

THE BUCK STOPS HERE

A REVIEW OF BRAND DECISION MAKING IN WOMEN'S SPORT SPONSORSHIP AND ACTIVATION

A WOMEN'S SPORT TRUST REPORT INTO THE BRAND DECISION MAKING PROCESS

December 2024



INTRODUCTION

The Women's Sport Trust (WST) is a pioneering and visionary charity which has been at the forefront of driving change within women's sport for more than a decade. Focused on raising the visibility and commercial viability of women's sport in the UK, our role is to understand the barriers that are stopping women's sport from achieving its potential and develop initiatives and campaigns to overcome them, accelerating change.

We are operating in a challenging context.

The women's sport industry is fast moving, constantly evolving, and increasingly cluttered. The socio-economic environment we live in is changing. We have tighter budgets, an increasingly evolving digital age, a media landscape often dominated by men's football, more rigorous governance responsibilities, a health crisis, and much more. Commercialising women's sport in this context is not easy.

We have proved there is a growing audience for women's sport.

Our Closing the Visibility Gap report in 2021 highlighted how visibility drives engagement and the lack of data in this space. Since then, we have provided the industry with essential stats, reporting on the visibility of women's sport on a quarterly basis. Through our reports we have proved the audience, broadened awareness of how to build habit and helped highlight some of the needs and behaviours of women's sports fans.

More brands than ever understand the potential of women's sport partnerships beyond balancing out their portfolio.

WST research into the commercial landscape of women's sport (2023) showed that women's sport sponsorship can not only generate brand awareness but is also likely to drive an increase in brand affinity and consideration. Additionally, the data revealed that at all levels of sport, more consumers are more likely to do business with a sponsor of women's sport than men's sport.

Sport is one of the most important public arenas we have. Through women's sport we can create something that is not only significant to the values of our changing society, but also impactful to our economy.

Despite the headlines and optimism for the future though, the reality is that money is not yet pouring into women's sport.

We believe an important part of the commercial puzzle is having a deeper understanding of the brand perspective. WST therefore commissioned this new report to start to shed some light on how brands are making decisions around what they sponsor and how they activate their properties. We hope that rights holders use these findings to shape how they package and communicate the benefits of sponsoring women's sport to brands.

Clearly there is more work to be done, but if we can ensure that women's sport is visible and commercially viable, then we believe women's sport is set for an incredible growth journey in the years to come.



Tammy Parlour MBE
Women's Sport Trust CEO

CONTENTS

- 01 EXECUTIVE SUMMARY
- 02 SPONSORSHIP ACTIVITY
- 03 WOMEN'S SPORTS SPONSOR FOCUS
- 04 OPPORTUNITIES & BARRIERS IN WOMEN'S SPORTS
- 05 RECOMMENDATIONS





01

Executive Summary

Executive Summary

Women's sport delivers higher-than-expected ROI and sponsorship growth likely

High Return on Investment

- 86% of brands said that their women's sport sponsorships had met or exceeded ROI expectations.
- One in three women's sport sponsors also claimed that their activations had delivered better than expected results on their sponsorships, while the majority recorded results in line with their expectations.

Sponsorship likely to increase

- 4 in 5 brand decision makers are likely to invest in women's sport sponsorship within the next three years. Domestic teams across the major sports are seen as the most attractive potential property to invest in, followed by women's football generally and national teams across sport.
- 73% of brands said they were likely or somewhat likely to invest in individual female athletes making it the lead opportunity overall.

But all stakeholders must drive that conversation

- Rights holders will play a key role in driving investment, with 47% of women's sports sponsorship opportunities arising through a direct approach from a rights holder, further highlighting the importance of collaboration between sponsors and rights holders, in particular around communicating asset value.

Value fit and having meaningful impact are key drivers of sponsorship success

Women's Sport has a distinct USP

- While sponsors of men's sport identify reach and coverage as drivers of success, in women's sports an alignment with values and an opportunity to have an impact on a growing rights holder are important drivers of success.
- The survey found the top 5 reasons for sponsoring women's sports were showcasing CSR (77%), changing/reinforcing brand image (68%), increasing brand awareness (56%), promoting corporate image (53%) & increasing brand loyalty (50%).

Aligning on values key to effectively targeting brands

- Ensuring a good fit between brands and rights holder is important in potential investment – 65% of brand decision makers have turned down an opportunity to sponsor women's sports, citing a poor fit for their brand as the top reason.

To unlock the potential of women's sport however, it can't be just a values play - it needs to also be a scale play.

- The rights-to-activation ratio in men's sport is £1:£0.64 vs. £1:£0.84 in women's sport.
- Given the lower rights fees for women's sport, one might expect a much greater percentage of money to be spent on activation.
- With sponsors identifying the potential for impact on the rights holder as a reason for success in women's sports sponsorship, brands could help address the challenges of low earned media visibility by investing more in activation.

Improving communication and increasing visibility will drive greater investment

Marketeers need to better communicate value

- There is a need for greater collaboration between sponsors and rights holders in communicating the appeal and value of the sponsored property, as evaluating the potential ROI of the property is seen as the most challenging stage of the sponsorship process, and 1 in 5 sponsors saw communicating the value of the sponsorship to internal stakeholders a challenge.
- Rights holders should look beyond commercial success to develop an impact-focused ROI model and communicate the brand-impact potential to stakeholders.
- Brands should ensure that their current measurement systems/tools are sufficient for tracking partnership objectives

The biggest barriers to women's sport sponsorship remain visibility related

- 2 in 5 brand decision makers think that the lower perceived appeal of rights holders in the women's sports space acts as a deterrent to investment, while 31% identify lower awareness of the rights holder/assets amongst the public as a barrier.
- While budget and resource restrictions were claimed to be big blockers to activating partnerships, 29% also revealed that there was not enough information on the most effective activations for women's sport, and 21% admitted they were unsure how to engage with fans and potential fans.

Introduction & Methodology

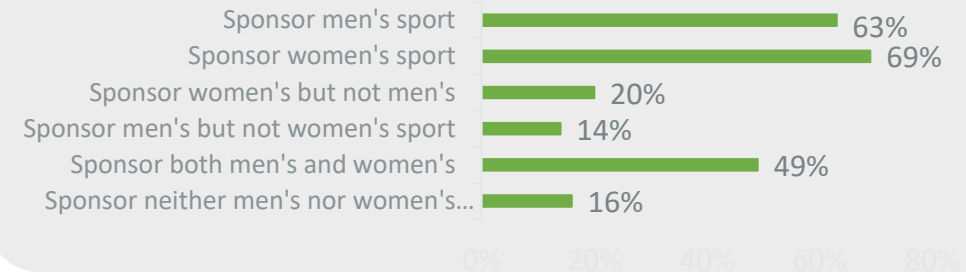
This research sets out to understand what influences decision-making on investing in women's sport sponsorship assets and activation, including the distinct benefits of investment in women's sports, barriers to sponsorship, and areas of potential sponsorship.

The Women's Sport Trust (WST) commissioned ONSIDE to help design a survey and analyse data. Using WST networks, a sample of 49 brand decision makers were surveyed. Fieldwork took place between 20th Aug – 26th Sept 2024. 69% of the sample were current sponsors of women's sport. 65% had chosen to turn down an opportunity with a women's sports rights holder at some point. ONSIDE and WST discussed findings and surfaced insight. Early summaries of this report were debated by the group before this final draft was prepared.

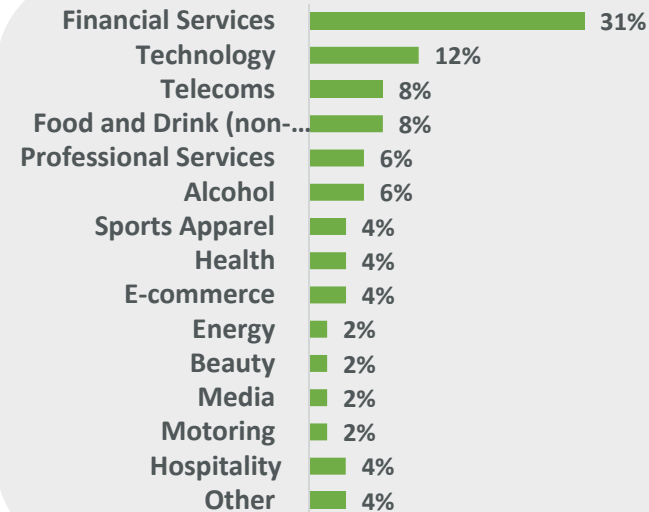
Participant Role



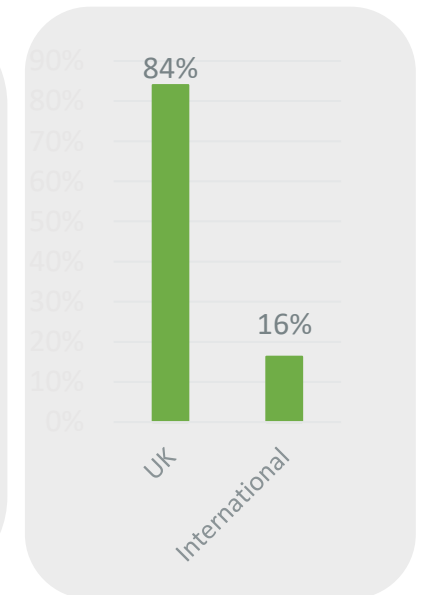
Participant Sponsorship Profile



Participant Industry



Participant Location

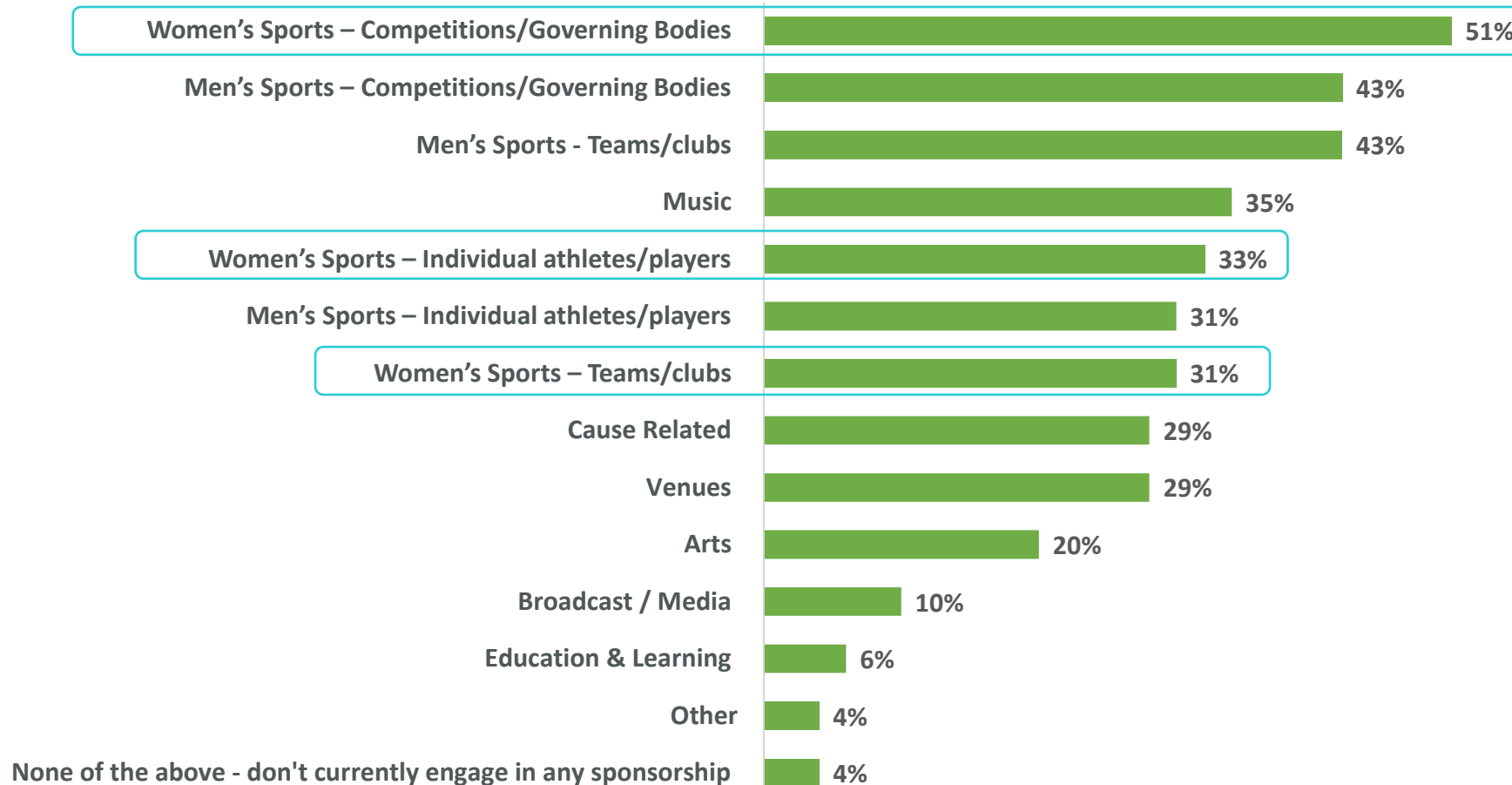


02

Sponsorship Activity

Sponsor Profile: Areas of Sponsorship

Does your organisation currently have sponsorship/partnership agreements in any of the following areas?



NET Sponsor Women's Sports 69%

NET Sponsor Men's Sports 63%

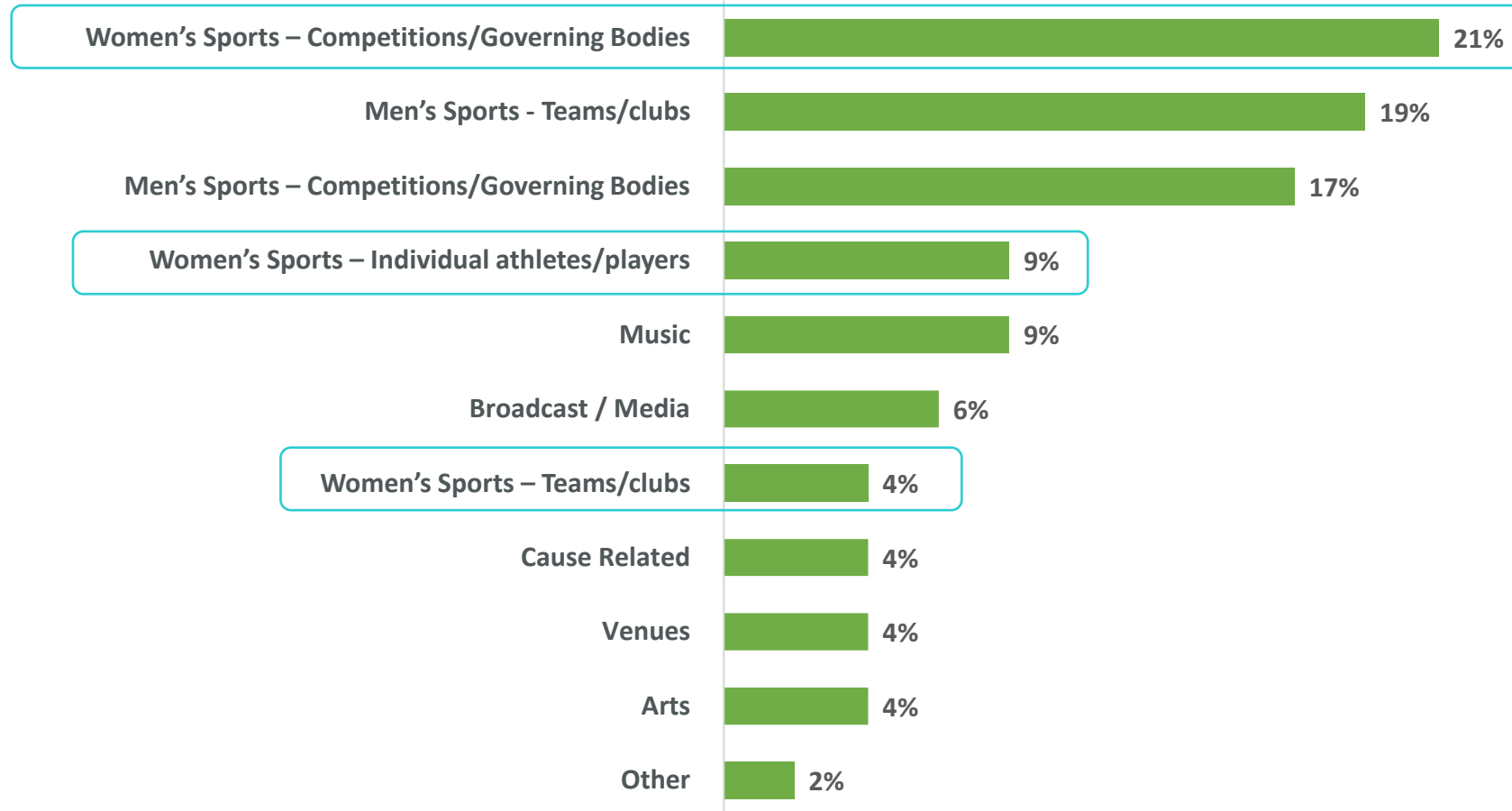
TAKE-OUT

Within women's sports sponsorships, the largest number of sponsorships are within competitions and governing bodies, followed by individual athletes/players and teams/clubs. This is mirrored in men's sports sponsorship, with competitions/governing bodies seeing the greatest level of sponsorship, however, the gap between teams/clubs sponsorship and individual athletes/players sponsorships is significantly larger than in women's sports sponsorships, where there is similar levels of engagement across these properties.



Most Successful Sponsorships

Of the sponsorships/partnerships you are engaged in, which is the most successful for your organisation?



NET Women's Sport 34%

NET Men's Sport 36%

TAKE-OUT

Women's sports sponsorships are seen as successful partnerships for brands, as sponsorship of women's sports competitions / governing bodies is named as the most successful partnership. Successful areas of sponsorship differ across women's and men's sport - in men's sport, teams/clubs are seen as the most successful area for sponsorship followed closely by competitions / governing bodies, while in women's sport, benefitting from a greater level of sponsorship, competitions/governing bodies is most successful with 10% naming individual athletes/players and 4% naming teams/clubs.



Most Successful Sponsorships: Why Most Successful – Women’s Sports - Competitions/Governing Bodies

Sponsorship	Reason	Quote
Women’s Sports - Competitions/Governing Bodies	Impact on rights holder Positive sentiment	<i>Able to go beyond traditional sponsorship and make an impact at a grassroots level to improve accessibility, engagement and opportunities for women and girls. This is recognised by both communities and colleagues within the organisation as having a positive impact for the brand</i>
Women’s Sports - Competitions/Governing Bodies	Availability of rights holders Impact on rights holder	<i>There are more opportunities and they are not as set in their ways. So more flexibility to partner with sports organisations who are looking to add real value to their members and supporters.</i>
Women’s Sports - Competitions/Governing Bodies	Alignment with values Impact on rights holder	<i>It aligns with our brand ambitions and gives us a lot of activation scope - we feel we can be fully involved and genuinely make a difference</i>
Women’s Sports - Competitions/Governing Bodies	Alignment with values Impact on rights holder	<i>Aligns with our Purpose and values</i>
Women’s Sports - Competitions/Governing Bodies	Alignment with values	<i>Natural link and working towards to same goal of bringing about much-needed change in the game</i>
Women’s Sports - Competitions/Governing Bodies	Alignment with values	<i>Our largest property + best platform for brand values</i>
Women’s Sports - Competitions/Governing Bodies	Alignment with values Growth opportunities	<i>Values and growth</i>
Women’s Sports - Competitions/Governing Bodies	Growth opportunities Positive sentiment	<i>Current growth and interest / Pride / Impact</i>

TAKE-OUT

In sponsoring women’s sports competitions/governing bodies, alignment between sponsor and rights holder values is the most impactful factor in driving success of the sponsorship, with sponsors also identifying the potential for impact on the rights holder as a reason for the success of the sponsorship.

Most Successful Sponsorships: Why Most Successful – Women’s Sports - Individual Athletes/Players & Teams/Clubs

Sponsorship	Reason	Quote
Women’s Sports - Individual athletes/players	Fan Engagement Opportunities	<i>I don't believe that many consumers follow their banks / financial service providers on social media - they do however enjoy and engage with posts from sporting talent</i>
Women’s Sports - Individual athletes/players	Impact on rights holder	<i>There are athletes who are bigger than the sport itself - they are role models and have clear values in relation to society</i>
Women’s Sports - Teams/clubs	Entry into sports sponsorship space	<i>It is currently our only one but has helped give our brand credentials in sports & exercise</i>
Women’s Sports - Teams/club	Alignment with values	<i>It aligns to our purpose</i>

TAKE-OUT

Drivers of success vary across sponsorship of individual athletes/players and teams/clubs in women’s sport, as sponsors note opportunities to reach fans and access to the sports space as reasons to sponsor women’s sports in these areas.

Most Successful Sponsorships: Why Most Successful – Men’s Sports - Teams/Clubs

Sponsorship	Reason	Quote
Men’s Sports – Teams/Clubs	Global reach/access	<i>sponsorships are used globally across the business by 25+ BUs</i>
Men’s Sports – Teams/Clubs	Reach/coverage	<i>Broad audience reach</i>
Men’s Sports – Teams/Clubs	Reach/coverage	<i>Reach to audiences</i>
Men’s Sports – Teams/Clubs	Reach/coverage	<i>Broadcast coverage and hospitality appeal</i>
Men’s Sports – Teams/Clubs	Reach/coverage	<i>Biggest reach</i>
Men’s Sports – Teams/Clubs	Commercial/brand results	<i>It has demonstrated the most impact for our brand - both in brand and commercial metrics</i>
Men’s Sports – Teams/Clubs	Reach/coverage	<i>Reach of the club</i>
Men’s Sports – Teams/Clubs	Commercial/brand results	<i>Biggest return on investment</i>
Men’s Sports – Teams/Clubs	Commercial/brand results	<i>Commercial return on investment versus others; all other metrics similar</i>

TAKE-OUT

Drivers of success in men’s sport sponsorship are focused on the potential reach and coverage available through the rights holder, while sponsors also mention proven commercial results in men’s sports.

Most Successful Sponsorships: Why Most Successful – Men’s Sports - Competitions/Governing Bodies

Sponsorship	Reason	Quote
Men’s Sports – Competitions/Governing Bodies	Audience fit	<i>Many of the customers I target are male senior decision makers, so I sponsor the sports they are interested in.</i>
Men’s Sports – Competitions/Governing Bodies	Reach/coverage	<i>Broadest audience</i>
Men’s Sports – Competitions/Governing Bodies	Reach/coverage Audience fit	<i>In terms of viewership and reach into our target audience. However our women's sports sponsorships are also successful.</i>
Men’s Sports – Competitions/Governing Bodies	Rights holder specific	<i>UEFA</i>
Men’s Sports – Competitions/Governing Bodies	Long term relationship Commercial/brand results	<i>Length of partnerships and platform for business / brand building</i>
Men’s Sports – Competitions/Governing Bodies	Audience fit	<i>biggest relevance for our target group</i>
Men’s Sports – Competitions/Governing Bodies	Commercial/brand results	<i>ROI</i>
Men’s Sports – Competitions/Governing Bodies	Reach/coverage	<i>Size of investment and visibility</i>

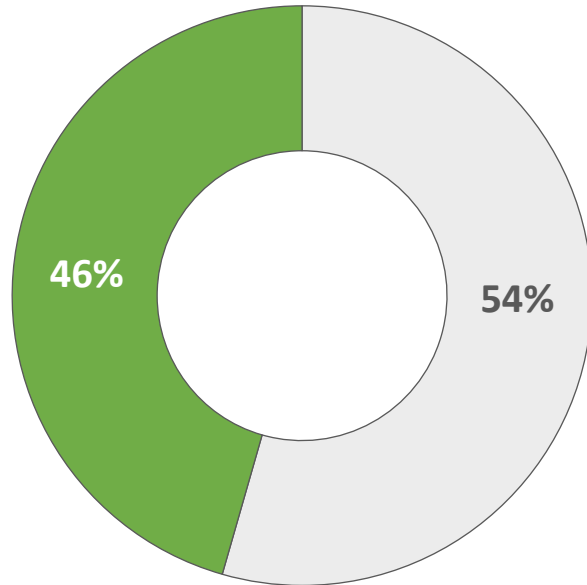
TAKE-OUT

While success in sponsorship of women’s sports competitions/governing bodies is largely centred around a strong fit between the brand and rights holder, sponsorship in the same area of men’s sports sees a fit between the brand and rights holder audience as a greater driver of success.

Sponsorship Budget Allocation – Rights Fees vs Activation

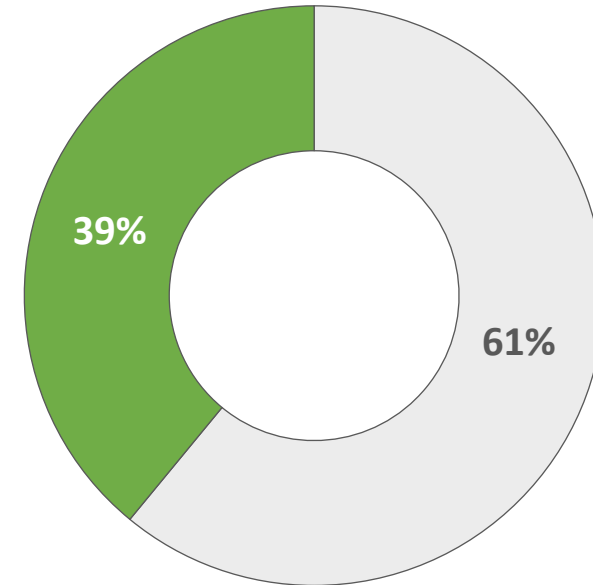
What percentage of your total women's/men's sport sponsorship budget is accounted for by rights fees versus sponsorship activation?

Women's Sports Sponsorship Budget



Rights:Activaton Ratio
£1:£0.84

Men's Sports Sponsorship Budget



Rights:Activaton Ratio
£1:£0.64

TAKE-OUT

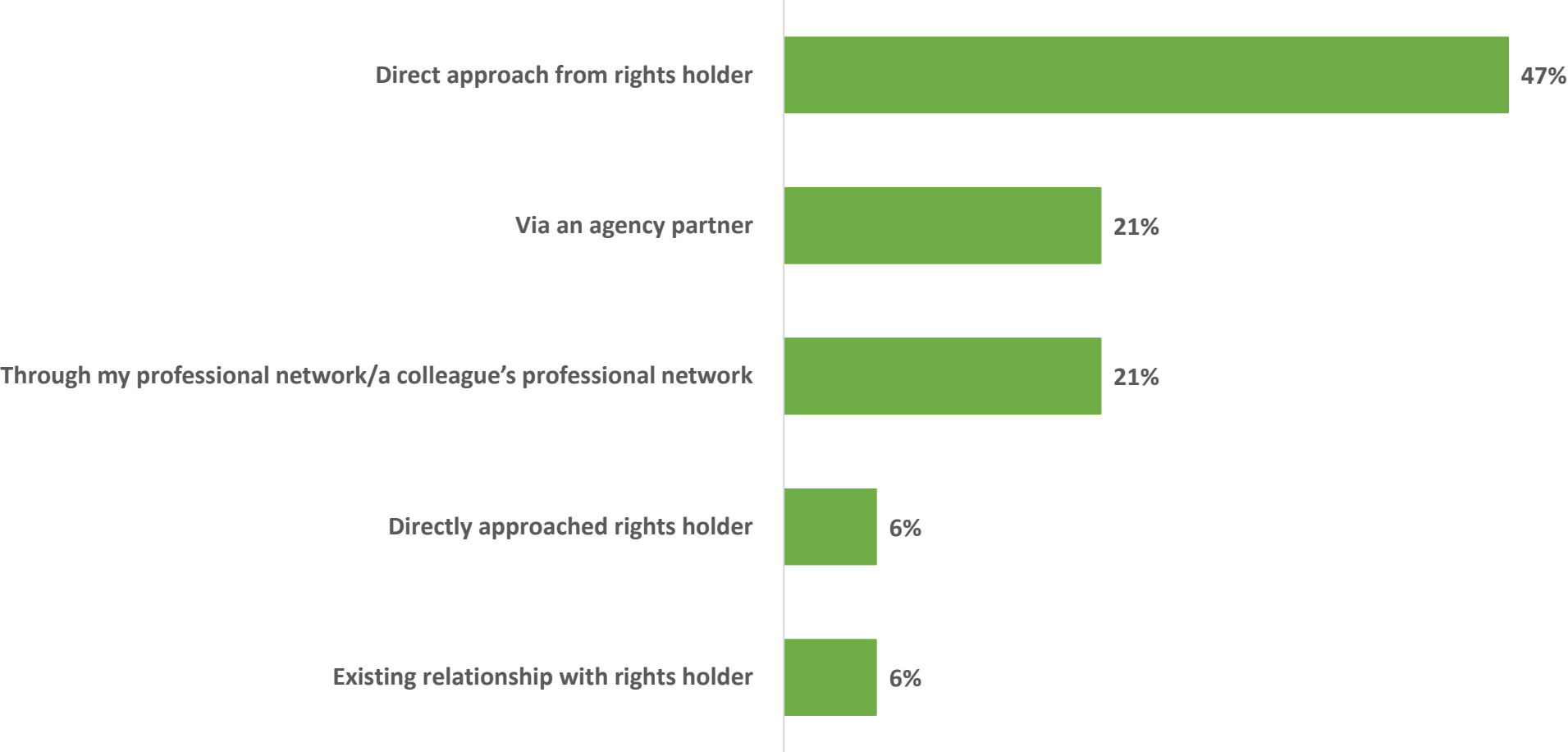
Sponsors of men's sport typically spend 61% of their sponsorship budget on rights fees, in comparison to 54% spent by sponsors of women's sport. Given the lower rights fees for women's sport, one might expect a greater percentage of money to be spent on activation. With sponsors identifying the potential for impact on the rights holder as a reason for success in women's sports sponsorship, the relatively lower initial spend on rights fees in women's sport underlines the opportunities in women's sports to engage with a growing rights holder.

03

Women's Sports Sponsor Focus

How Women's Sport Sponsorship Opportunities Arise

How did this women's sports sponsorship/partnership opportunity first arise?

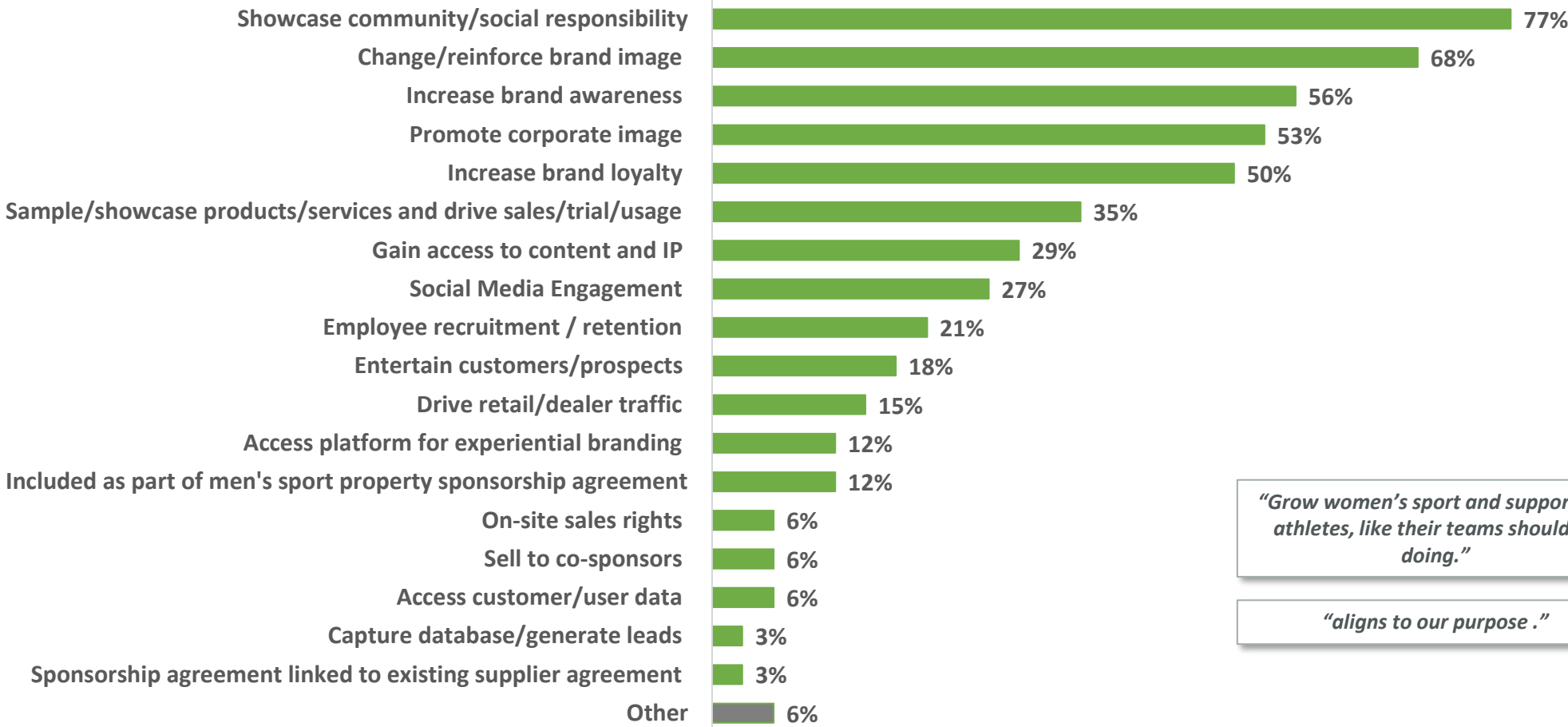


TAKE-OUT
Rights holders are the largest drivers of sponsorship opportunities in women's sports, with 47% of sponsors approached directly by the rights holder. Professional relationships also play an important role, with 1 in 5 opportunities arising through a professional network and 6% through an existing relationship with the rights holder.



Reasons for Sponsoring Women’s Sport

You mentioned that your organisation sponsors women’s sports. Which of the following best describe the reasons your organisation entered into the sponsorship/partnership agreement(s)? Please select the TOP 5 reasons for sponsoring women’s sports.



“Grow women’s sport and support the athletes, like their teams should be doing.”

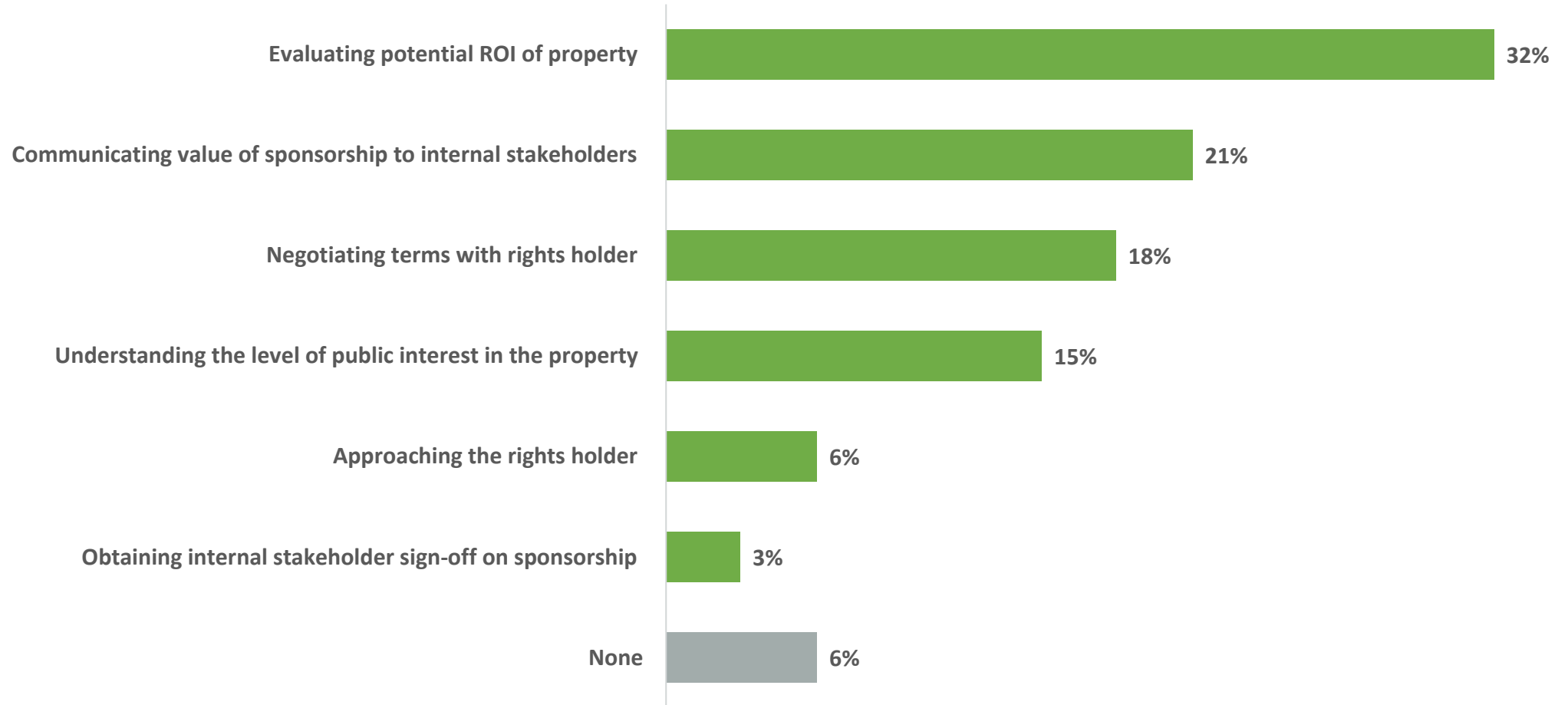
“aligns to our purpose .”

TAKE-OUT
 Amongst current women’s sports sponsors, the potential impact on brand image drives sponsorship agreements, as the opportunity to showcase community/social responsibility was the top reason for entering into the sponsorship agreement, followed by the opportunity to change/reinforce brand image. 56% named increasing brand awareness as a top reason to sponsor women’s sports, while 53% entered a women’s sports sponsorship to promote their corporate image.



Women's Sport Sponsorship Process - Challenges

When entering into your women's sports sponsorship agreement, what was the most challenging stage of the process?

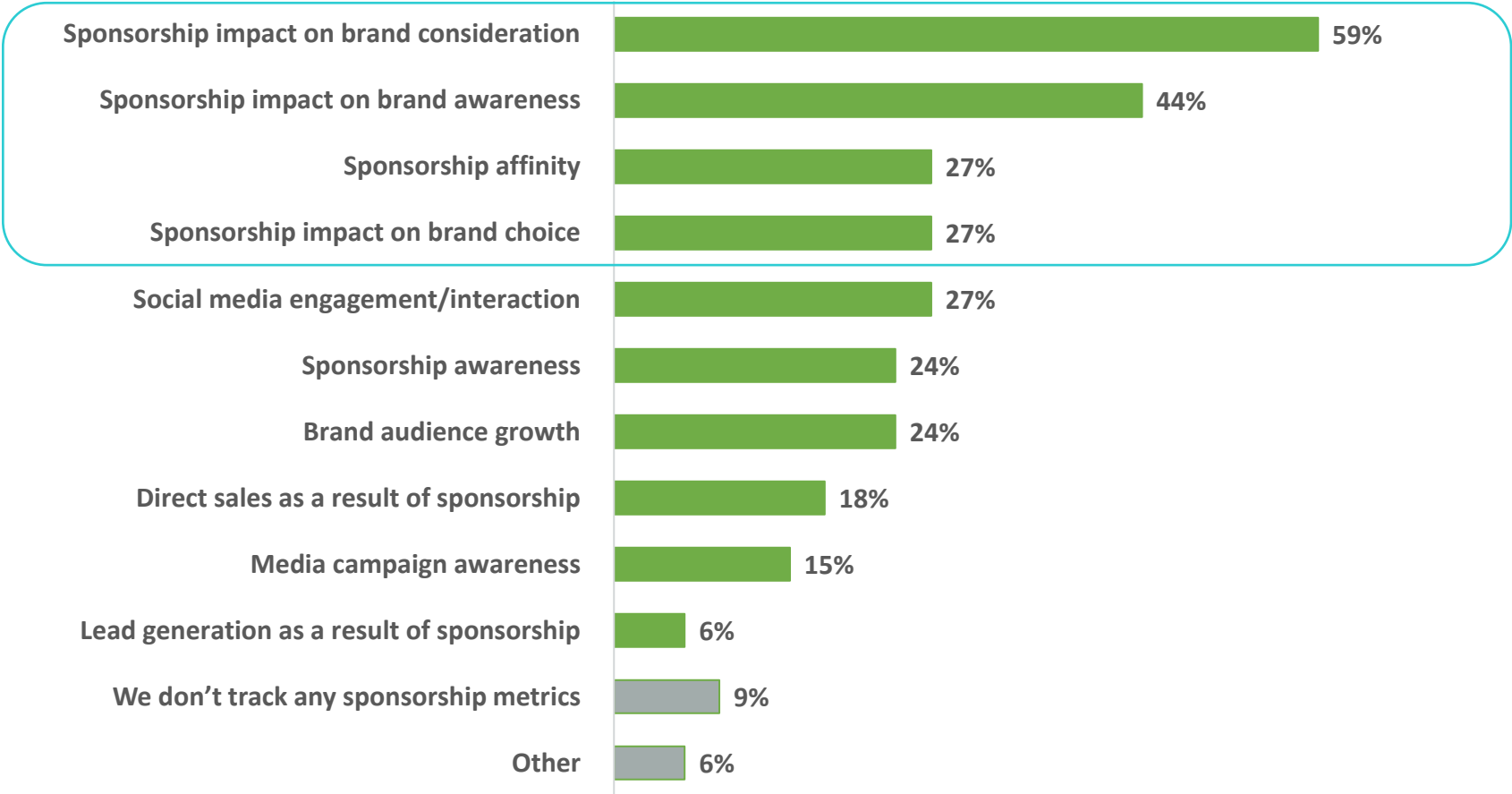


TAKE-OUT

For current women's sport sponsors, evaluating potential ROI of the property is the most challenging step of the sponsorship process. This is also noteworthy when identifying drivers of sponsorship success – while in men's sports sponsorship, commercial results and ROI are seen as reasons for success, women's sports sponsors are more likely to identify more tacit benefits such as value fit, underlining the importance of a focus on sponsorship evaluation in women's sports.

ROI Evaluation

Which of the following metrics are most important in determining the ROI of your current women’s sport partnership/sponsorship(s)?

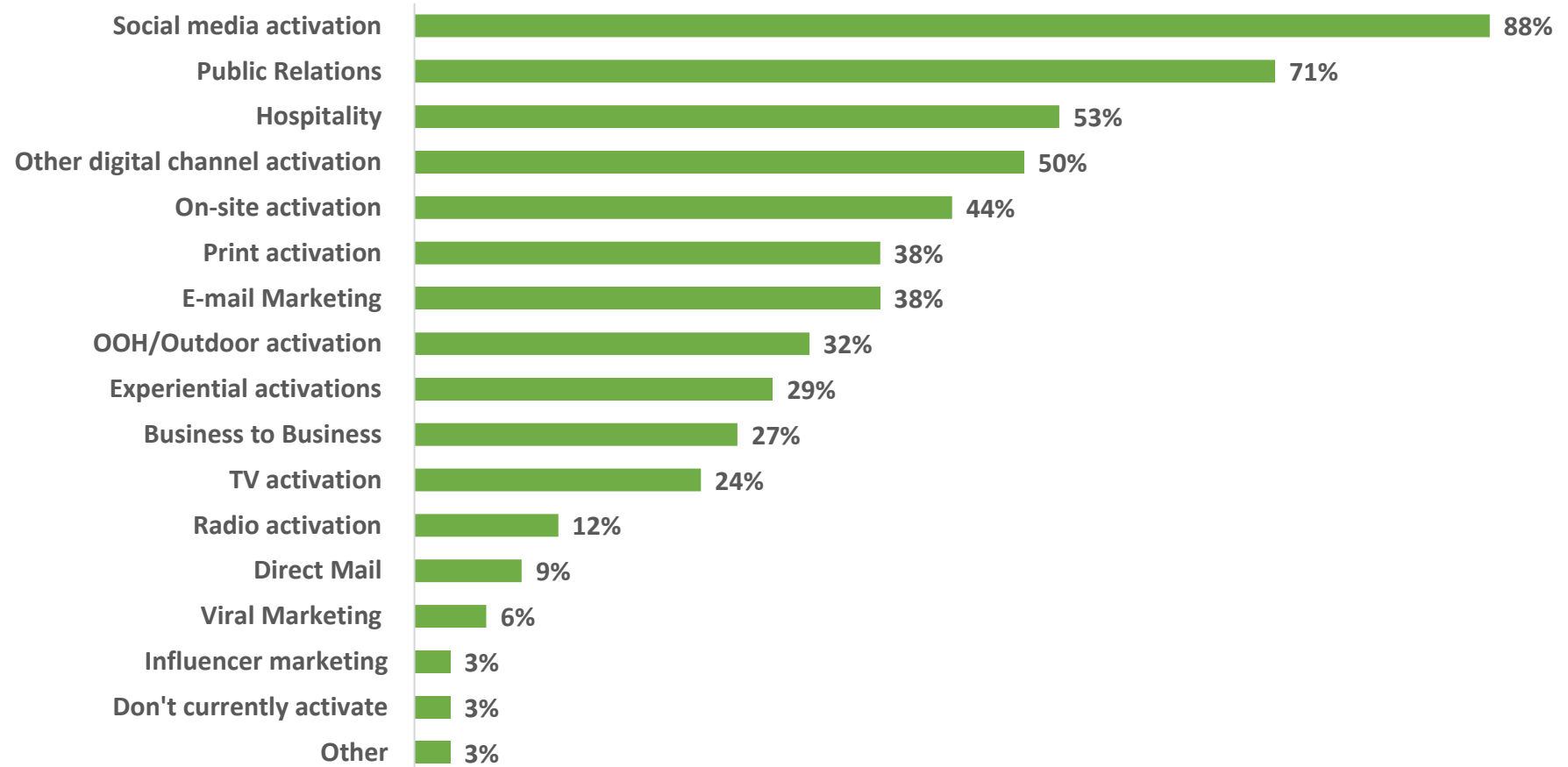


TAKE-OUT
 Impact on brand consideration is the most tracked metric amongst women’s sport sponsors, with 3 in 5 measuring this result – likely an important metric to report as 1 in 4 brand decision makers say that a lack of certainty around commercial benefit is a barrier to invest. While 56% named growing brand awareness as a key reason for entering into sponsorship agreements, just 44% track the impact of the sponsorship on awareness, and with 1 in 10 not currently tracking any sponsorship metrics, the impact of women’s sports sponsorships is potentially under-reported at the moment.



Women's Sport Sponsorship Activation

How do you currently activate and market your women's sports sponsorship(s) (i.e. how does your organisation raise awareness of its women's sports sponsorship amongst the wider public)?

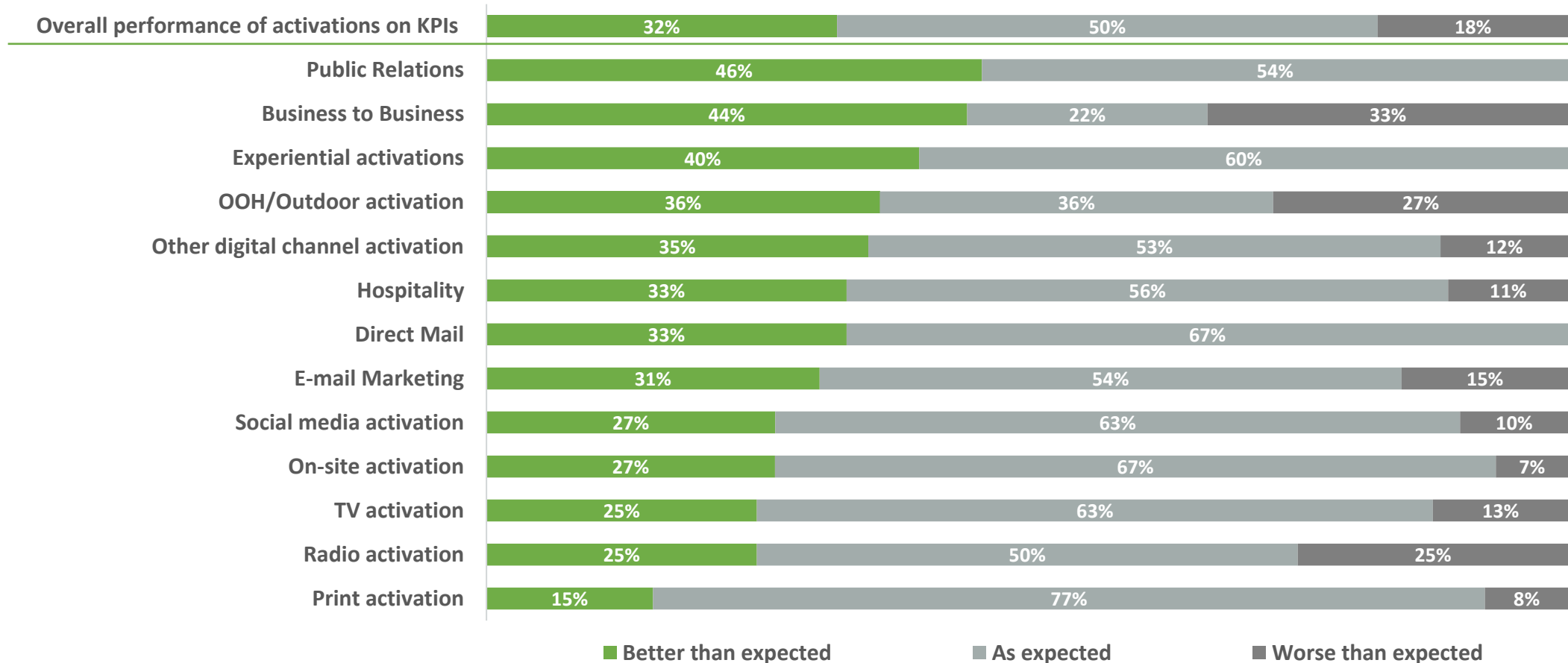


TAKE-OUT

With 46% of women's sports sponsorship budgets going towards activation, social media is the most commonly used platform for activation, used by 88% of sponsors. PR activities are used by 71% to promote their women's sports sponsorships, while over half of brands use hospitality or other digital channel activations. There is a smaller focus on TV activation, with just 1 in 4 using this platform.

Women's Sport Sponsorship Activation – Delivery on KPIs

How have your women's sports activations mentioned above delivered on your sponsorship targets/KPIs to date?



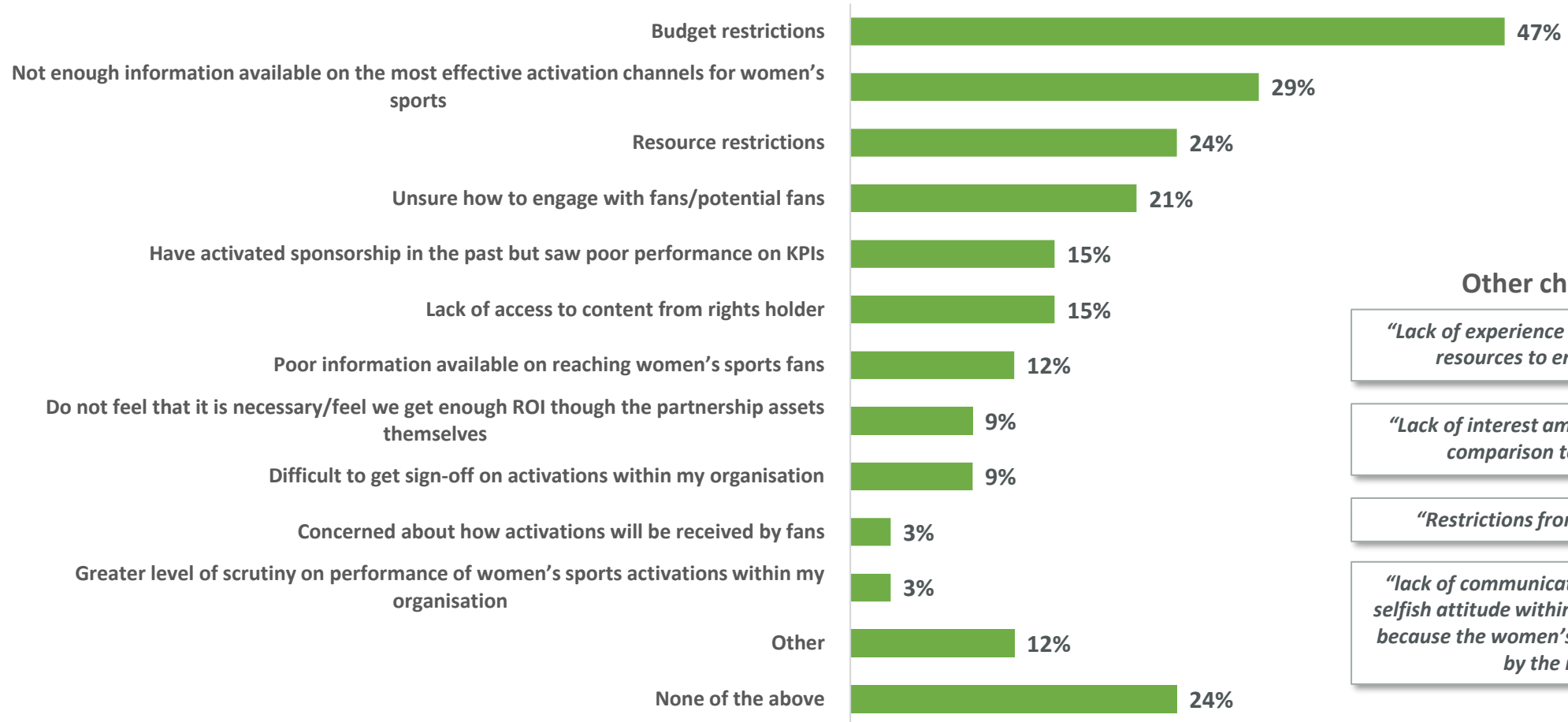
TAKE-OUT

1 in 3 women's sports sponsors have seen activations deliver better than expected results on their sponsorship targets, while the majority recorded results in line with their expectations. In the most used activations, social media delivered better than expected results for 27% activating their sponsorship in this way, while PR proved effective, delivering better than expected results for 46%, with the remainder seeing results in line with expectations.



Women's Sport Sponsorship Activation - Challenges

Have you encountered any of the following challenges when activating your women's sports sponsorship(s)?



Other challenges:

"Lack of experience within team, lack of resources to engage experts"

"Lack of interest amongst public now in comparison to previously"

"Restrictions from rights holders"

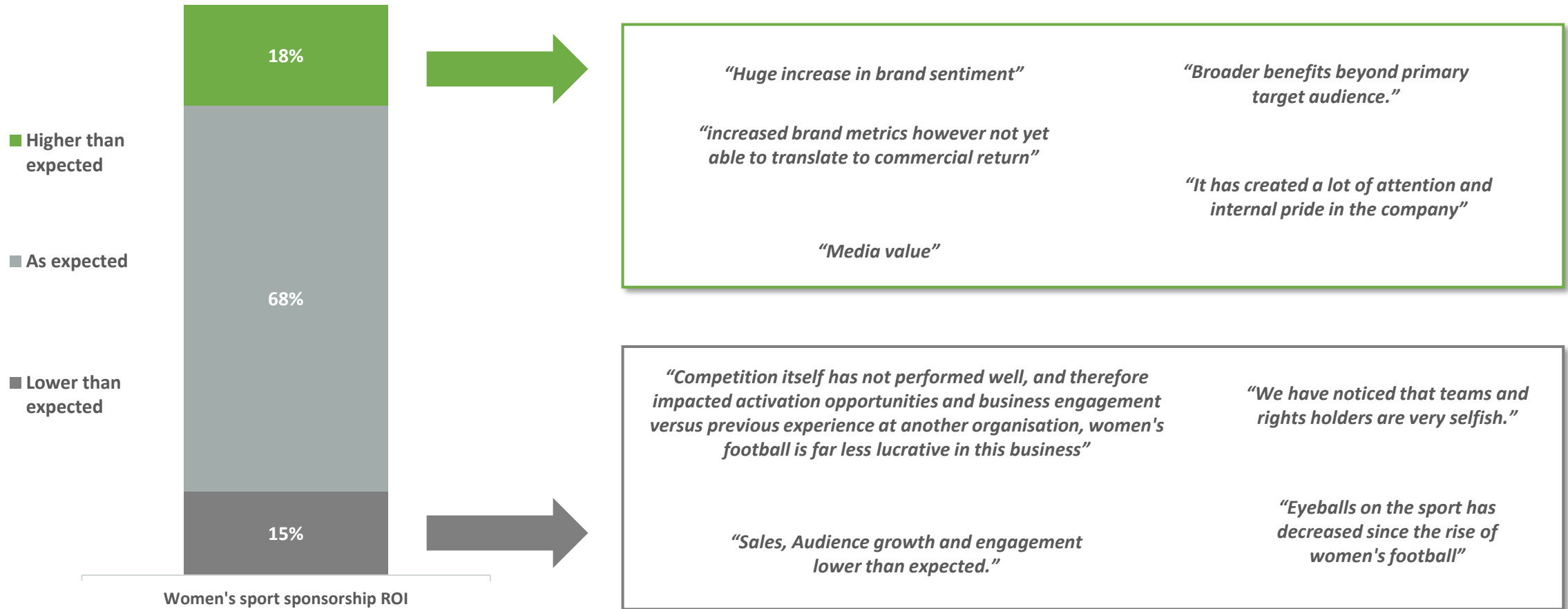
"lack of communication from teams and selfish attitude within management. Often because the women's teams are governed by the men's"

TAKE-OUT

Activation of women's sports sponsorship has proved somewhat challenging for sponsors, with 3 in 4 facing challenges. Though activation accounts for a large proportion of women's sport sponsorship budgets, budget restrictions remain a top challenge, with 47% encountering this. Uncertainty and a lack of experience also pose a challenge, with 29% reporting a greater need for information on impactful activation channels, while 1 in 5 are unsure as to how best to engage with current or potential fans, underlining the importance of a dedicated women's sport activation strategy.

ROI of Women's Sport Sponsorship

How would you describe the return on investment of your current women's sports sponsorship/partnerships?



TAKE-OUT

Women's sport sponsorships have typically delivered a return on investment in line with expectations for sponsoring brands, with 68% reporting ROI matching expectations. 18% saw higher than expected returns, with these sponsors reporting additional benefits including employee pride/engagement, rising brand sentiment and the opportunity to reach a wider audience, while 15% saw lower than expected returns, driven largely by lower than anticipated engagement with the sponsored asset.

A black and white photograph of three women celebrating. The woman on the left is shouting with her mouth wide open. The woman in the middle is also shouting and has her hand near her face. The woman on the right is smiling broadly and holding a trophy aloft in her right hand. A white horizontal line runs across the middle of the image, behind the text.

04

Opportunities & Barriers in Women's Sports

Benefits of Women's Sport Sponsorship

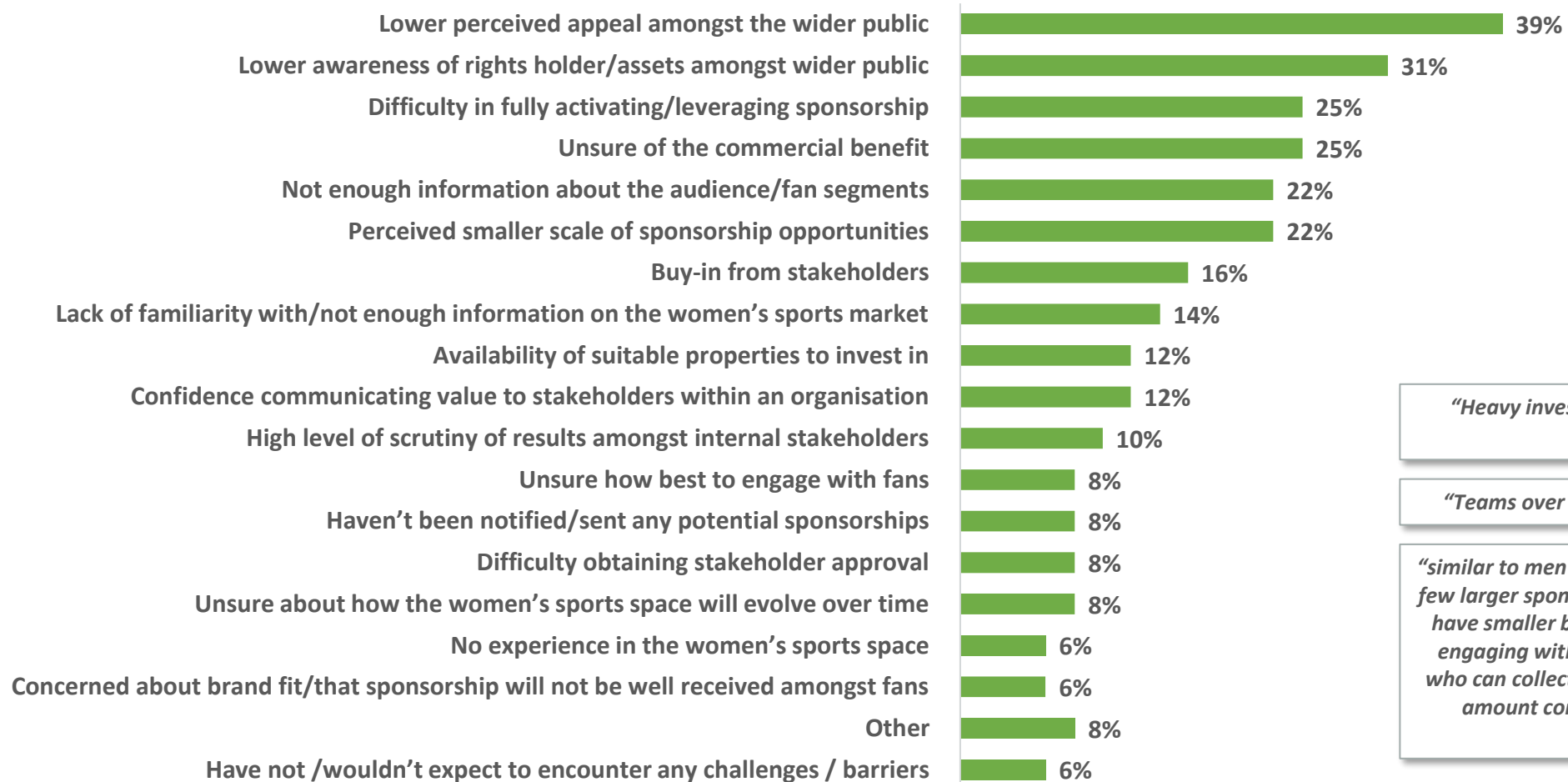
Thinking about sports sponsorships, what do you think are the distinct benefits of sponsoring women's sport? Please select the top 3 benefits



TAKE-OUT
 With current women's sport sponsors reporting the opportunity to showcase community/social responsibility and to change or reinforce brand image as the top reasons to sponsor women's sport, the opportunity to support a rights holder that aligns with brand values is identified as the top distinct benefit offered by women's sports properties. Brands also identify the opportunity to partner with a growing rights holder as a distinct benefit in sponsoring women's sport, while 37% see the opportunity to drive brand affinity as a distinct benefit – underlining the importance of tracking performance metrics to illustrate the benefits of sponsorship, as just 27% of women's sport sponsors currently report on brand affinity impact.

Barriers to Women's Sport Sponsorship

And what do you think are the main barriers to brands investing more into the sponsorship of women's sport? Please select the top 3 barriers



"Heavy investment on activation budget for smaller returns"

"Teams over inflate their sponsorship value."

"similar to men's sport I think they often look for a few larger sponsors - whereas lots of small brands have smaller budgets - so the big opportunity is engaging with many more smaller businesses, who can collectively contribute more or a similar amount compared to the larger brands. "

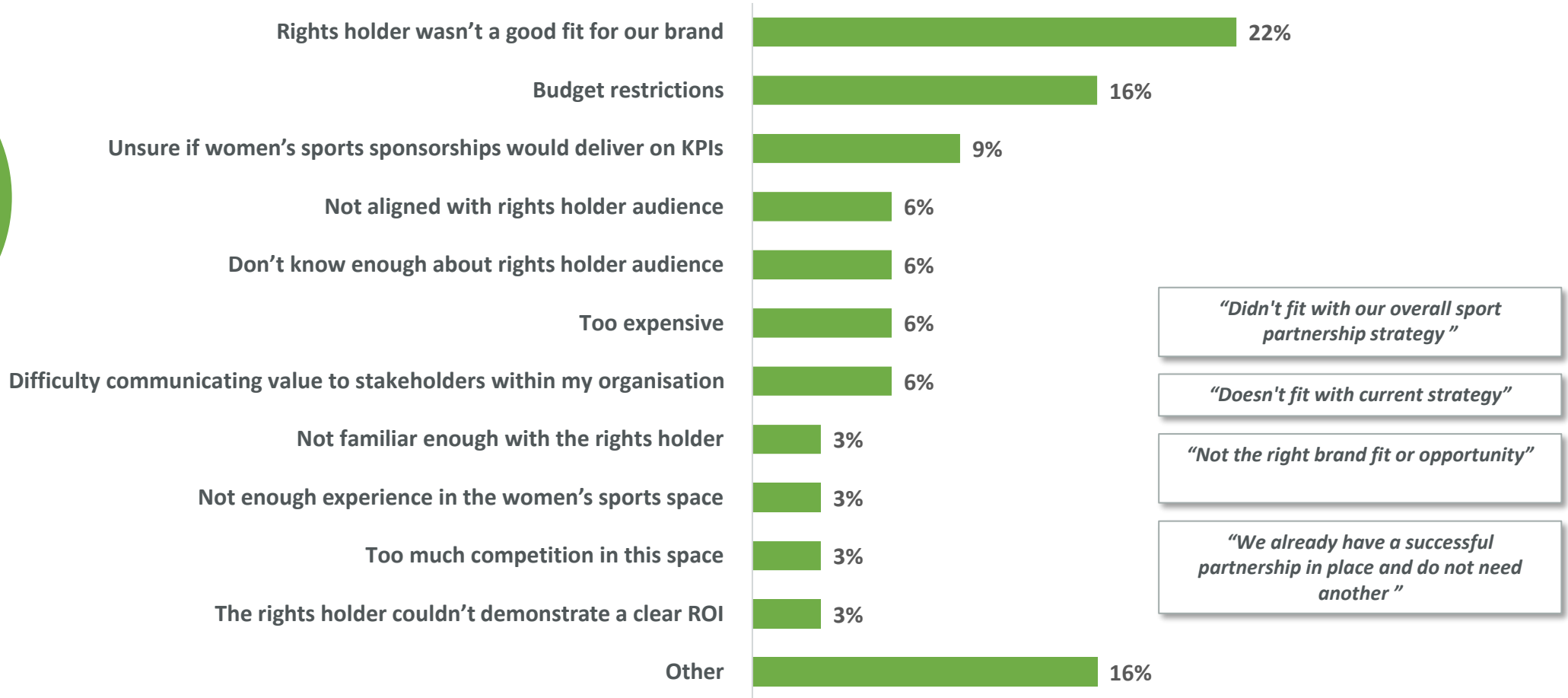
TAKE-OUT
 There is likely a greater need for rights holders to communicate asset reach and target audience, as 39% of brand decision makers cite lower perceived appeal amongst the wider public as a barrier to sponsoring women's sport, while a lack of information about the audience/fan segments acts as a deterrent to 22% of brands. 31% feel that lower awareness of the rights holder / asset amongst the wider public is a barrier to investing in women's sport sponsorship – with viewership of women's sport seeing significant growth, communicating rising awareness will be vital in overcoming perceived barriers.



Deterrents to Investment

Has your organisation ever turned down a sponsorship/partnership opportunity with a women's sports rights holder?

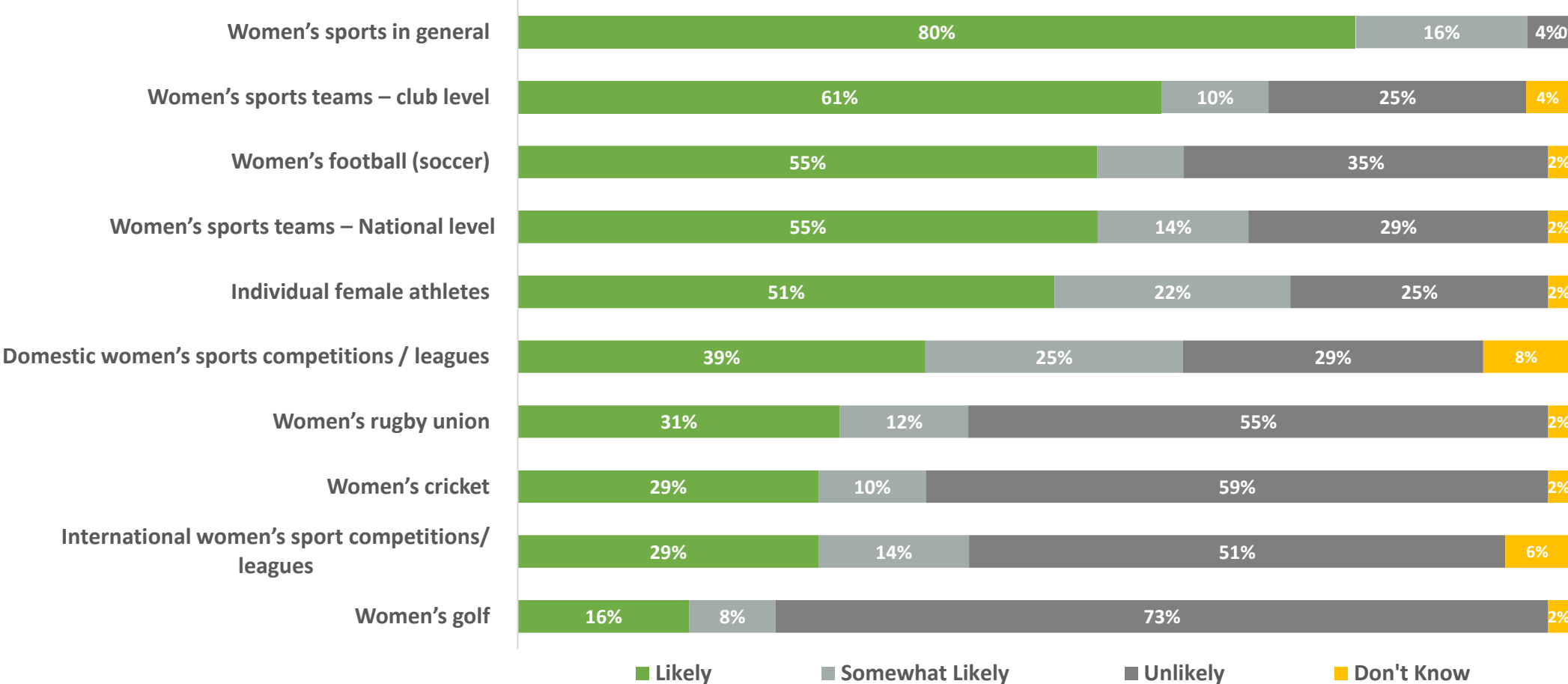
65%
have turned down a sponsorship opportunity with a women's sports rights holder



TAKE-OUT
65% of brands engaged in sponsorships have turned down an opportunity with a women's sports rights holder, including 75% of current women's sports sponsors who have previously turned down an opportunity. The importance of value fit is further underlined – with brand decision makers identifying this as the top benefit in sponsoring women's sports, a poor fit between sponsors and rights holders is also the top reason to turn down an opportunity.

Likelihood to Invest in Sponsorship Platforms

How likely is your organisation to invest/increase investment in the following sponsorship platforms in the next 1 to 3 years?



TAKE-OUT
 4 in 5 brand decision makers are likely to invest in women's sports in the next 1-3 years. Current women's sports sponsors likely to continue their investment, with 85% likely to invest in women's sports in the coming years. Club level teams see the greatest interest with 3 in 5 considering sponsorship in this space, while alongside record-breaking viewership in 2024, 55% are interested in sponsorship of women's football. 73% of brands said they were likely or somewhat likely to invest in individual female athletes making it the lead opportunity overall.





05

Recommendations

Recommendations for Rights Holders

Be deliberate in attracting sponsors

- In attracting sponsors for women's sports properties, the onus is often placed on rights holders to approach brands, as 45% of women's sports sponsorship opportunities arose through a direct approach from the rights holder. Be prepared to make the direct approach and to engage in a collaborative decision-making process.
- Rights holders must act strategically in deciding potential sponsors. A poor value fit is the top hurdle to overcome in attracting a partner, and rights holders must show an understanding of the organisational values of the target brand and be prepared to demonstrate a cultural fit with their property and audience.
- With 45% of brands saying that engaging with a rights holder was a key benefit of sponsorship, rights holders have the opportunity to create a sponsorship proposition with a true partnership approach.

Develop a clear proposition to support potential sponsors through the engagement process

- Evaluating (and communicating internally) the potential ROI of a property is the most challenging stage of the process for brands entering into a women's sports sponsorship agreement.
- Rights holders must be prepared to demonstrate potential performance on commercial metrics, but also to communicate the potential brand impact across metrics including CSR initiative awareness, brand awareness, brand affinity, and impact on brand image.
- To unlock the next level of investment, it can't just be a values play though. It needs to also be a scale play. Find a way to do that - digital, centralization of assets, collaboration with other properties, etc.
- Rights holders should also not shy away from creativity. There's flexibility and opportunity within women's sport to be innovative and consider what else might deliver ROI, e.g. developing new assets that sit alongside core offerings. Additionally, with increasing separation of leagues from NGBs, stakeholders may need to learn how to better work together in the future to maximise income and partner capability

Demonstrate expertise and collaboration in fan engagement

- 2 in 5 brands view lower perceived appeal of women's sports properties amongst the wider public as a barrier to invest in women's sports while 31% cite lower property awareness amongst the public as a barrier. Similarly, 29% of women's sports sponsors have faced challenges in activating their sponsorship due to a lack of information on effective activation channels for their sponsorship.
- With resource and budget restrictions an obstacle for brands in understanding the property audience, rights holders should take a collaborative and knowledge-sharing approach to their brand partnerships. Rights holders must build an understanding of their audience through market research across fandom size, profile, and engagement channels and work to develop a clear positioning and educate current and potential sponsors on fan understanding in this space, both to support brands in communicating value to shareholders and drive success in activations.



Recommendations for Brands



Proactively raise the visibility of women's sport through targeted activation

- The biggest barriers to women's sport sponsorship were visibility related, especially the lower perceived appeal amongst the wider public (39%) and the lower awareness of rights holder/assets amongst wider public (31%)
- Given the relatively low rights fees in women's sport, sponsors should consider increasing their activation fees to help address some of the visibility barriers. E.g. if you can't get organic visibility, how does paid media do that job for you?



Work with rights holders to understand marketing strategies for different audience segments

- Brands cited a lack of certainty with how to engage with fans/potential fans as a key challenge to activation and it is likely that resource restrictions are amplifying that challenge.
- Women's sport fans are not one homogenous group, and brands must work with the rights holder to understand how to make content and messaging relevant, authentic and engaging to different fan segments.



Consider how you are tracking success

- The two metrics that were clearly most important to brands in determining the ROI of a current women's sport partnership were sponsorship impact on brand consideration (59%) and sponsorship impact on brand awareness (44%).
- While 56% named growing brand awareness as a key reason for entering into sponsorship agreements, just 44% track the impact of the sponsorship on awareness, and with 1 in 10 not currently tracking any sponsorship metrics, the impact of women's sports sponsorships is potentially being under-reported.
- Brands should ensure that their current measurement systems/tools are sufficient for tracking partnership objectives.



Recognise that women's sport offers opportunities for brands at every level

- There is a strong potential for growth across all aspects of women's sport, with club level teams seen as the most attractive potential property to invest in, followed by women's football and national level teams.
- With lower initial investment, smaller brands can be bold and position themselves as leaders in a space that is still underrepresented



Thank You

About Women's Sport Trust

The Women's Sport Trust (WST) is a pioneering and visionary charity which has been at the forefront of driving change within women's sport for more than a decade. WST aims to make women's sport more visible, viable and unstoppable using industry-leading insight, forward-thinking campaigns and is a champion of role-models. It is the leading UK charity focused on using the power of sport to accelerate gender equality and stimulate social change.

Registered charity number 1153429

Website	womenssporttrust.com
X	@womensporttrust
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LinkedIn	uk.linkedin.com/company/women's-sport-trust

About ONSIDE

ONSIDE is a specialist consultancy built on intelligence that advises brands, rights holders and investors on strategic and commercial opportunities in the sport and entertainment sector, particularly sponsorship. Founded in Ireland in 2005, with its global headquarters at 56 Lansdowne Road, Dublin, ONSIDE expanded into the UK in 2022. As well as supporting sports governing bodies in the UK, Ireland, Middle East and North America, its brand clients include Aldi, Diageo, Lucozade Sport and Vodafone.

Website - www.onside.ie