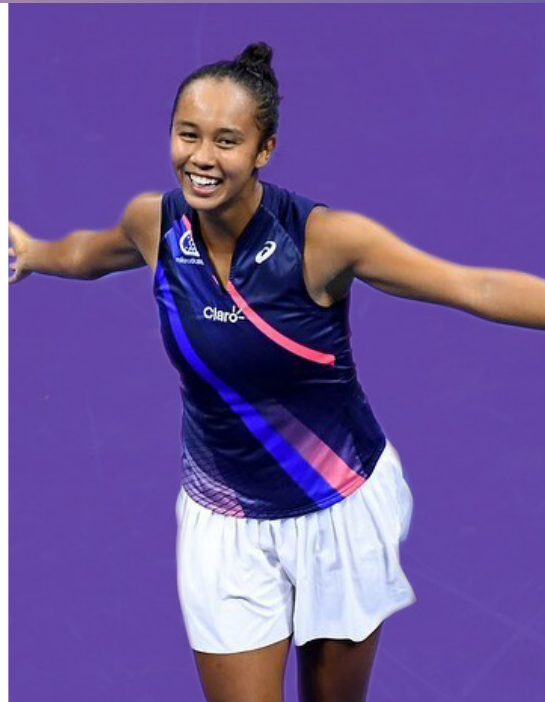


BLINKFIRE ANALYTICS

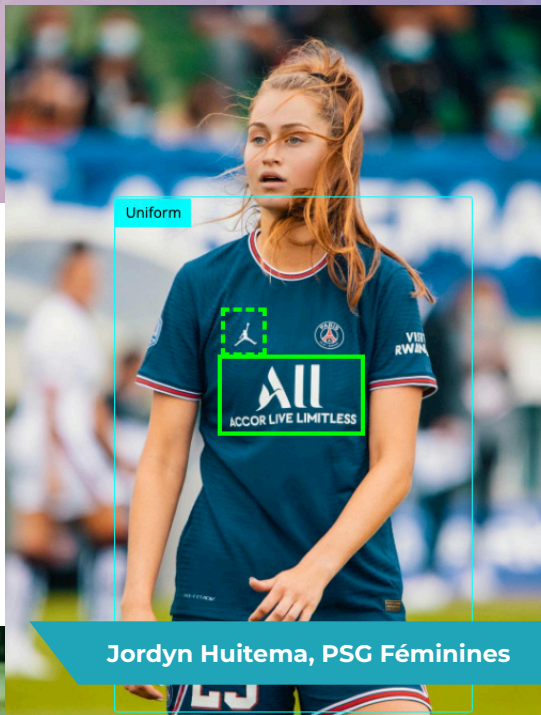
2021 WOMEN IN

SPORTS REPORT





Nelly Korda, LPGA



Jordyn Huitema, PSG Féminines



Mithali Raj, Cricketer

INTRODUCTION

Brands want to be where the eyeballs and audiences flock. During the last decade, women's sports have generated and grown audiences across TV, social, and in-stadium, while sponsorship investments in leagues, teams, and female athletes have increased.

Although the value of these deals can be modest in comparison to men's sports, we continue to see women take charge -- with their brand, sponsorship deals, and voices.

At Blinkfire Analytics, we're watching the marketing trends, looking for sponsorship opportunities, and highlighting best practices across the sports space. Women's sports, both teams and individuals, use their platform to bring style, fun, determination, and equality to the forefront.

In this report, we summarize some of the latest marketing trends, sponsorship opportunities, and social media MVPs.

Enjoy!

TREND TREND ALERT ALERT

Kit Launches

Kit launches are **one of the most anticipated marketing and social media campaigns for sports teams and their fans.**

This year we saw many female athletes partake in a team's kit unveiling. In terms of marketing, there's no longer a difference between the men's and women's teams. Players from both teams are playing an role, modeling new jerseys together across numerous content series.

These launches include a steady stream of content around the new kits. We're seeing a main kit launch, with 10-15 posts across social media, followed by organically integrating jerseys with day-to-day content. For example, some players appear during training sessions with the new jerseys; other kit launches are segmented into different categories: home, away, training, casual wear. Speaking of casual wear, over the past few years, and especially during the 2021-2022 season, the crossover of kits + casual wear has increased.

With an increasingly strong focus on social media content as an avenue to announce, promote, and sell sources of revenue for clubs, kit launches are being developed in a creative, detailed, and engaging manner.

Kit Highlights

Indiana Fever + Kit Editions

Not only did the team have a different jersey matching a strong, powerful noun, but the team also debuted a Stranger Things-themed jersey inspired by the show's alternate universe. The Netflix hit takes place in Indiana too. Genius.



Continued on next page →

Kit Launches

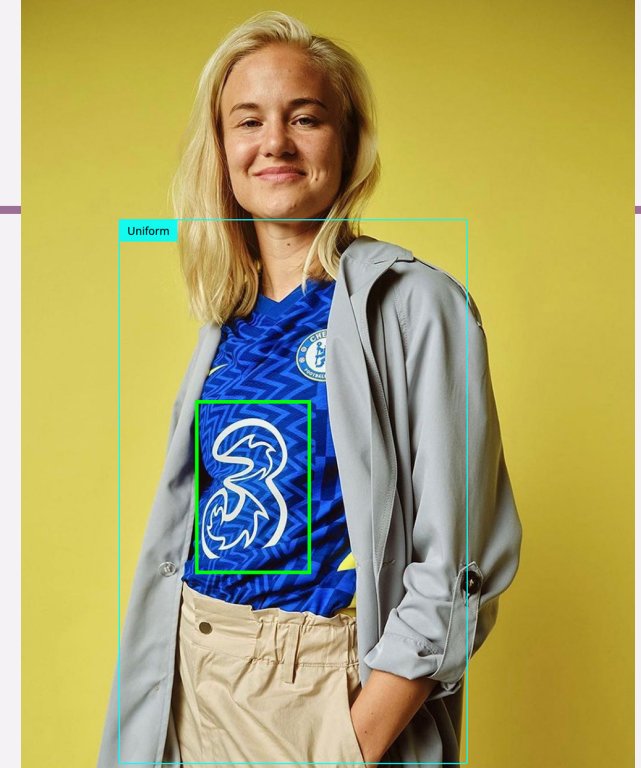


Manchester United + Real Players

Manchester United stars on the men's and women's teams Paul Pogba and Katie Zelem showcased the team's third kit, with new front of jersey sponsor Team Viewer. Shopping ability available as well.

Chelsea FC + Kit Streetwear

Chelsea FC Women's forward Pernille Harder took to her Instagram to showcase her "fresh new kit" styled in streetwear.



Celtic FC + Real Fans

Celtic FC grabbed real fans to sport their men's and women's jerseys, while marketing the pre-order of the team's third kit.

adidas

Uniform

Grand Old Team

REAL FANS, REAL FOOTBALL

SINCE 1888
CELTIC F.C.

PRE-ORDER
NOW
OUT 15.07

"It's a way of life"

Hail Hail

dafabet

dafabet

TREND TREND ALERT ALERT

Same club, different sponsors for men's and women's teams

It's becoming more common to find clubs with different main sponsors for the men's and women's teams. This trend exemplifies the growing role of sponsorship in female sports.

For brands, this strategy is an opportunity to reach new audiences and target specific segments through the growing and inspirational profile of female athletes. For teams, these partnerships allow them to gain financial independence through their own revenue.



**Serena
Williams**



**Simone
Biles**



**Emma
Raducanu**



**Allyson
Felix**



**Naomi
Osaka**



**Sloane
Stephens**



MORE THAN ATHLETES *new influencers*

Successful female athletes are conquering social media, especially Instagram, getting closer to their fans, and creating new opportunities with sponsors. Women are more likely to engage with their fans off of the pitch, court, or field.

Serena Williams, Simone Biles, Naomi Osaka, Emma Raducanu, Allyson Felix...the list goes on. Each has millions of followers on Instagram, where they not only share their sporting achievements and training, but also a behind-the-scenes look into their lives -- as moms, students, entrepreneurs, activists.

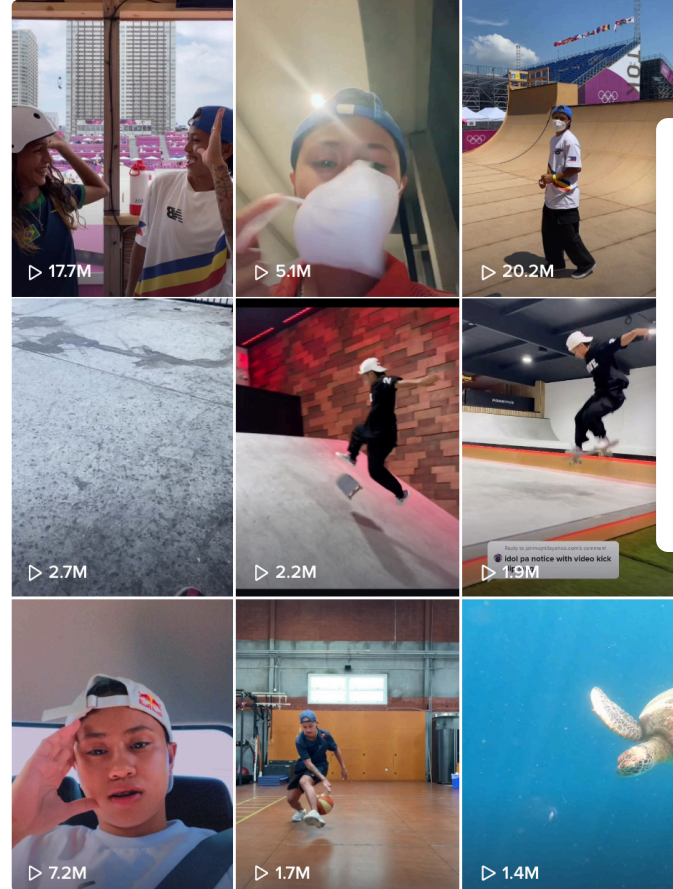
Sponsors see female athletes as new “influencers” — and it’s very common to find them at non-sporting events like fashion shows, the MET Gala, or the Oscars.

Generation TikTok Athlete Olympics

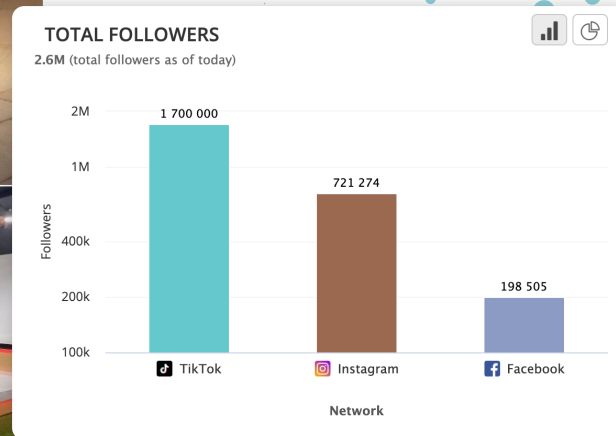
TikTok has become the favorite for Gen Z athletes. During the **Summer Olympics in Tokyo**, TikTok turned into the perfect platform for athletes to offer a behind-the-scenes view of their experiences while also gaining social relevance.

Using the popular and trending dances and challenges, athletes like USA rugby player **Ilona Maher** (823K followers) or Filipino skateboarder **Margie Didal** (1.7M followers) were some of TikTok's breakout stars of the Olympics, achieving incredible follower growth.

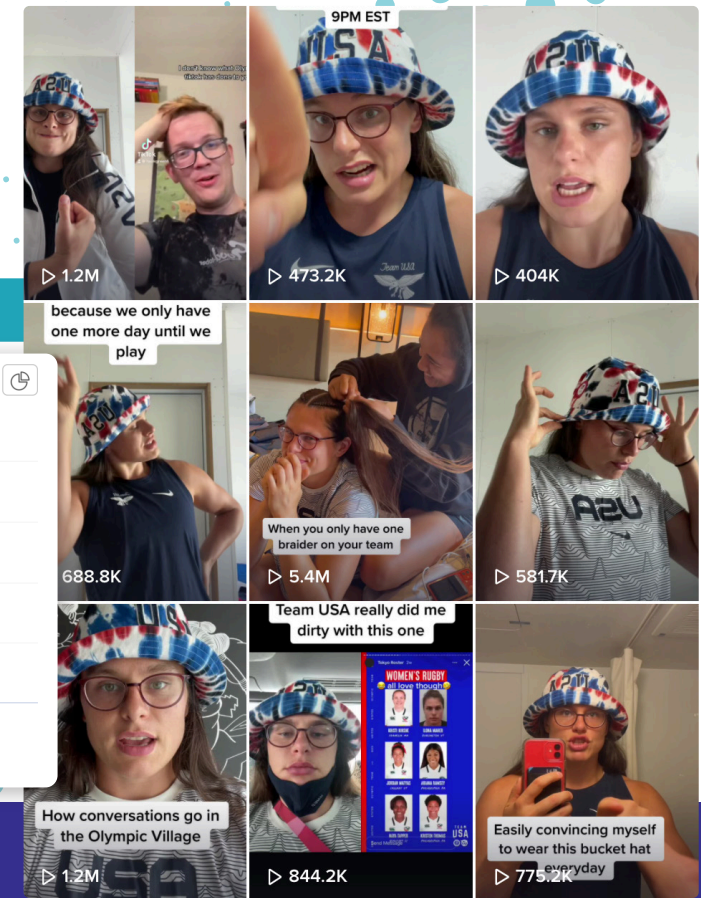
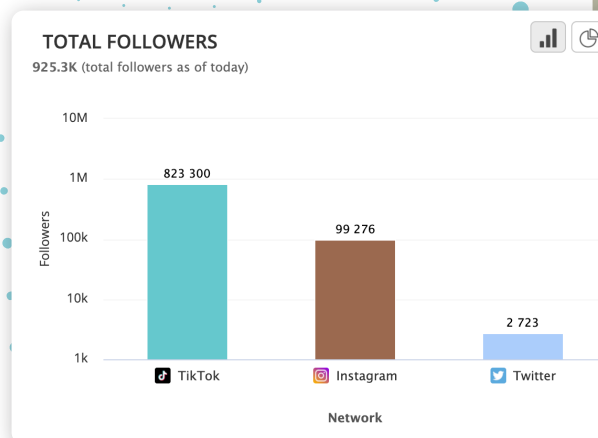
Maher even found a sponsorship opportunity using her TikTok following: "As a female athlete in an emerging sport, I don't make a lot of money, so I do hope it opens the doors for brand deals," she said in a recent interview.



Margie Didal



Ilona Maher

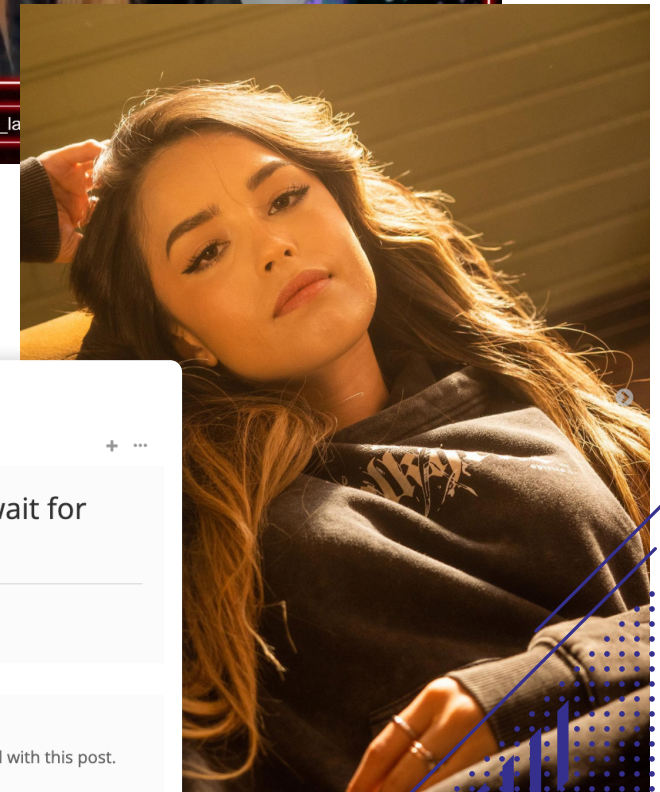
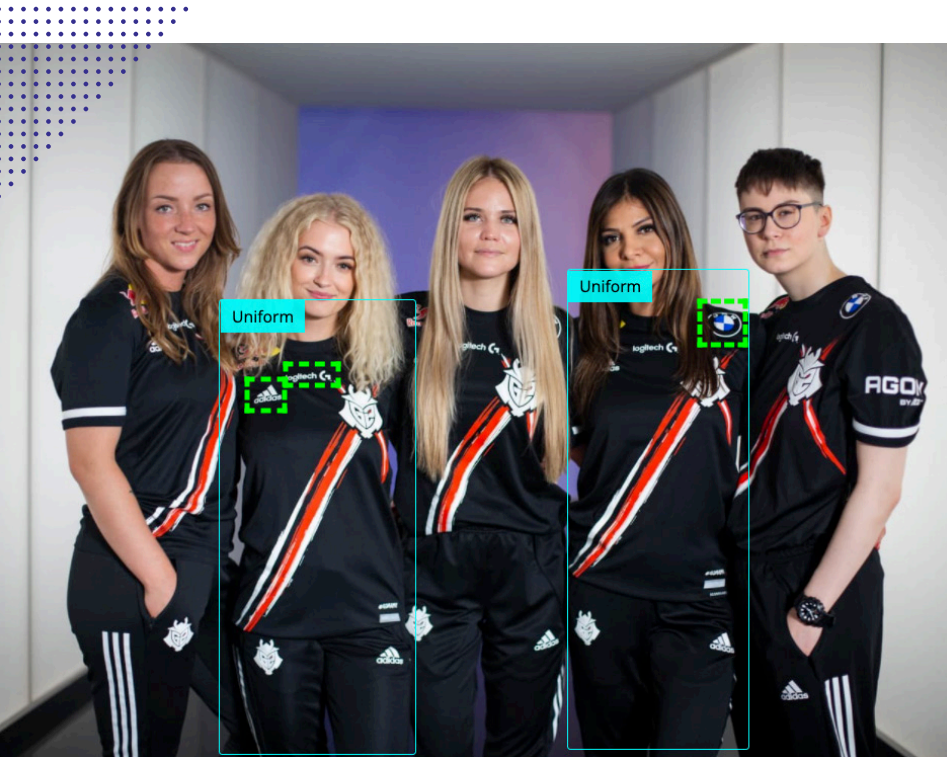



Women in Esports

Valkyrae, one of the top female streamers and esports content creators, recently became a part owner of 100 Thieves and launched a clothing line (that sold out in days).

Sara “Biyin” Bjean is one of the top streamers on Twitch and has earned more than 68.8 million engagements through October 2021 across Facebook, Twitter, Instagram, and Twitch.

G2 Esports announced the first-ever all-female Valorant team on October 20, 2021. This is just the beginning.



 **valkyrae**
Sept. 23, 2021 UTC

Merch drops tomorrow!!!! Can't wait for you all to see the video :D !!!!!

1,719 Comments · 606,172 Likes

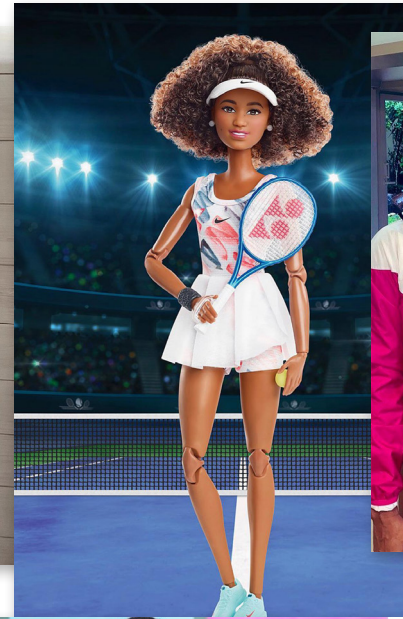
Post engagement: 607,891
This is the verified minimum of real interactions users had with this post.

Post valuation: \$364,734.60
This is the monetary value of this post based on the values you introduced to our system.

Barbie Campaign

Barbie, a brand traditionally associated with girls, launched a powerful message through its female empowerment and femininity campaign: "You can be anything."

For this campaign, Barbie counted on current athletes Te'a Cooper, Naomi Osaka, Alex Morgan, Dina Asher-Smith, Ana Peleteiro and Paola Espinosa as well as 39-time Grand Slam Champion Billie Jean King, federations like Hockey Canada, and brands like Tim Hortons.



Player Arrival x Fashion

The player arrival has become a popular content series, especially in the NFL, NHL, and NBA. Many NBA teams partner with fashion and accessories brands for the player arrival series, as players enter the stadium before games. From GOAT x Brooklyn Nets to StockX x Cleveland Cavaliers, teams are leveraging the intersection of fashion and sports.

Women's teams are also using this content series to showcase their style. Hockey Canada's Women's Team showed their fashion, rolling up to the arena in their game-day best sponsored by Tim Hortons. The WNBA's Las Vegas Aces took a page out of the NBA's player arrivals with A'ja Wilson paying homage to Sheryl Swoopes and Elizabeth Cambage in business attire. Orlando Pride's goalie Ashlyn Harris had her best look on display, arriving before the Pride vs Houston Dynamo game.



Player Arrival



Player Arrival

@LVACES



Player Arrival

@LVACES



Player Arrival

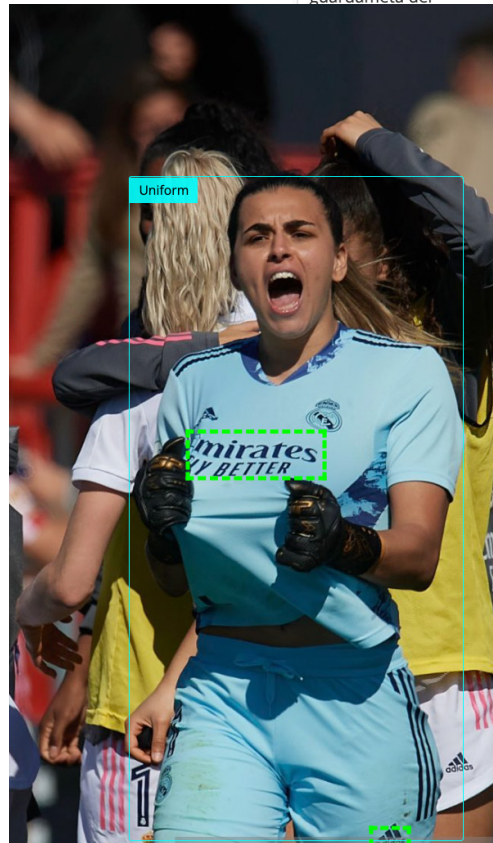
@emclark.26
@emasch38
@timhortons

TEAM CANADA PLAYER ARRIVALS | ARRIVÉE DES JOUEUSES D'ÉQUIPE CANADA

Misma Pasión

Back in April, **Real Madrid made headlines by grabbing a 3-1 victory over Liverpool** in the UEFA Champions League. In the follow-up, Real Madrid Femenino's goalkeeper Misa Rodriguez tweeted a photo comparing a celebration of hers to **Marco Asensio, a Real Madrid player** who scored during the game. Rodriguez's tweet saw backlash on Twitter, where she received sexist, and derogatory comments that forced her to remove the post.

What happened next is a special reminder of the unifying power that soccer and other sports have across the world. Asensio tweeted out the same pictures with the caption, *"Misma pasión... Que nada ni nadie te impida decir lo que piensas"*, which roughly translates to, *"Same passion. Don't let anything or anyone keep you from saying what you think."*



5K Retweets • 48K Likes

Post value \$31,495.61

El Chiringuito
@elchiringuitov

FC Barcelona
@FCBarcelona_es

Misma pasión ❤️❤️

FC Barcelona Femení

"MISMA PASIÓN" !. El mundo del deporte se vuelve con marisabel_riguez, guardameta del

Misma pasión 🙌🏽

@realmadridfem @realmadrid
<https://t.co/9kPWa4PJUL>

Apr 7, 2021

321.09 E-score • 293 Replies • 6K Retweets • 47K Likes

Marco Asensio
@marcoasensio10
Real Madrid

Misma pasión 🙌🏽

Que nada ni nadie te impida decir lo que piensas.

@marisabelrr1
@realmadridfem @realmadrid
<https://t.co/wLybiMhGKS>

Apr 7, 2021

11.54 E-score • 2K Replies • 23K Retweets • 97K Likes

Post value \$71,450.38

Misma pasión

@marisabelrr1
@realmadridfem @realmadrid
<https://t.co/ld7oiRUjj>

Apr 7, 2021

392.18 E-score • 223 Replies • 5K Retweets • 51K Likes

Post value \$32,866.72

Bleacher Report Soccer
@brfootball

Misma pasión. Same passion
<https://t.co/wZYzqmGZrA>

Apr 7, 2021

80.05 E-score • 161 Replies • 8K Retweets • 36K Likes

Post value \$25,773.98

FC Barcelona
@FCBarcelona_es

Misma pasión ❤️❤️

<https://t.co/CYRISMxBlj>

Apr 7, 2021

13.96 E-score • 275 Replies • 4K Retweets • 42K Likes

Post value \$27,124.59

Spain
@sefutbol

Scene: Training

MISMA PASIÓN 🇪🇸

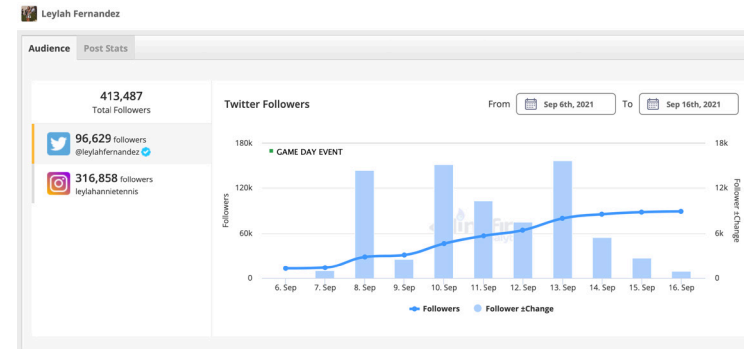
@SeFutbolFem | @SeFutbol

Apr 7, 2021

A female tennis player is shown from the chest up, wearing a blue sleeveless athletic top. She has her right hand over her mouth in a gesture of surprise or excitement. The top features three logos: 'microSURE' on the left chest, an 'e' logo on the right chest, and 'Claro' on the lower front. A red and blue diagonal stripe runs across the front of the top. The background is a blurred crowd in a stadium.



FOLLOWER GROWTH



258%



600%



ABOUT BLINKFIRE ANALYTICS

Blinkfire Analytics is the leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire Analytics measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world's top teams and leagues rely on Blinkfire Analytics' real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire Analytics, email at bizdev@blinkfire.com or visit www.blinkfire.com.

