2025

NWSL REPORT



Blinkfire™

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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	CVS	$1.5M
2	Kansas City Current	UNITED WAY	$1.1M
3	Angel City FC	DOORDASH	$1.0M
4	Orlando Pride	ORLANDO HEALTH®	$827.0K
5	San Diego Wave FC	KAISER PERMANENTE®	$749.7K
6	Gotham FC	CARMAX	$658.8K
7	Chicago Stars FC	WINTRUST	$556.1K
8	Portland Thorns	ring	$458.7K
9	North Carolina Courage	MERZ AESTHETICS®	$277.2K
10	Houston Dash	THE UNIVERSITY OF TEXAS MD Anderson Cancer Center	$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%

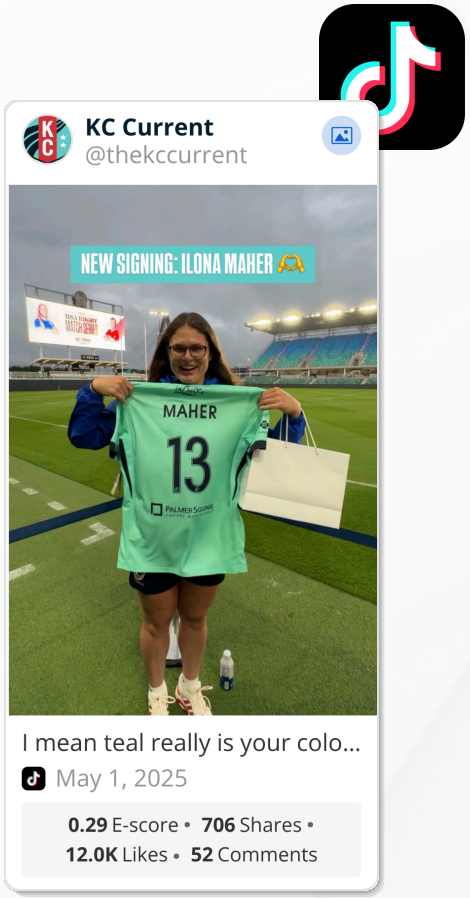
Total Valuation

+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.



Score Graphic



Player Of The Match

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.

To learn more about Blinkfire, email at **marketing@blinkfire.com** or visit **www.blinkfire.com**.