report**, analyzing brand sponsorships and endorsements for athletes and teams within the NWSL, WNBA, WTA, LPGA, Liga MX Femenil.

Key report findings include:

Women's sports sponsorships grew nearly twice as fast as men's

Sponsorship deals in women's sports grew at a 12% year-over-year (YoY) rate, outpacing the 8% YoY growth across the five major men's professional leagues—a near-50% faster rate. The surge is being driven by competition between established sports marketing brands and emerging challengers, each racing to secure prime partnerships before the market matures. Alcohol, apparel & accessories, and consumer products are leading this expansion, targeting a rapidly growing and engaged female fan base. Alcohol brands—historically among the largest spenders in men's sports—are now diversifying their investments, doubling NWSL sponsorships and expanding into the WTA, while apparel and consumer product companies increasingly leverage women's sports for lifestyle branding and deeper fan engagement.

“We're seeing an accelerating cycle of investment in women's sports that's reshaping the marketplace,” said Bob Lynch, Founder and CEO of SponsorUnited. “Major brands are scaling their investments and forming deeper, more sophisticated partnerships with leagues and athletes. Meanwhile, star players are driving unprecedented visibility through endorsement deals, further reinforcing the commercial power of women's sports. Walk into any McDonald's today, and you'll see one of the biggest sports superstars—who happens to be a WNBA player—front and center. That kind of mainstream visibility signals to even more brands and investors that now is the time to get onboard, just as leagues are expanding and reinvesting in their product. The competition to establish a foothold in this space is only intensifying, fueling a flywheel effect that shows no signs of slowing down.”

NWSL and WNBA fueling sponsorship growth

The NWSL led all women's leagues with a 19% increase in sponsorship deals, narrowly surpassing the WNBA by less than one percentage point. This growth was significantly fueled by the addition of two new teams, Bay FC and Utah Royals, which introduced a host of new brand partnerships, particularly in high-value sectors like finance, healthcare, and business services. The WNBA and LPGA also experienced notable increases in sponsorship activity (+19% and +14%, respectively), further demonstrating that breakthrough athletes and league expansions are accelerating investment in women's sports.

Endorsement surge in women's sports led by WNBA Stars

WNBA players are setting new benchmarks with endorsement deals in 2024-2025. WNBA rookie Cameron Brink leads with 31 endorsement deals, followed by tennis star Sloane Stephens with 30 and WNBA standout Angel Reese with 25. Other notable athletes like Naomi Osaka (23 deals) and Kamilla Cardoso (20) are also commanding significant attention. The WNBA claims six of the top 10 spots, including stars like Breanna Stewart, Lexie Brown, and Kelsey Plum, highlighting the league's growing commercial visibility.

Global brands deepen their investment in women's sports

Global brands are increasingly leveraging sponsorships to enhance visibility and impact in women's sports. Hologic leads the way as the most visible sponsor, reinforcing its commitment to women's health through its landmark partnership with the WTA. Rolex continues to expand its legacy as the Official Timekeeper of both the WTA and LPGA. Coca-Cola and Gatorade continue to dominate across all five major leagues, with Gatorade focusing on youth participation and Coca-Cola leveraging its Ciel Water partnership with Liga MX Femenil. Emirates has strengthened its presence in women's tennis by sponsoring all four Grand Slam tournaments, solidifying its commitment to the sport.

[Download the report here.](#)



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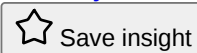
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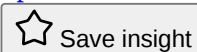
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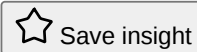


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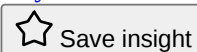
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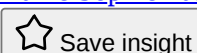
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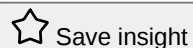
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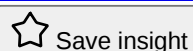
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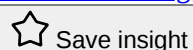
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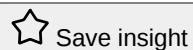
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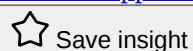
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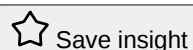


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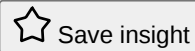
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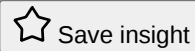


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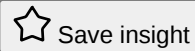


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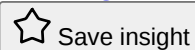


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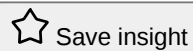
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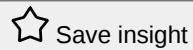
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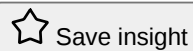
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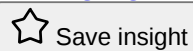
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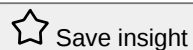
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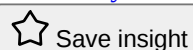
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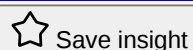
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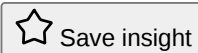
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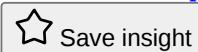


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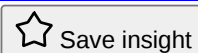


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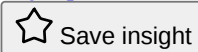
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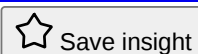
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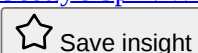
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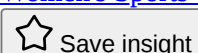
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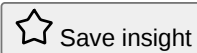
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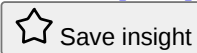
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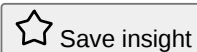


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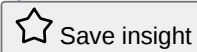
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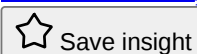
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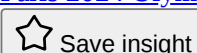
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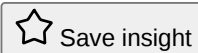
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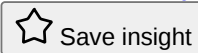
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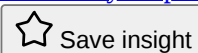
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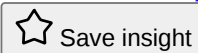


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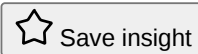
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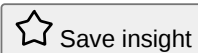
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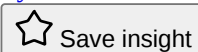


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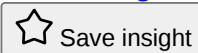
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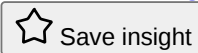
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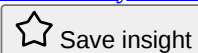
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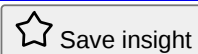
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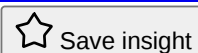
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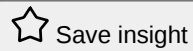
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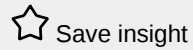
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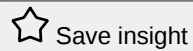
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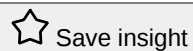
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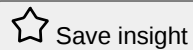
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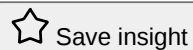
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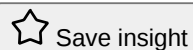
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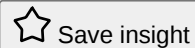
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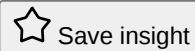
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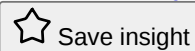
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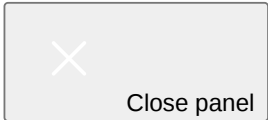
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