

# WOMENS' SPORTS SPONSORSHIP REPORT

## FORTUNE 500 COMPANIES



# PROFESSIONAL SPORTS SPONSORSHIP IN AMERICA IS STRONG & GROWING

Gather's 2025 research has uncovered triple digit growth in Fortune 500 companies' sponsorship of women's professional sports and double digit growth in men's professional sports. America's largest companies are waking up to the value in sponsoring women's professional sports with an all-time high of nine companies having a women's-first strategy for professional sports sponsorship.

**Gather predicts that even more companies will explore the value of women's sports sponsorship in 2026.**

In order to create a true comparison of corporate sponsorship interest between men's professional team sports and women's professional team sports in North America, we created a snapshot among Fortune 500 companies of sponsorship activity through Q3 of 2025. This data was collected across the three major sports leagues that have both men's and women's professional sports: basketball (NBA and WNBA), soccer (MLS and NWSL) and hockey (NHL and PWHL). This analysis is intended to describe interest level from Fortune 500 companies sponsoring men's teams vs. women's teams. It does not explore the financial details of any specific investment they are making at the team or league level, but rather their relative level of interest.

### MEN'S SPORTS

**28%**

**Fortune 500 Companies Sponsor Men's Sports**

141 Companies sponsor men's professional leagues across the NBA, MLS and NHL. These companies account for a total of 473 sponsorships across the 3 leagues.

### WOMEN'S SPORTS

**13%**

**Fortune 500 Companies Sponsor Women's Sports**

67 Companies sponsor women's professional leagues across the WNBA, NWSL and PWHL. These companies account for a total of 145 sponsorships across the 3 leagues.

The number of sponsoring companies **DOUBLED** since last year

### Total Sponsorships for Fortune 500 Companies

**473**

**Sponsorships**

VS

**145**

**Sponsorships**

**1 in 3** companies sponsor more than 1 team

**1 in 4** companies sponsor more than 1 team

### FORTUNE 500 SPONSOR TOTALS BY LEAGUE



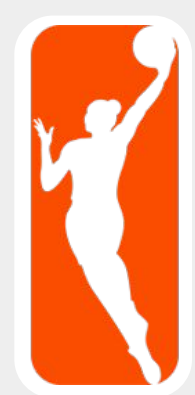
**81**  
Fortune 500 Sponsors

202

**Sponsorships**

68

**38**  
Fortune 500 Sponsors



**9** companies only sponsor women's sports

81 Fortune 500 companies sponsor the NBA and its teams. These companies account for a total of 202 sponsorships across the league. 30 of the 30 teams in the league are sponsored by Fortune 500 companies.

38 Fortune 500 companies sponsor the WNBA and its teams. These companies account for a total of 68 sponsorships across the league. 13 of the 13 teams in the league are sponsored by Fortune 500 companies.

**63** companies sponsor more than 1 league

**6x** more companies sponsor >1 league '25 vs. '24



**79**  
Fortune 500 Sponsors

200

**Sponsorships**

57

**45**  
Fortune 500 Sponsors



79 Fortune 500 companies sponsor the MLS and its teams. These companies account for a total of 200 sponsorships across the league. 30 of the 30 teams in the league are sponsored by Fortune 500 companies.

45 Fortune 500 companies sponsor the NWSL and its teams. These companies account for a total of 57 sponsorships across the league. 13 of the 13 teams in the league are sponsored by Fortune 500 companies.



**48**  
Fortune 500 Sponsors

71

**Sponsorships**

20

**6**  
Fortune 500 Sponsors



48 Fortune 500 companies sponsor the NHL and its teams. These companies account for a total of 71 sponsorships across the league. 25 of the 32 teams in the league are sponsored by Fortune 500 companies.

6 Fortune 500 companies sponsor the PWHL and its teams. These companies account for a total of 20 sponsorships across the league. 6 of the 6 teams in the league are sponsored by Fortune 500 companies.

Sponsors represents the number of Fortune 500 companies that sponsor at least one team or are league sponsors. Sponsored teams are the number of teams sponsored by at least one Fortune 500 company. Total teams represents the total number of professional teams in the league. Sponsorships denotes the cumulative number of sponsorships the Fortune 500 companies sponsor in any given league across its teams, including league sponsorships.

### FORTUNE 500 SPONSORS - WOMEN'S SPORTS ONLY



**Hilton**



**CVSHealth**



**Adobe**



**Humana**



**SPROUTS FARMERS MARKET**



**Marriott INTERNATIONAL**



**Walgreens**



**Liberty Mutual INSURANCE**



**Elevance Health**

#### Additional Findings:

The research methodology of this report studies only the sponsors of the professional leagues of basketball, soccer and hockey in the US. There are other professional sports in the US where some of the sponsors also have a presence. The additional findings below aim to bring in data not covered in the scope of the report itself, but we would be remiss in excluding.

In April 2025, Adobe expanded its partnership with the National Football League (NFL), becoming an official partner, making them no longer a pure play across only women's professional sports.

In 2024, Anthem (renamed Elevance Health in 2025) launched Anthem Rugby Carolina, a men's professional rugby team based in Charlotte, North Carolina. The team competes in Major League Rugby (MLR). Anthem is the official health and wellness partner and front-of-jersey sponsor for Oakland Roots SC, a men's professional soccer team in California, but not a member of Major League Soccer (MLS).

Marriott Bonvoy announced a multi-year partnership with the U.S. Soccer Federation, making it the Official Hotel & Lodging Partner of U.S. Soccer, but not a member of Major League Soccer (MLS). Marriott is also the official hotel partner of the NFL.

Hilton serves as the Official Hotel Partner of the Big Ten Conference, one of the major collegiate athletic conferences in the United States, as well as numerous European clubs and leagues including, DP World Tour, Chelsea FC, and Hampshire and Lancashire Cricket Clubs.

**Research:** This proprietary research was conducted by Gather at the direction of David Gaspar, Partner and Head of Gather's Sports & Sponsorships practice. His research was aided by Gather Analyst, Franchesca Contreras. Design was created by Gather's Head of Design, Dan Weise.

**Methodology:** This research was conducted throughout the third quarter of 2025 and represents publicly available information on teams and league websites, as well as press releases. Where information was not publicly available, all efforts were made to contact team and league officials to gather data.

This analysis does not include the broadcast/streaming rights holders for any of the three sports.