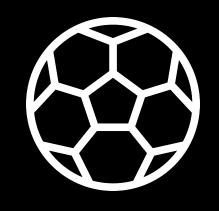
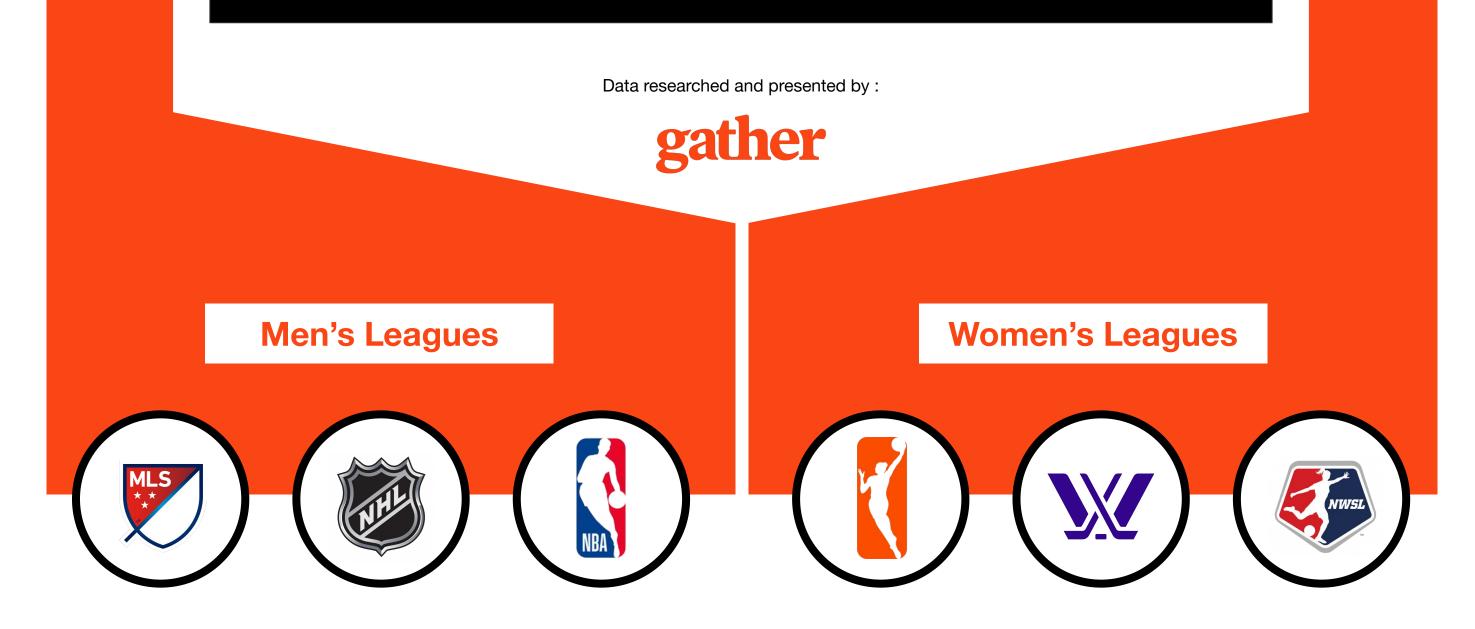
# PROFESSIONAL SPORTS SPONSORSHIP ACTIVITIES

# **FORTUNE 500 COMPANIES**

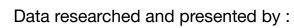








In order to create an apples to apples comparison of current corporate sponsorship investment between Men's professional team sports and Women's professional team sports in North America, we created a Q2 2024 snapshot of Fortune 500 Companies and their relative sponsorship activities across the only three major sports leagues Men and Women have in common; basketball (NBA and WNBA), soccer (MLS and NWSL) and hockey (NHL and PWHL). This analysis is intended to describe the relative level of interest from Fortune 500 companies sponsoring teams Men's teams vs. Women's teams, but does not explore the specific investment they are making at the team or league level.



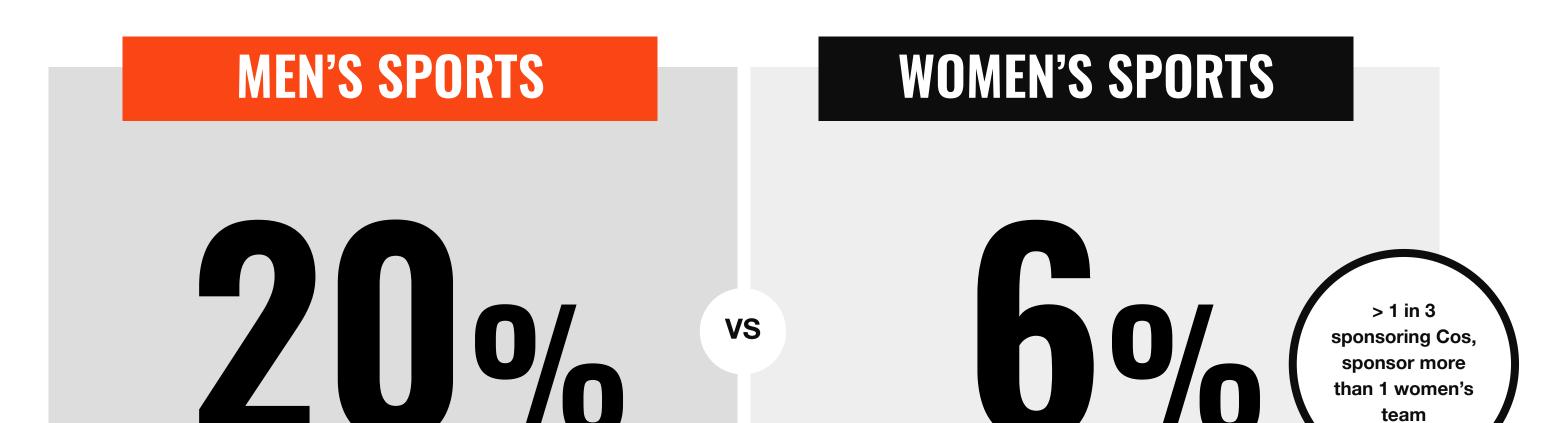


## **PROFESSIONAL SPORTS SPONSORSHIP ACTIVITIES** FORTUNE 500 COMPANIES

# GATHER LOOKS AT THIS DATA NOT AS IT IS, BUT AS IT CAN BE.

There is an enormous opportunity in women's sports from multiple angles; team ownership, ticket sales and hospitality, merchandise and co-branding. Gather has explored sponsorship from Fortune 500 Companies as a proxy for relative corporate interest for Men's vs. Women's professional sports.

# FORTUNE 500 SPONSOR OVERVIEW

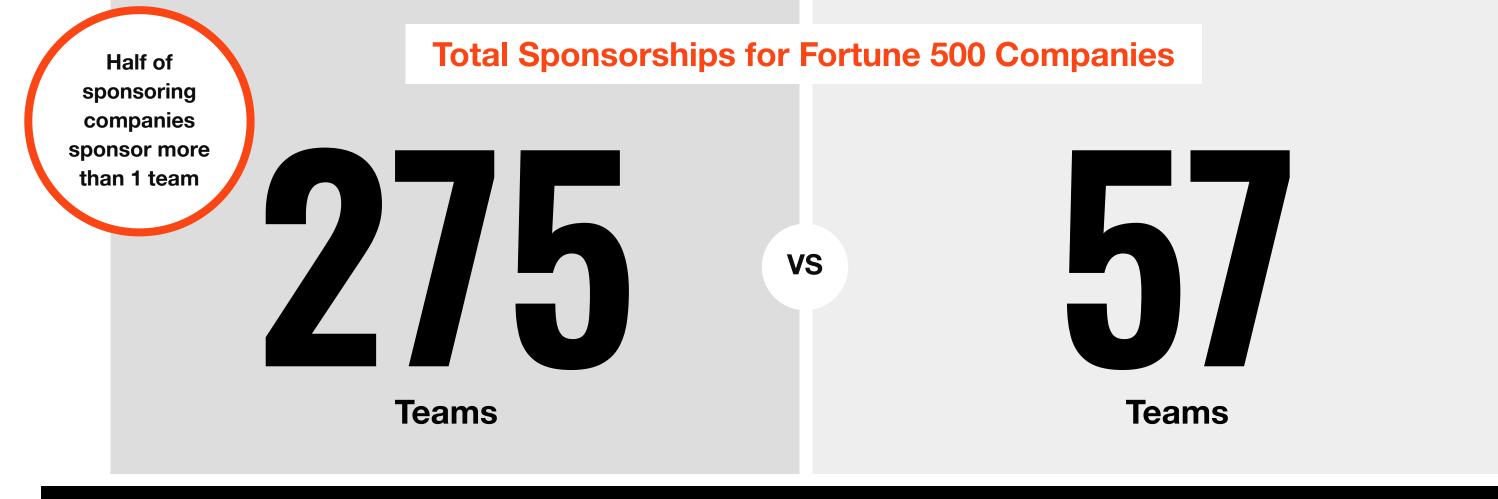


### Fortune 500 Companies Sponsor Men's Sports

99 Companies sponsor Men's professional leagues across the NBA, MLS and NHL. These companies account for a total of 275 sponsorships across the 3 leagues.

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

33 Companies sponsor Women's professional leagues across the WNBA, NWSL and PWHL. These companies account for a total of 57 sponsorships across the 3 leagues.



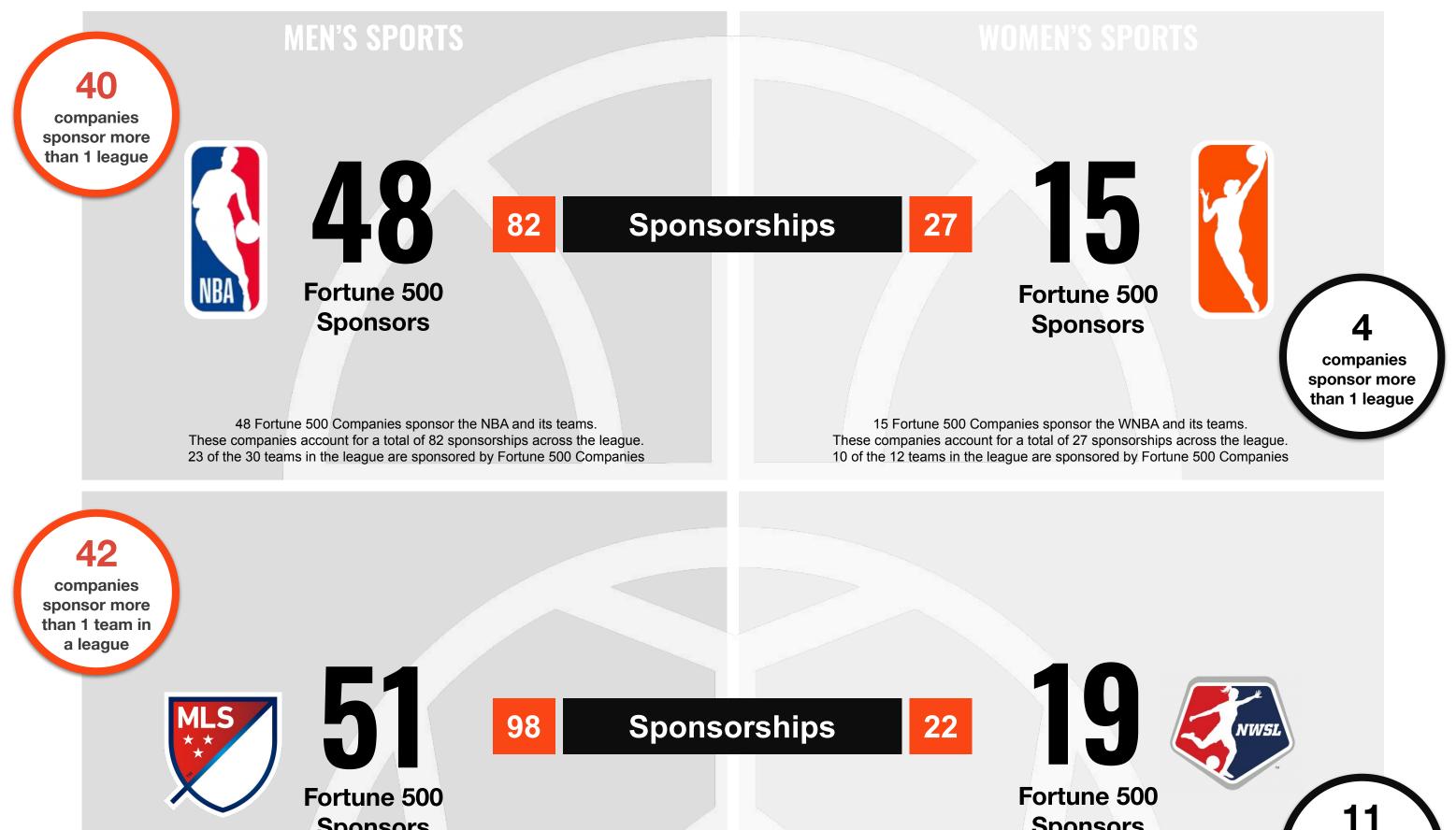


Data researched and presented by :



## **PROFESSIONAL SPORTS SPONSORSHIP ACTIVITIES** FORTUNE 500 COMPANIES

# **FORTUNE 500 SPONSOR TOTALS BY LEAGUE**



#### **Sponsors**

#### **Sponsors**

companies sponsor more than 1 team in a league

51 Fortune 500 Companies sponsor the MLS and its teams. These companies account for a total of 98 sponsorships across the league. 24 of the 30 teams in the league are sponsored by Fortune 500 Companies

19 Fortune 500 Companies sponsor the NWSL and its teams. These companies account for a total of 22 sponsorships across the league. 11 of the 13 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 league. Sponsored teams are the number of teams sponsored by at least one Fortune 500 Company. Total teams is 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.



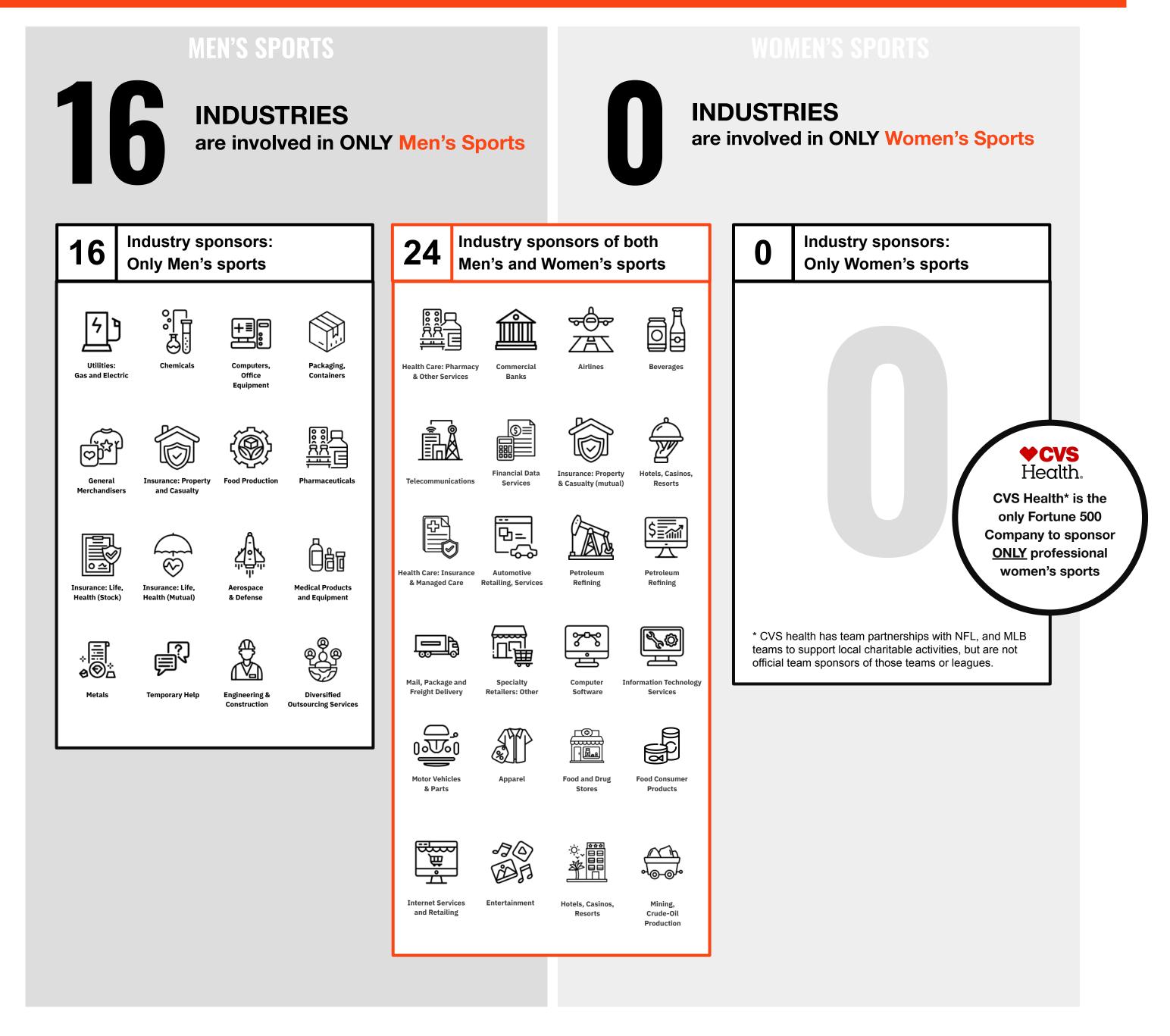
www.gather.co

Data researched and presented by :



## **PROFESSIONAL SPORTS SPONSORSHIP ACTIVITIES** FORTUNE 500 COMPANIES

# **SPONSOR TOTALS BY INDUSTRIES**



**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 conducted by Gather Analyst, Franchesca Contreras. Design was created by Gather's Head of Design, Dan Weise.

**Methodology:** This research was conducted throughout the second quarter of 2024 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. Gather recognizes that the PWHL just finished its first season and that over the last several months, there has been a substantive multi-stakeholder uptick in interest in women's sports – an enormous opportunity that should translate to a shift in these numbers.

