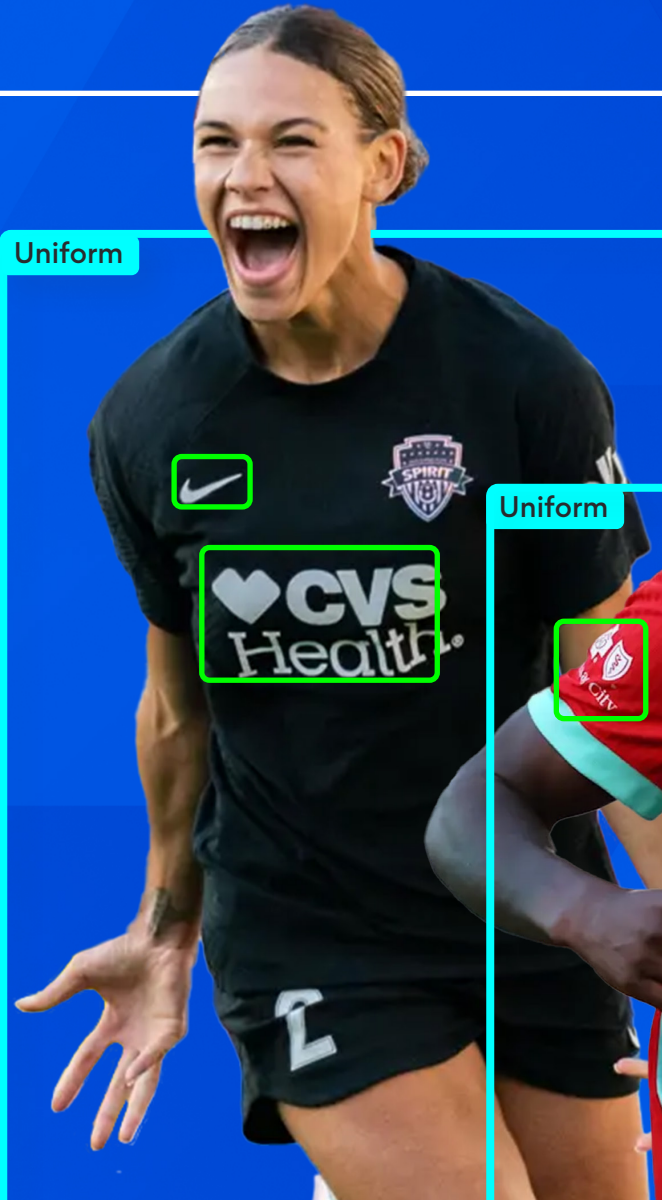


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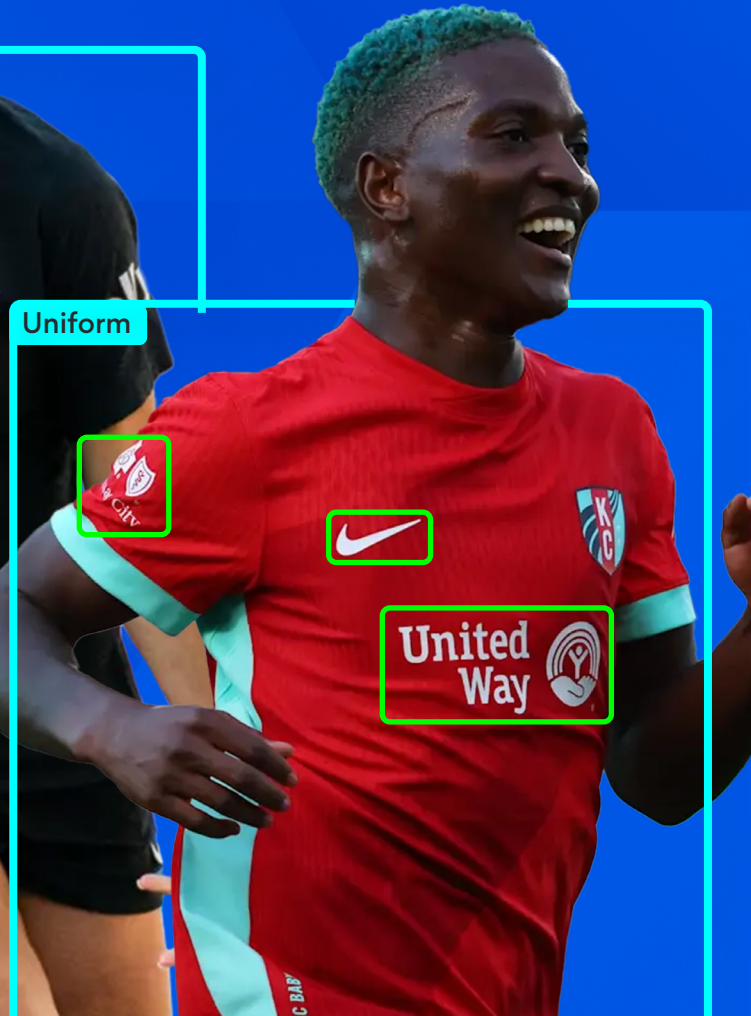
NWSL REPORT



Uniform



Uniform



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The 2025 NWSL season captured global attention with rising stars and newly announced expansion teams. Star players, like Trinity Rodman, are helping to expand the league's reach and bring new audiences into the NWSL ecosystem.

From innovative front-of-jersey partnerships to explosive growth on TikTok and YouTube, our 2025 NWSL Report breaks it all down. Find jersey sponsorship rankings, fastest-growing social channels, and insights on the 2025 NWSL Champions: Gotham FC.



JERSEY SPONSOR RANKINGS

	TEAM	BRAND	MEDIA VALUE
1	 Washington Spirit		\$1.5M
2	 Kansas City Current		\$1.1M
3	 Angel City FC		\$1.0M
4	 Orlando Pride		\$827.0K
5	 San Diego Wave FC		\$749.7K
6	 Gotham FC		\$658.8K
7	 Chicago Stars FC		\$556.1K
8	 Portland Thorns		\$458.7K
9	 North Carolina Courage		\$277.2K
10	 Houston Dash		\$231.2K

Based on data in Blinkfire from 3/14/2025-11/2/2025 across NWSL teams' owned and earned social media

SOCIAL PERFORMANCE

TOTAL ENGAGEMENT

1		SAN DIEGO WAVE FC	5.2M
2		KANSAS CITY CURRENT	5.0M
3		WASHINGTON SPIRIT	3.4M
4		ORLANDO PRIDE	2.9M
5		ANGEL CITY FC	2.8M
6		PORTLAND THORNS	1.7M
7		BAY FOOTBALL CLUB	1.2M
8		CHICAGO STARS FC	1.1M
9		GOTHAM FC	951.5K
10		HOUSTON DASH	940.6K

TOTAL VIDEO VIEWS

1		SAN DIEGO WAVE FC	69.5M
2		KANSAS CITY CURRENT	45.1M
3		WASHINGTON SPIRIT	32.7M
4		ORLANDO PRIDE	30.2M
5		GOTHAM FC	22.5M
6		CHICAGO STARS FC	18.3M
7		ANGEL CITY FC	17.9M
8		PORTLAND THORNS	12.2M
9		BAY FOOTBALL CLUB	12.0M
10		NORTH CAROLINA COURAGE	9.0M

Based on NWSL teams' owned and operated data in Blinkfire from 3/14/2025-11/2/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

NWSL TEAMS' GROWTH IN 2025: TIKTOK DOMINATES

+59%

Total Views

+59%

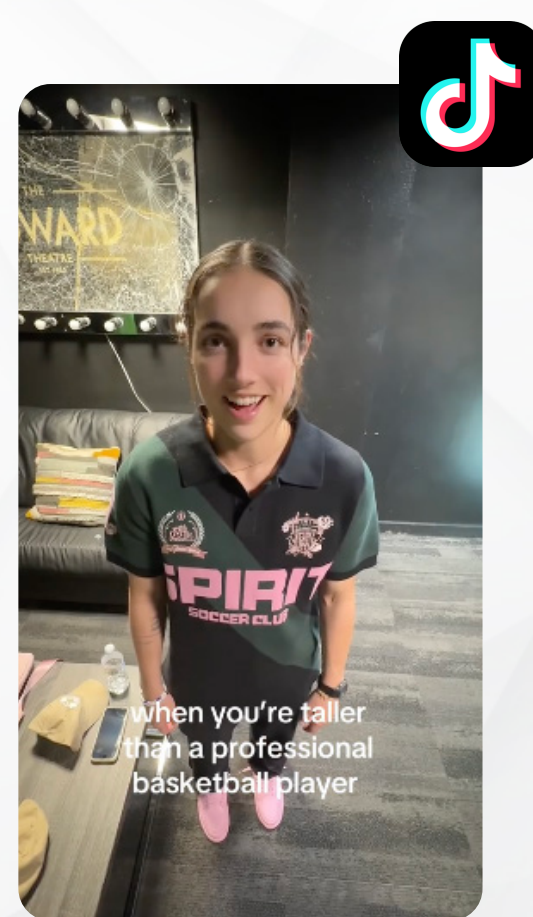
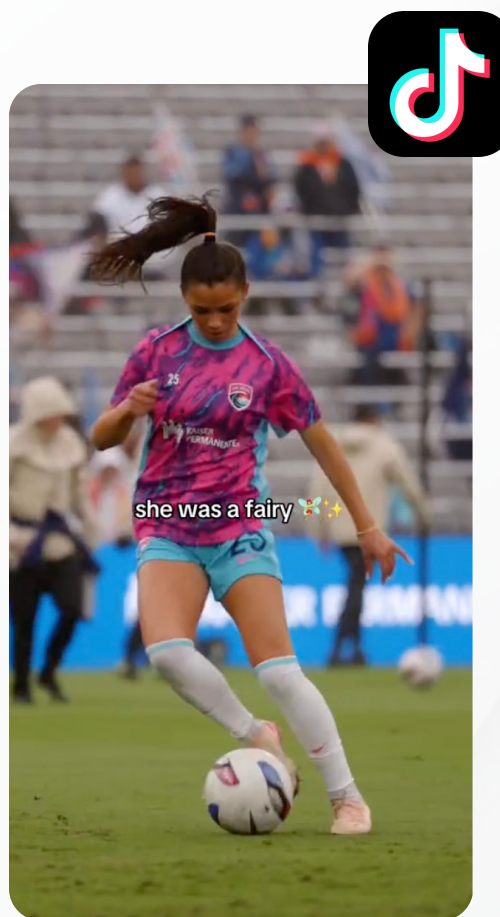
Total Valuation

+41%

Total Engagement

+27%

Follower Growth



Based on NWSL teams' owned and operated data in Blinkfire from 3/14/2025-11/2/2025 compared to 3/16/2024-11/3/2024. Other platforms include: Facebook, Instagram, Threads, X, and YouTube.

TEAMS | FOLLOWER GROWTH

As the NWSL continues to expand across the country, it's important to understand where teams' growth is coming from online. The Kansas City Current lead the pack with an impressive 66.7% surge in followers, far outpacing the rest of the field in 2025. The San Diego Wave FC and Chicago Stars FC follow with strong 26% growth each. It's another sign that fan interest across the league continues to climb. Overall, TikTok, Facebook, and YouTube are the channels seeing the most growth for NWSL teams.

OVERALL

TEAM		% GROWTH
1	 Kansas City Current	66.7%
2	 San Diego Wave FC	26.0%
3	 Chicago Stars FC	26.0%
4	 Bay Football Club	13.8%
5	 Washington Spirit	11.6%

Based on NWSL teams' owned and operated data in Blinkfire from 3/14/2025-11/2/2025 across Facebook, Instagram, TikTok, X, Threads, and YouTube

TEAMS | FOLLOWER GROWTH

INSTAGRAM

TEAM		% GROWTH
1	 Kansas City Current	11.9%
2	 Washington Spirit	10.1%
3	 Gotham FC	8.7%
4	 Racing Louisville FC	7.2%
5	 Angel City FC	7.1%

TIKTOK

TEAM		% GROWTH
1	 Chicago Stars FC	392.3%
2	 Kansas City Current	102.0%
3	 San Diego Wave FC	73.4%
4	 Washington Spirit	59.1%
5	 North Carolina Courage	32.7%

Based on NWSL teams' owned and operated data in Blinkfire from 3/14/2025-11/2/2025 across Instagram and TikTok

TEAMS | FOLLOWER GROWTH

FACEBOOK

TEAM		% GROWTH
1	 Kansas City Current	207.7%
2	 San Diego Wave FC	99.9%
3	 Chicago Stars FC	39.7%
4	 Bay Football Club	37.8%
5	 Houston Dash	34.6%

YOUTUBE

TEAM		% GROWTH
1	 Gotham FC	37.3%
2	 Kansas City Current	31.4%
3	 Bay Football Club	18.1%
4	 San Diego Wave FC	17.0%
5	 Orlando Pride	13.9%

Based on NWSL teams' owned and operated data in Blinkfire from 3/14/2025-11/2/2025 across Facebook and YouTube

TEAMS | FOLLOWER GROWTH

X

TEAM		% GROWTH
1	 Kansas City Current	4.0%
2	 San Diego Wave FC	3.8%
3	 Angel City FC	2.3%
4	 Houston Dash	1.3%
5	 Gotham FC	1.2%

THREADS

TEAM		% GROWTH
1	 Washington Spirit	13.3%
2	 Gotham FC	10.4%
3	 Orlando Pride	9.6%
4	 San Diego Wave FC	8.9%
5	 Kansas City Current	8.3%

Based on NWSL teams' owned and operated data in Blinkfire from 3/14/2025-11/2/2025 across X and Threads

OWNED AND EARNED SOCIAL MEDIA RANKINGS



TEAM		MEDIA VALUE
1	 Washington Spirit	\$935.5K
2	 Gotham FC	\$551.3K
3	 Kansas City Current	\$427.5K
4	 Orlando Pride	\$350.5K
5	 Portland Thorns	\$198.2K
6	 Angel City FC	\$75.4K
7	 San Diego Wave FC	\$70.3K
8	 Seattle Reign FC	\$66.4K
9	 Racing Louisville FC	\$46.6K
10	 North Carolina Courage	\$25.0K

Based on data in Blinkfire from 11/7/2025-11/22/2025 across NWSL teams' owned and earned social media

GOTHAM FC: NWSL CHAMPIONS

TikTok Growth vs 2024:

+420%

Total Views

+86%

Avg Daily Engagement



Gotham FC capped off an incredible season by winning the NWSL Championship over the Washington Spirit. The club exploded on TikTok this year, increasing posts by 216% while still boosting total views and average daily engagement.



Based on data in Blinkfire from 3/14/2025-11/22/2025 compared to 3/16/24-11/23/24 across Gotham FC's owned and operated accounts

Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and Advanced TV. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire 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.

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