

Deloitte.

WHY INVEST IN WOMEN'S SPORTS?

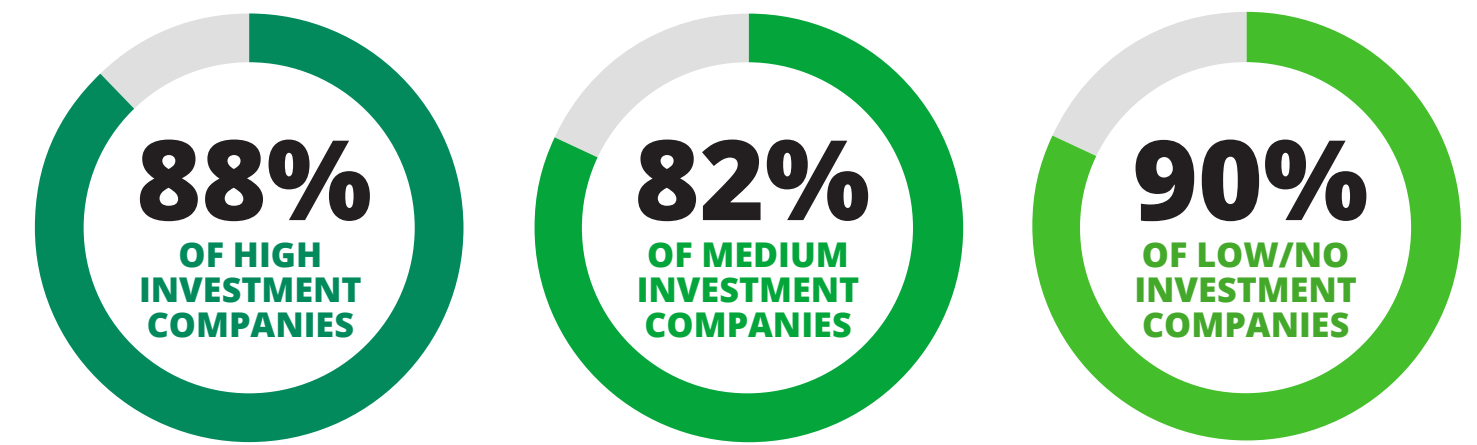
Deloitte research shows optimism for the growth of women's sports and how sharing learnings can help organizations overcome investment barriers.

THE OPPORTUNITY

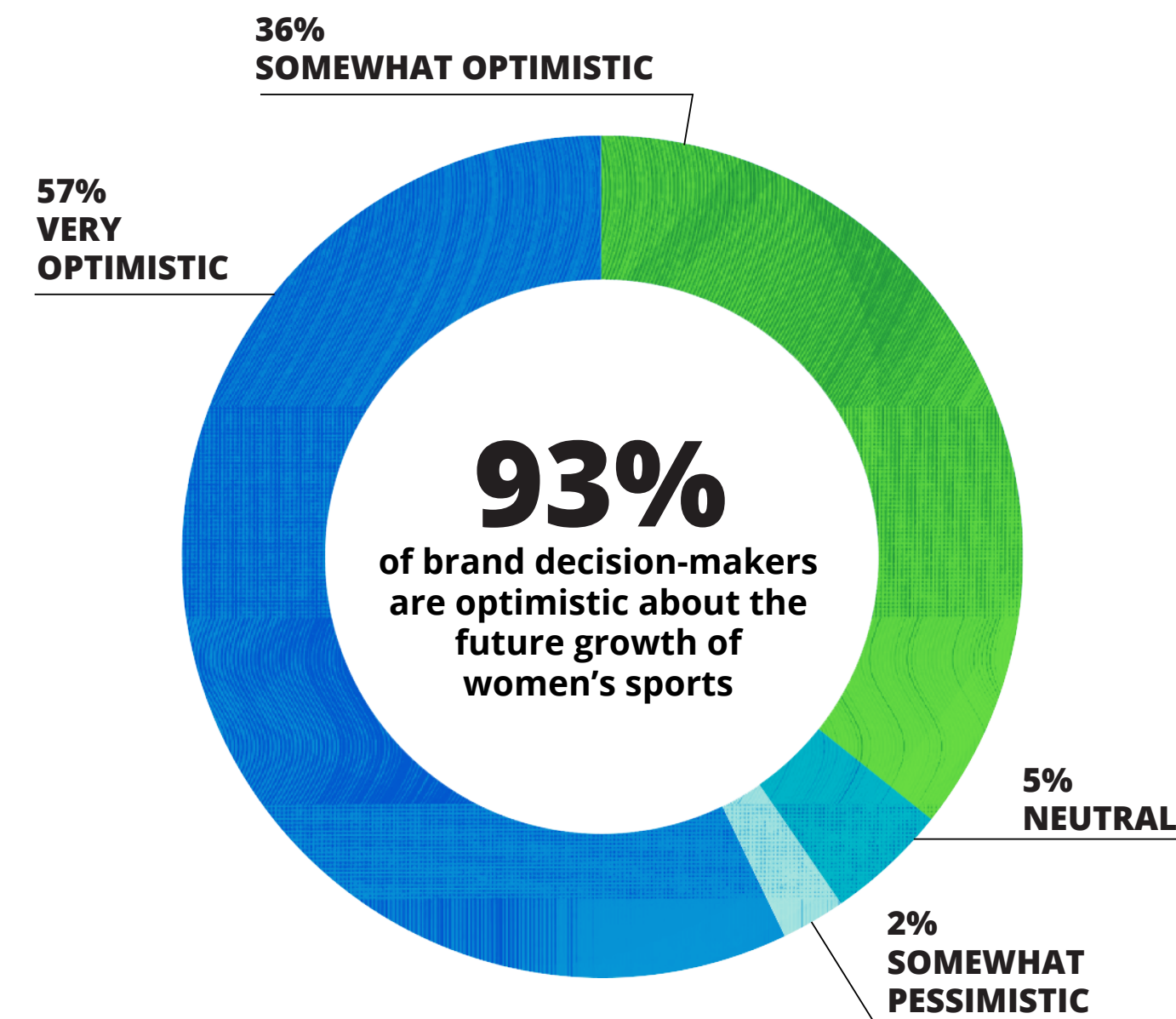
Women's sports are poised to generate more than \$1.28 billion in global revenues in 2024—a 300% growth in just three years. Despite this rapid growth, women's sports get a fraction of financial support compared to men's sports. Deloitte conducted an exclusive survey of brand decision-makers of organizations currently investing in sports or athletics to better understand areas of opportunity, challenges, and ways to overcome barriers.

Over 82% of brand decision-makers plan to increase investment over the next 5 years, showing clear optimism and interest in investing.

% OF BRAND DECISION-MAKERS ANTICIPATING A SLIGHT OR MODERATE INCREASE IN INVESTMENT



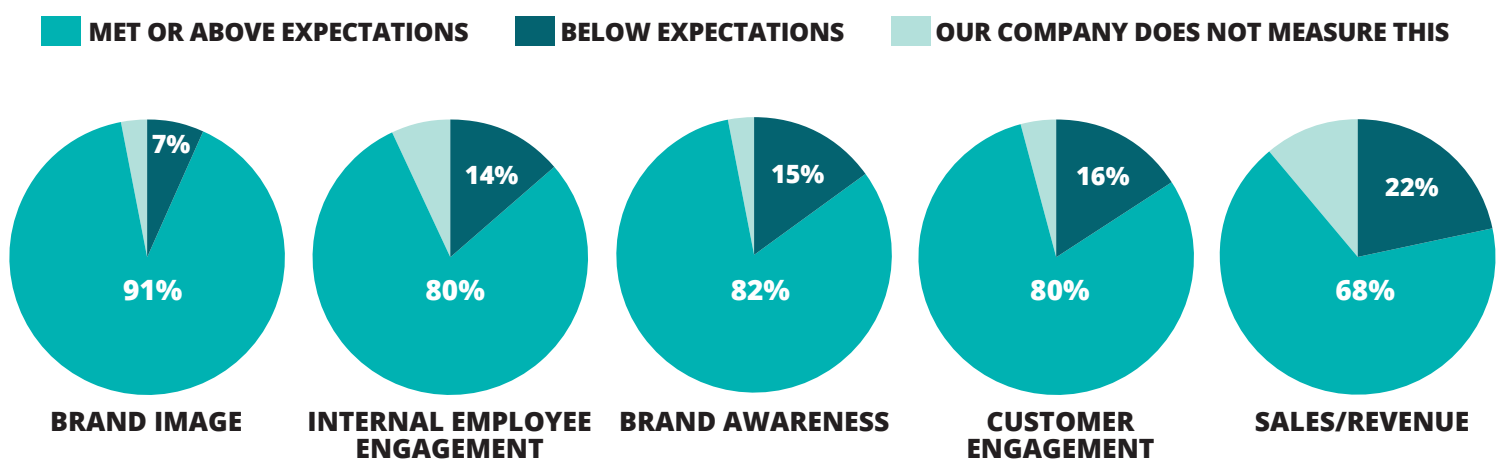
OPTIMISM AROUND WOMEN'S SPORTS GROWTH



85.7% of companies who haven't invested in women's sports plan to do so over the next five years

The impact of women's sports sponsorships on four key brand health metrics met or exceeded the expectations of 80% or more of the surveyed brand decision makers. This indicates these partnerships not only improve public perception, but also boost employee morale and involvement.

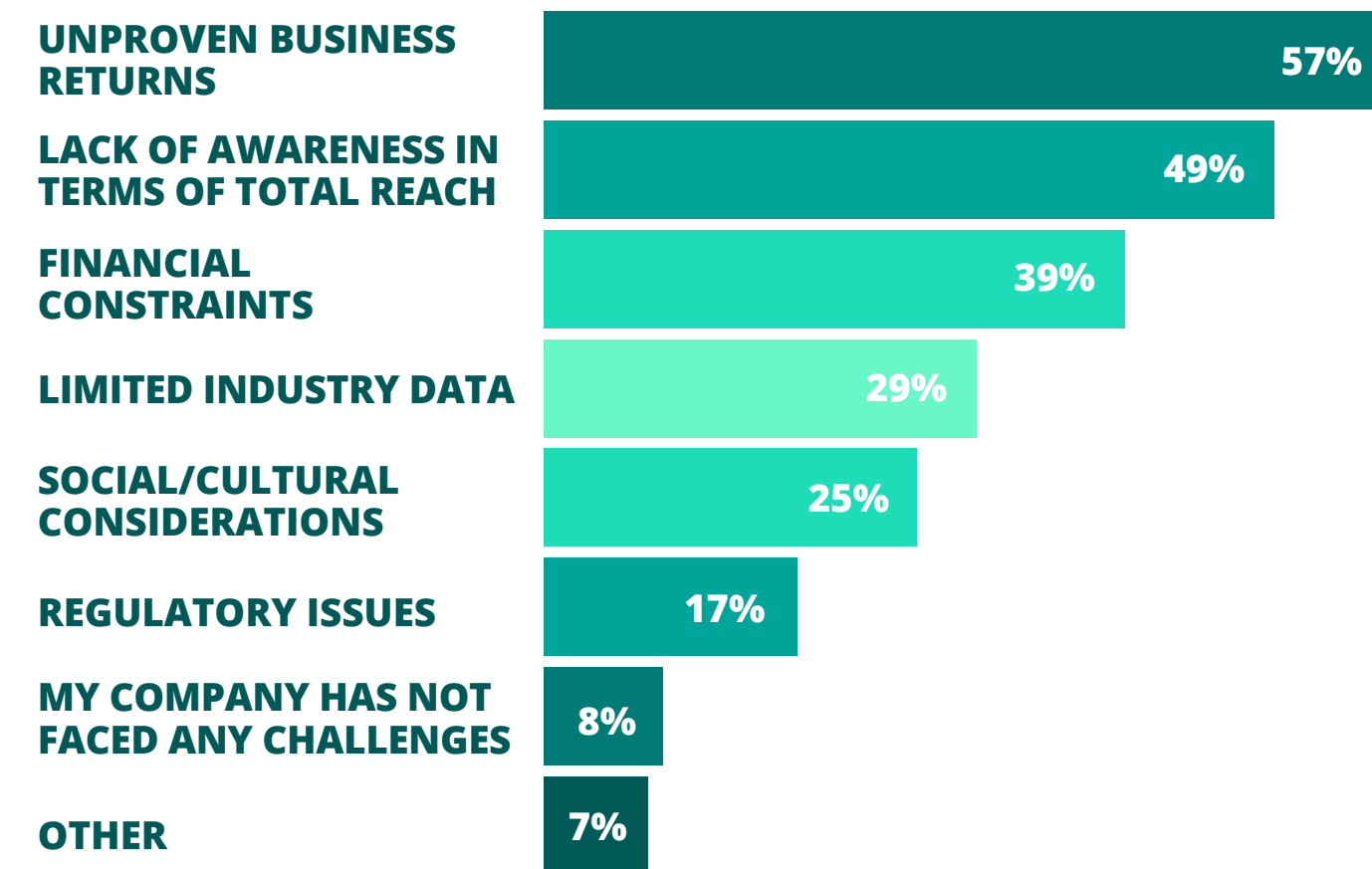
SPONSORSHIP IMPACT ON BRAND HEALTH METRICS



THE BARRIERS

While opportunity is abundant, there are still challenges for organizations to overcome when investing in women's sports.

CHALLENGES FACED IN INVESTING IN WOMEN'S SPORTS

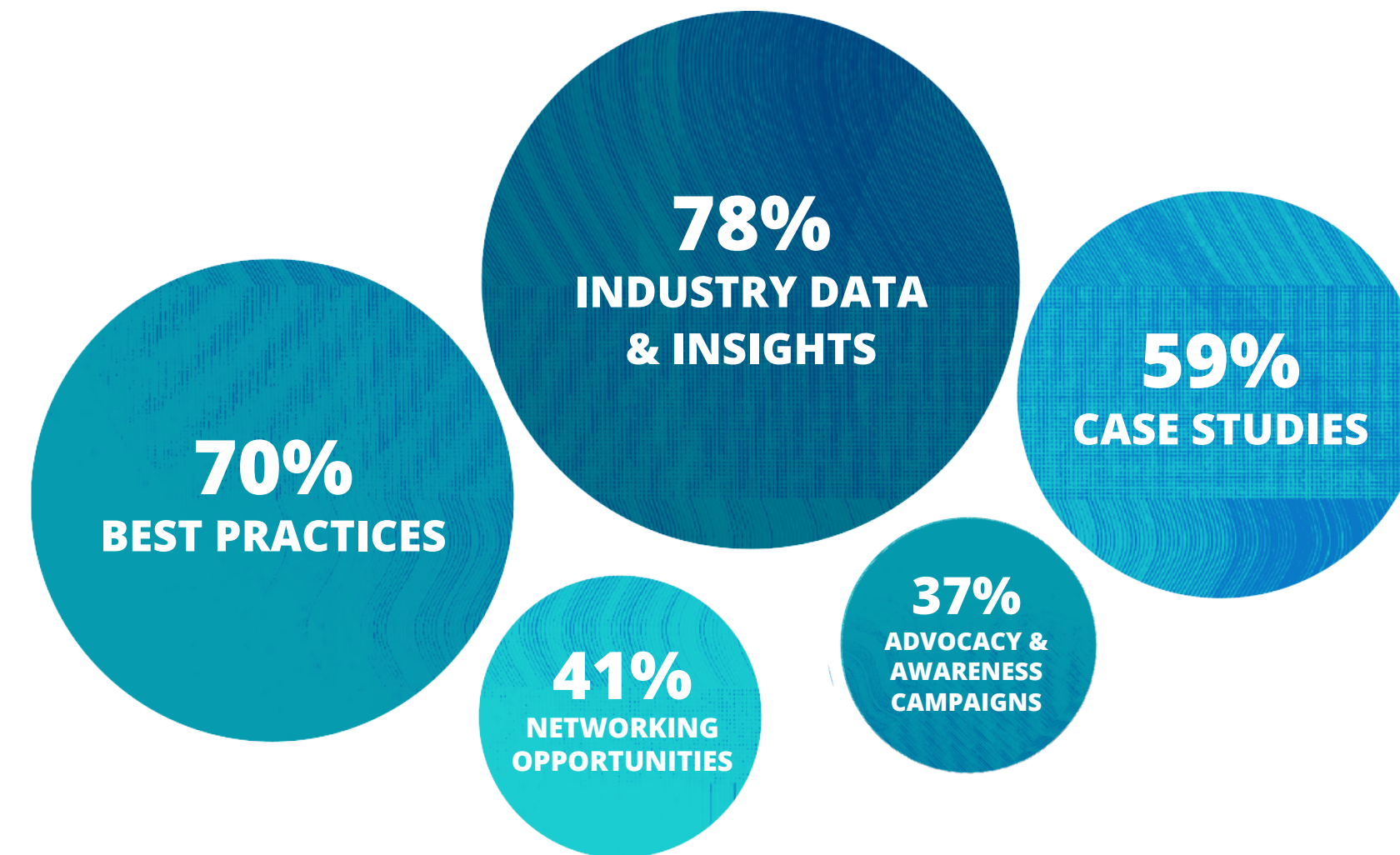


71% of companies not currently invested in women's sports pointed to financial constraints as the biggest challenge

THE SOLUTION

How can organizations overcome investment challenges to seize this open area of opportunity and be part of a rapidly growing industry? It all comes down to data and insights.

OVERCOMING BARRIERS TO INVEST IN WOMEN'S SPORTS



MAKE THE ATHENA PLEDGE TO INVEST IN WOMEN'S SPORTS

The Athena Pledge, supported by leading brands in women's sports who aspire to mobilize investment, research, and opportunities in the industry, aims to rally other brands to commit to targets in increased spending and support in the women's sports ecosystem. The Athena Pledge founding members, AT&T, Capital One, Cisco and Deloitte are encouraged by comprehensive findings revealing that brand decision makers are incredibly optimistic about the growth of women's sports.

INTERESTED IN LEARNING MORE ABOUT THE ATHENA PLEDGE? REACH OUT.

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