Guide to Marketing & Sponsorship

FIFA Women's World Cup

Australia & New Zealand 2023

Blinkfire™



INTRODUCTION

From July 20 to August 20, the ninth edition of the FIFA Women's World Cup will be held in Australia and New Zealand. The tournament has a clear favorite in the United States, since the Americans have won the World Cup four times and will try for a historic three-peat this year. European teams like France, Germany, and England will look to stop the USA's World Cup momentum, but these teams also have some momentum of their own — a growing and passionate fanbase.

The popularity of football in Europe has soared and can be shown in two recent records: 1) the 91,648 spectators who filled Camp Nou for the Women's Champions League semi-finals between FC Barcelona and Wolfsburg and 2) the 17.4 million viewers who watched England's victory in the last European Championship on the BBC.

Over the next several pages is Blinkfire's guide to the FIFA Women's World Cup where you will find in-depth analysis and data on social performance, sponsorships, and marketing.

PARTICIPANTS

GROUP A

- New Zealand
- Norway
- Philippines
- Switzerland

GROUP B

- Australia
- Ireland
- Nigeria
- Canada

GROUP C

- Spain
- Costa Rica
- Zambia
- Japan

GROUP D

- England
- Denmark
- China PR
- Haiti

GROUP E

- USA
- Vietnam
- Netherlands
- Portugal

GROUP F

- France
- Jamaica
- Brazil
- Panama

GROUP G

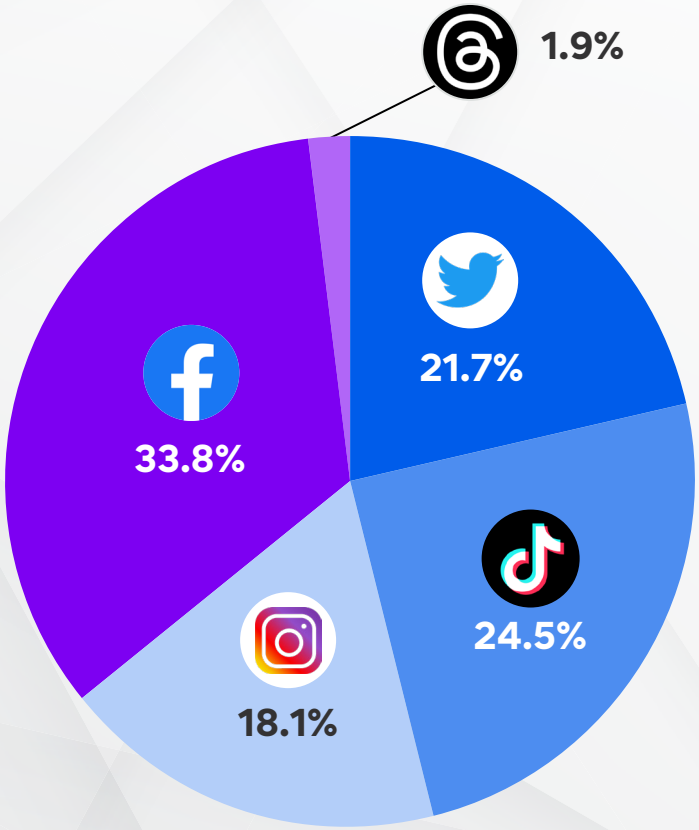
- Sweden
- South Africa
- Italy
- Argentina

GROUP H

- Germany
- Morocco
- Colombia
- South Korea

SOCIAL PERFORMANCE

FIFA WOMEN'S WORLD CUP: FOLLOWER DISTRIBUTION

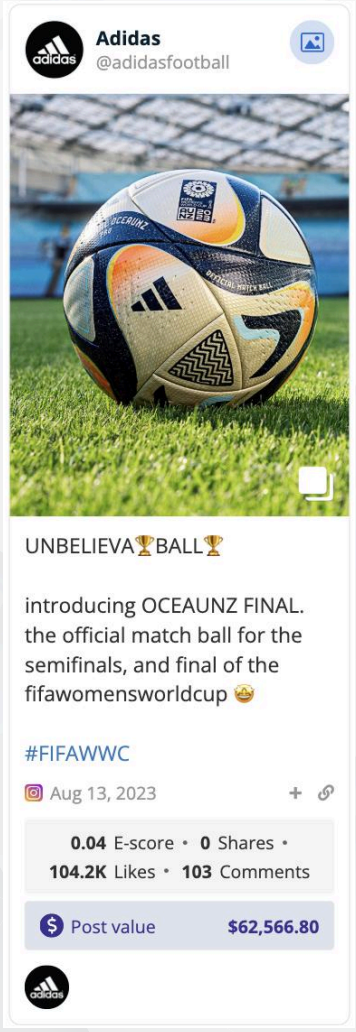


Social Network	Followers
Total	**4,495,005**
Facebook	**1,519,811**
TikTok	**1,100,000**
Twitter	**973,349**
Instagram	**814,575**
Threads	**87,270**

Based on data in Blinkfire from 07/12/2023 across FIFA Women's World Cup

SPONSORS

OFFICIAL SPONSORS AND PARTNERS



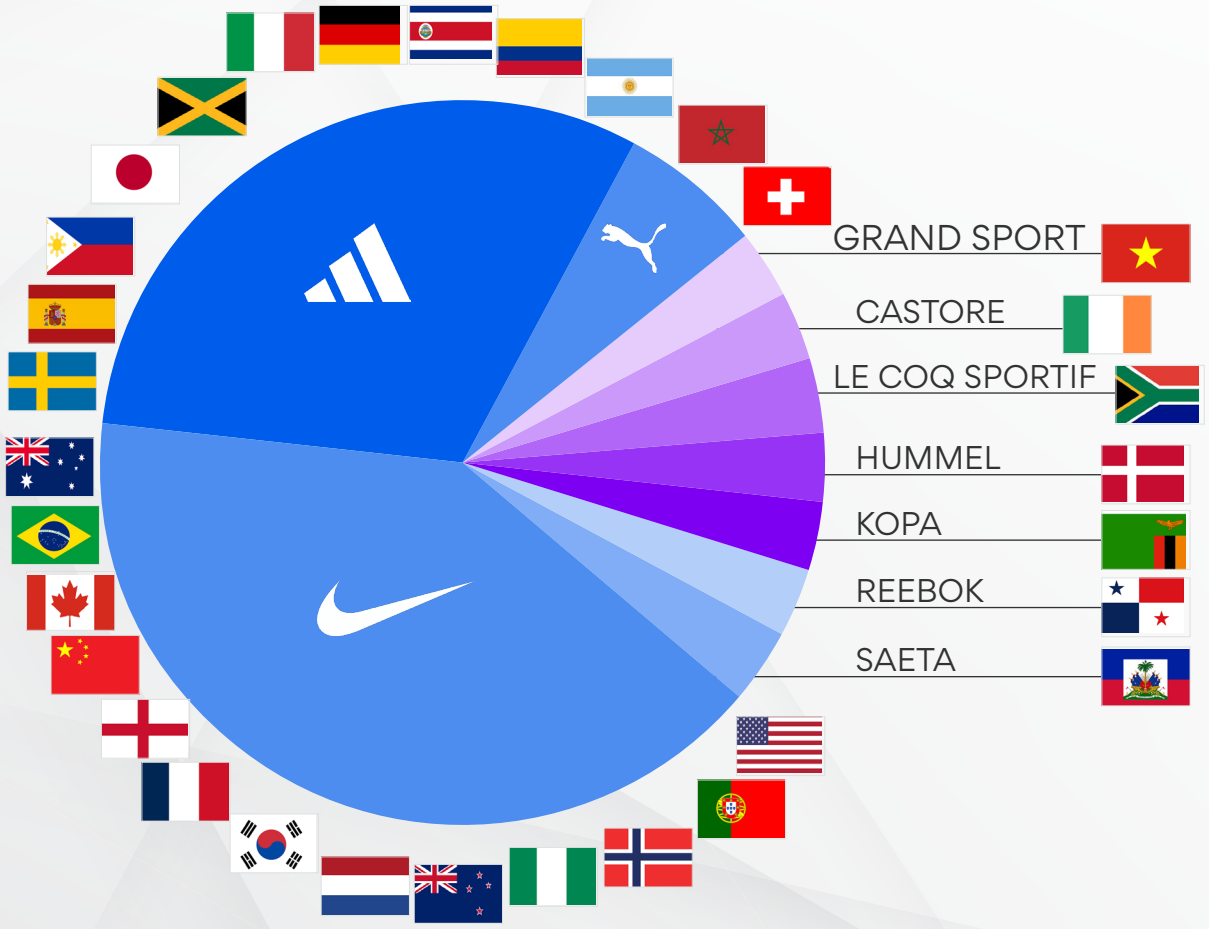
FIFA Partners

FIFA Women's Football Partners

Sponsors

SPONSORS

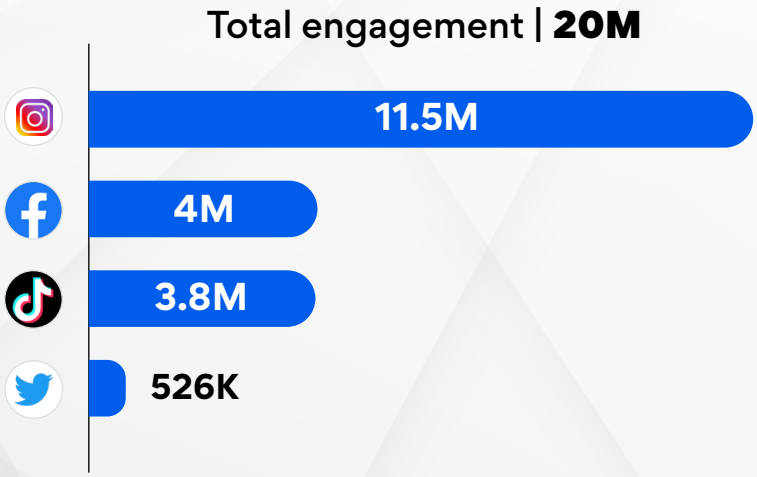
APPAREL BRANDS

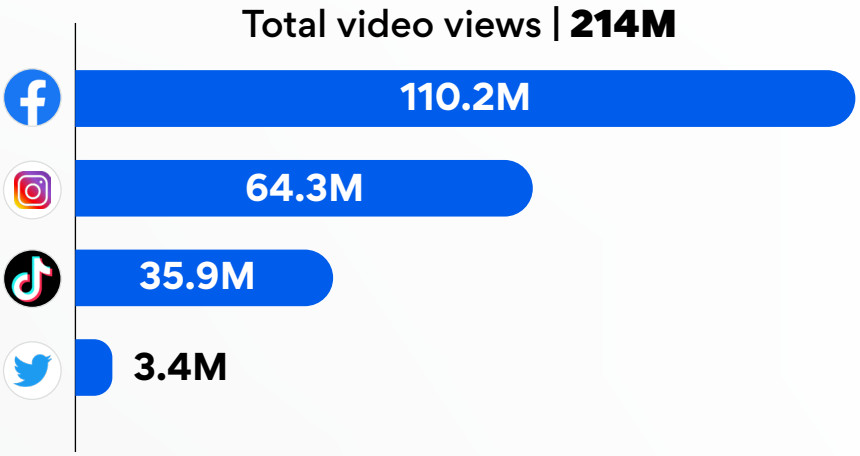


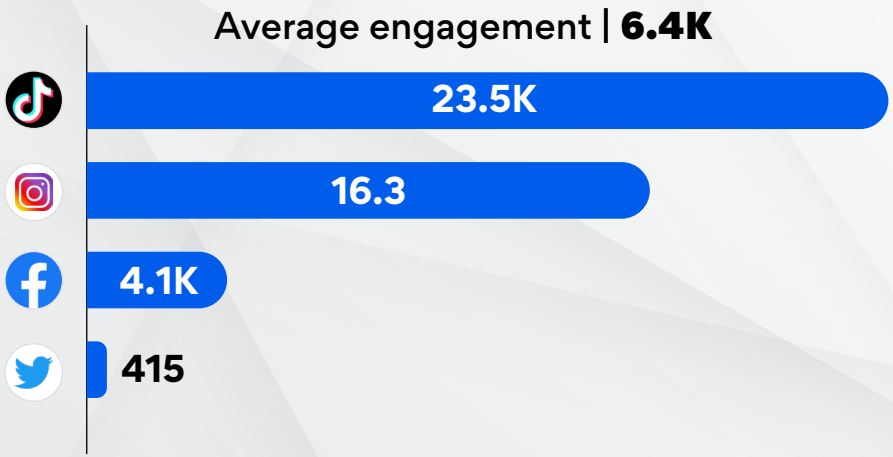
Nike and Adidas sponsor 72% of the national teams, and Puma is the only other apparel brand sponsoring two or more teams. Seven other apparel brands have partnerships with one national team each.

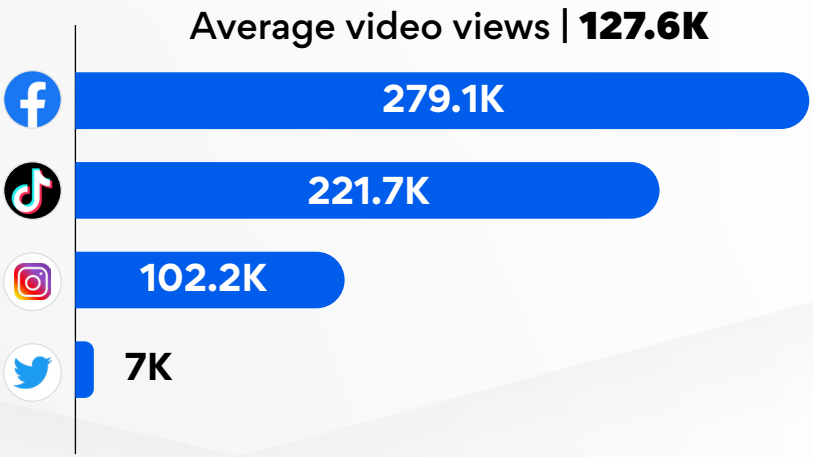
2023 SOCIAL PERFORMANCE

FIFA WOMEN'S WORLD CUP - ENGAGEMENT AND VIDEO VIEWS









Based on data in Blinkfire from 01/01/2023 - 06/30/2023 across Fifa World Cup's social media

2019 FIFA WOMEN'S WORLD CUP

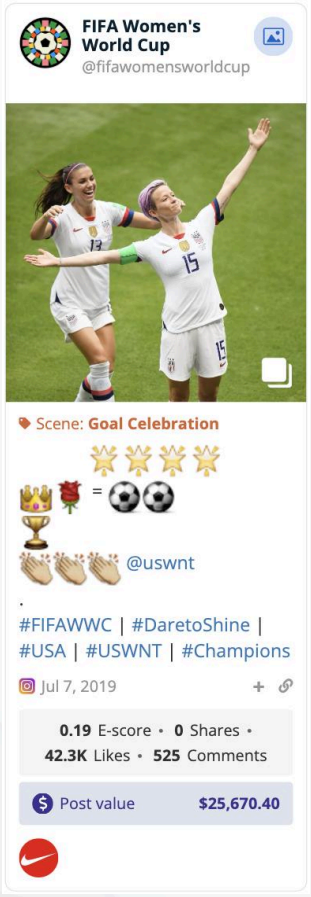
TOP 3 POSTS | **IMAGES BY ENGAGEMENT**

1



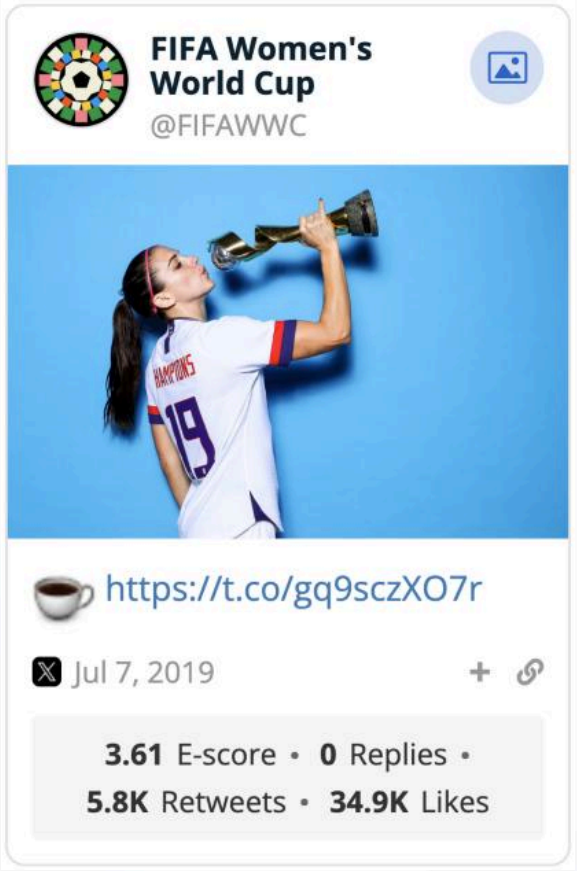
54,259 ENGAGEMENTS

2



42,784 ENGAGEMENTS

3



40,712 ENGAGEMENTS

GLOBAL RANKING

TOP PLAYERS | **INSTAGRAM**

FOLLOWERS

1	Alisha Lehmann	**13.7M**	6	Jordyn Huitema	**1.6M**
2	Alex Morgan	**10.1M**	7	Lieke Martens	**1.27M**
3	Alexia Putellas	**2.9M**	8	Sam Kerr	**1.22M**
4	Marta Vieira da Silva	**2.6M**	9	Julie Ertz	**945K**
5	Megan Rapinoe	**2.1M**	10	Ada Hegerberg	**829K**

Based on data in Blinkfire from 07/12/2023 across Fifa World Cup's social media

ACCOUNTS YOU CAN'T MISS

Girls on the Ball

This media outlet was founded in 2012 by Rachel O'Sullivan & Sophie Downey. Girls on the Ball is dedicated exclusively to women's soccer.

Follow them on Instagram, TikTok, Threads, and Twitter: @girlsontheball

Raquel Benetti

In addition to being a Brazilian model and content creator, Raquel Benetti is a magician with the soccer ball and shows her 1.6 million Instagram followers her talent as a "freestyler."

Follow Racquel on Instagram, TikTok, and Twitter: @raquelfreestyle

433 Women

433 is the gold standard for soccer information, rumors, and memes. In addition to the 433 general account, the media company created an account dedicated to women's soccer content.

Follower 433 Woman on Instagram: @433womenfc

ACCOUNTS YOU CAN'T MISS

Wera Kuri

Founder of FutSinGénero, host of LaLiga, author of "Tiempo de ser tú"...Kuri is a benchmark in the fight for equality for women in soccer

Follow Wera Kuri on Instagram, Twitter, Facebook, YouTube, and TikTok: @werakuri

Celia Šašić

The former player of SC 07 Bad Neuenahr, 1. FFC Frankfurt, and the German National Team is now an ambassador for UEFA and Vice President of Diversity and Equality of the German Football Association.

Follow Celia Šašić on Instagram: @celia.sasic

Laura Biondo

This Venezuelan has been an artist for Cirque du Soleil and has 13 Guinness records, all of them related to her ball skills. Two of those records were achieved in 2021 at Inter Miami's stadium.

Follow Laura Biondo on Twitter, Facebook, Instagram, and TikTok: @LauraBiondo

ACCOUNTS YOU CAN'T MISS

Jenny Taft

A reporter for Fox Sports Network, Taft displays a great passion for sports, especially football and soccer.

Follow Jenny Taft on Instagram, TikTok, and Twitter: @jennytaft

Just Women's Sports

Just Women's Sports is all about women's sports, all of the time.

Follow Just Women's Sports on Facebook, Instagram, TikTok, Threads, and Twitter: @justwomensports

Blinkfire

Give us a follow so you don't miss any insights from the Women's World Cup over the next month. We will analyze social performance, highlight key matchups, and talk sponsorship.

Follow Blinkfire on LinkedIn, Instagram, Threads, Twitter, and Facebook: @BlinkfireStats & @BlinkfireES (Twitter en español)

2023 WOMEN WORLD CUP

Blinkfire is the 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 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, email at **marketing@blinkfire.com** or visit **www.blinkfire.com**.

