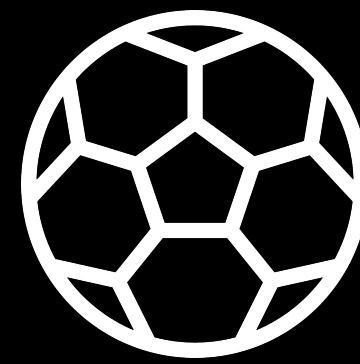
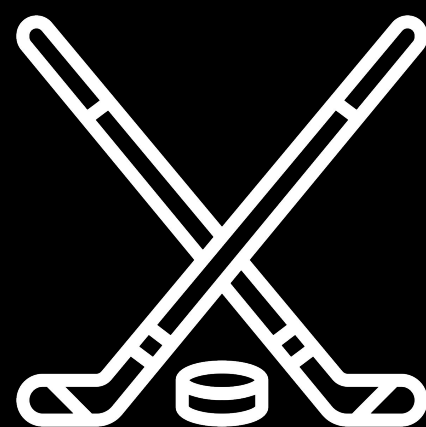
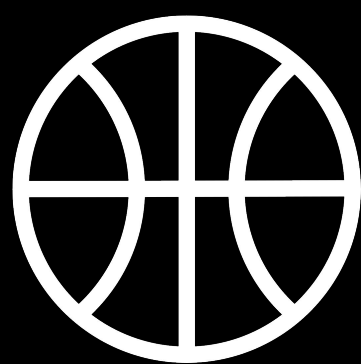


PROFESSIONAL SPORTS SPONSORSHIP ACTIVITIES

FORTUNE 500 COMPANIES



Data researched and presented by :

gather

Men's Leagues



Women's Leagues



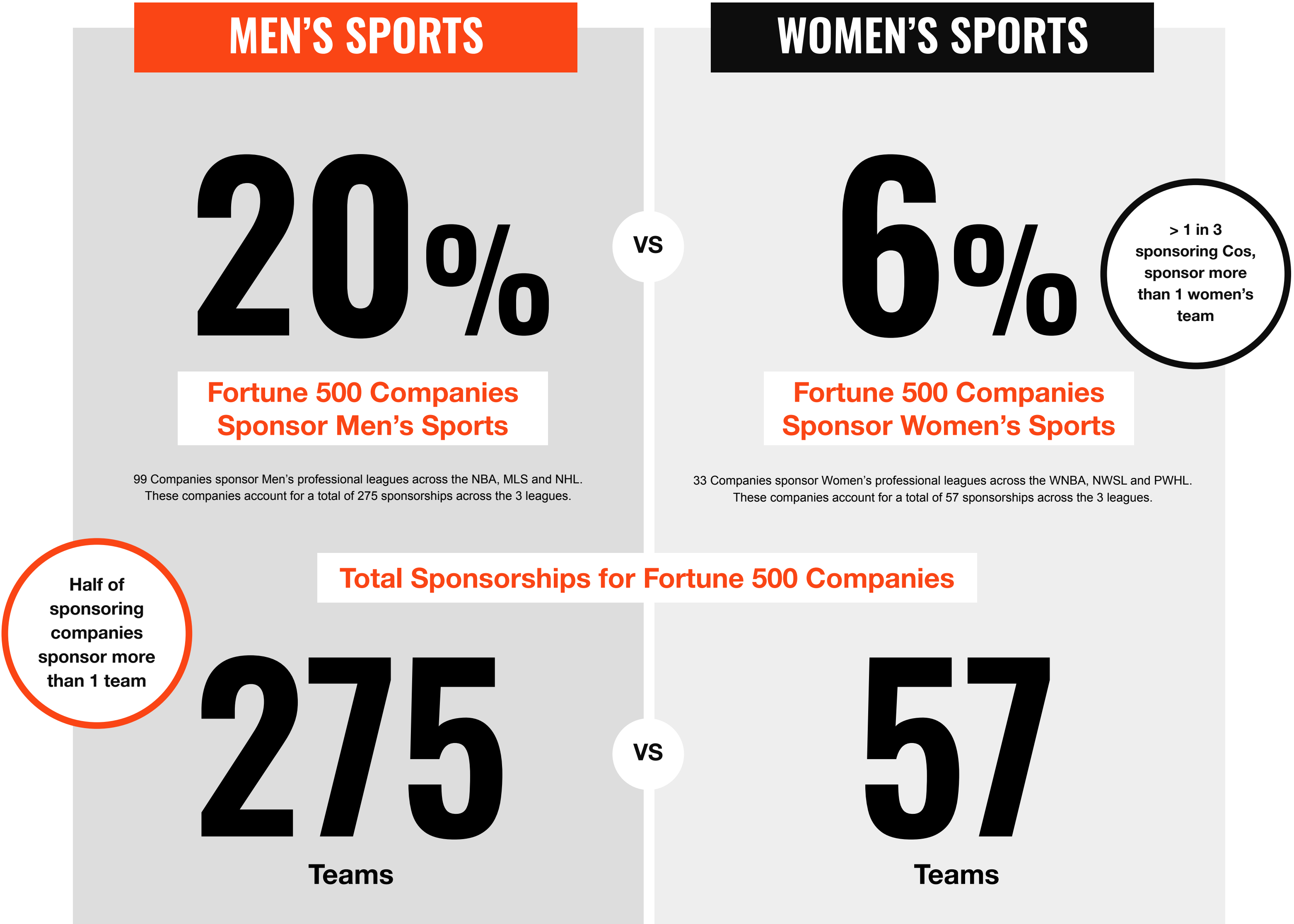
In order to create an apples to apples comparison of current corporate sponsorship investment between Men's professional team sports and Women's professional team sports in North America, we created a Q2 2024 snapshot of Fortune 500 Companies and their relative sponsorship activities across the only 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.

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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



PROFESSIONAL SPORTS SPONSORSHIP ACTIVITIES | FORTUNE 500 COMPANIES

FORTUNE 500 SPONSOR TOTALS BY LEAGUE

MEN'S SPORTS

WOMEN'S SPORTS

40
companies
sponsor more
than 1 league



48

Fortune 500
Sponsors

82 Sponsorships 27

48 Fortune 500 Companies sponsor the NBA and its teams. These companies account for a total of 82 sponsorships across the league. 23 of the 30 teams in the league are sponsored by Fortune 500 Companies



15

Fortune 500
Sponsors

4
companies
sponsor more
than 1 league

15 Fortune 500 Companies sponsor the WNBA and its teams. These companies account for a total of 27 sponsorships across the league. 10 of the 12 teams in the league are sponsored by Fortune 500 Companies

42
companies
sponsor more
than 1 team in
a league



51

Fortune 500
Sponsors

98 Sponsorships 22

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
Sponsors

11
companies
sponsor more
than 1 team in
a league

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



50

Fortune 500
Sponsors

95 Sponsored Teams 8

50 Fortune 500 Companies sponsor the NHL and its teams. These companies account for a total of 95 sponsorships across the league. 31 of the 32 teams in the league are sponsored by Fortune 500 Companies



3

Fortune 500
Sponsors

3 Fortune 500 Companies sponsor the PWHL and its teams. These companies account for a total of 8 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 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.

PROFESSIONAL SPORTS SPONSORSHIP ACTIVITIES | FORTUNE 500 COMPANIES

SPONSOR TOTALS BY INDUSTRIES

