



The Paradox of the **WNBA**



PRESENTATION BY
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OUR TEAM



Heven



Nia



Journey



Julia



Chiara



RAISE YOUR HAND IF...

In this classroom alone....

- We enjoy sports.
- Less of us have watched an WNBA game than an NBA game.
- We are familiar with well-known and less seasoned NBA players.
- We are less familiar with WNBA players who aren't "trending."

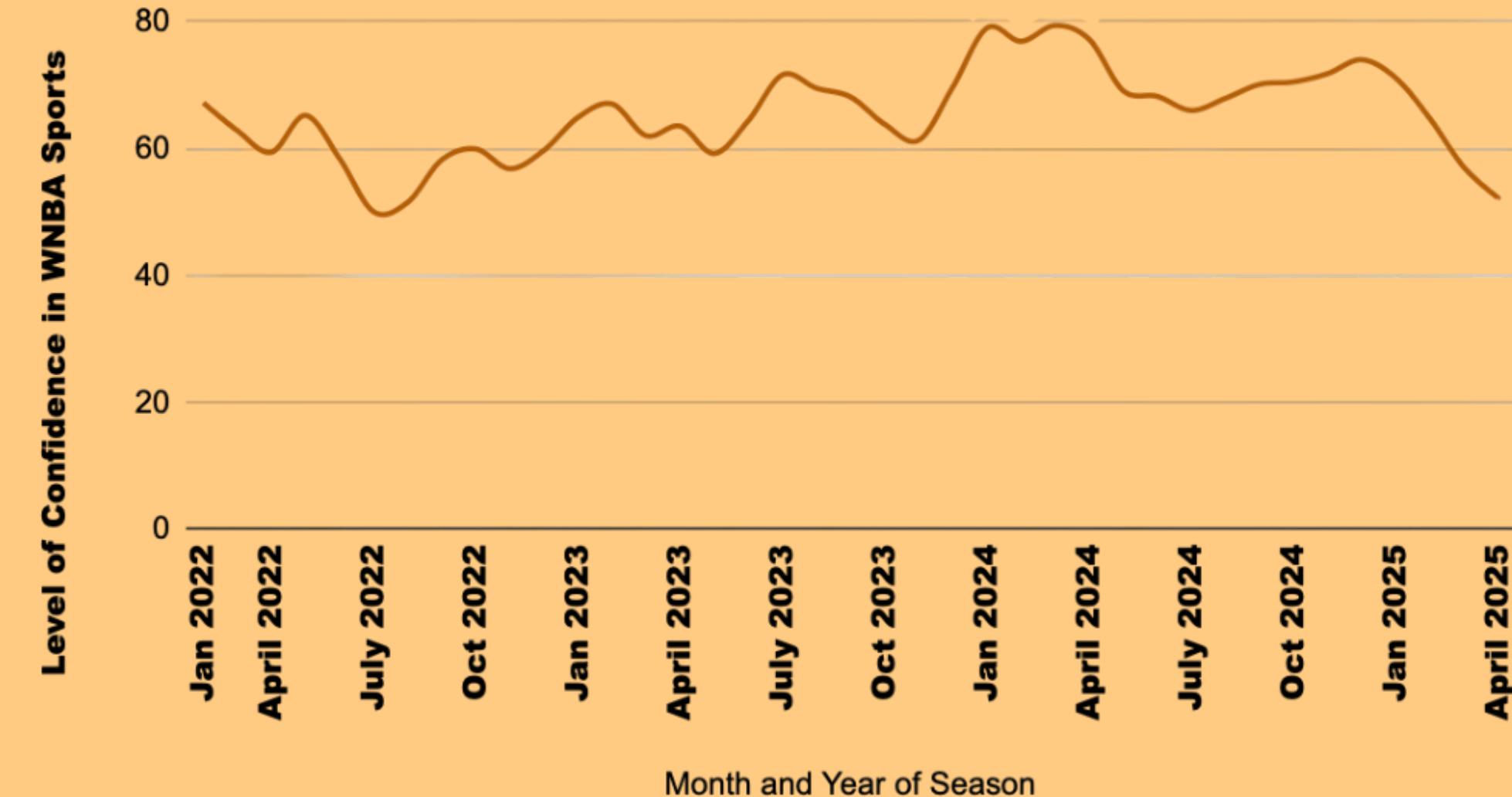


These sentiments are true across the board.

**WNBA growth
continues, but
viewership gaps
persist.**



WNBA Engagement Pattern Across the Season



HOW THE WNBA IS GETTING FOULED WITH ENGAGEMENT ?

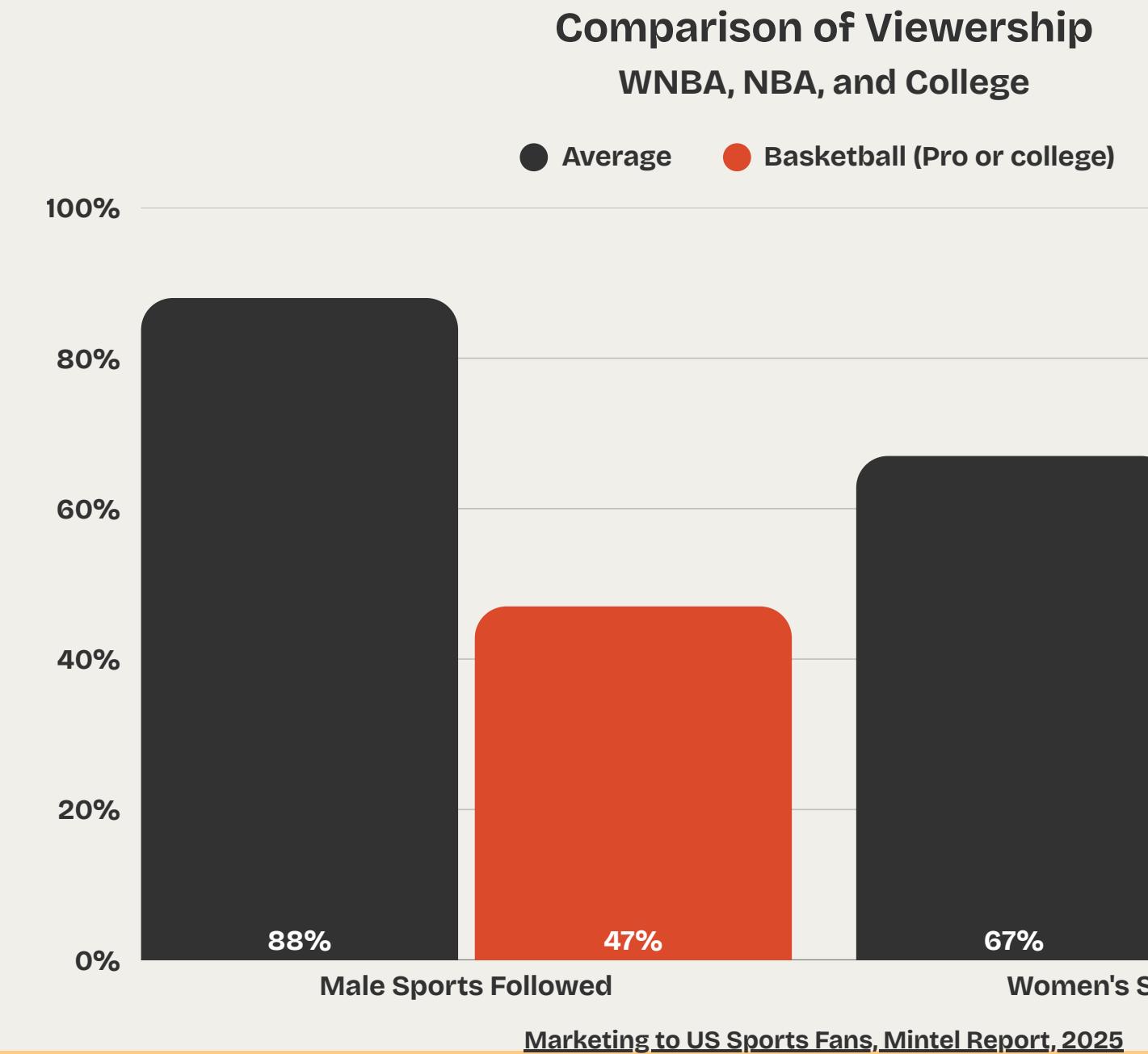


LACK OF BRAND PARTNERSHIPS

ORGANIZATION COLLABORATIONS

SOCIAL MEDIA CAMPAIGNS

DIGITAL ENGAGEMENT



MOST SPORTS FANS WANT TO SEE PARTNERSHIPS WITH FOOD CHAINS AND CLOTHING BRANDS

ONLY 22%

Increase beauty brand
partnership variety.



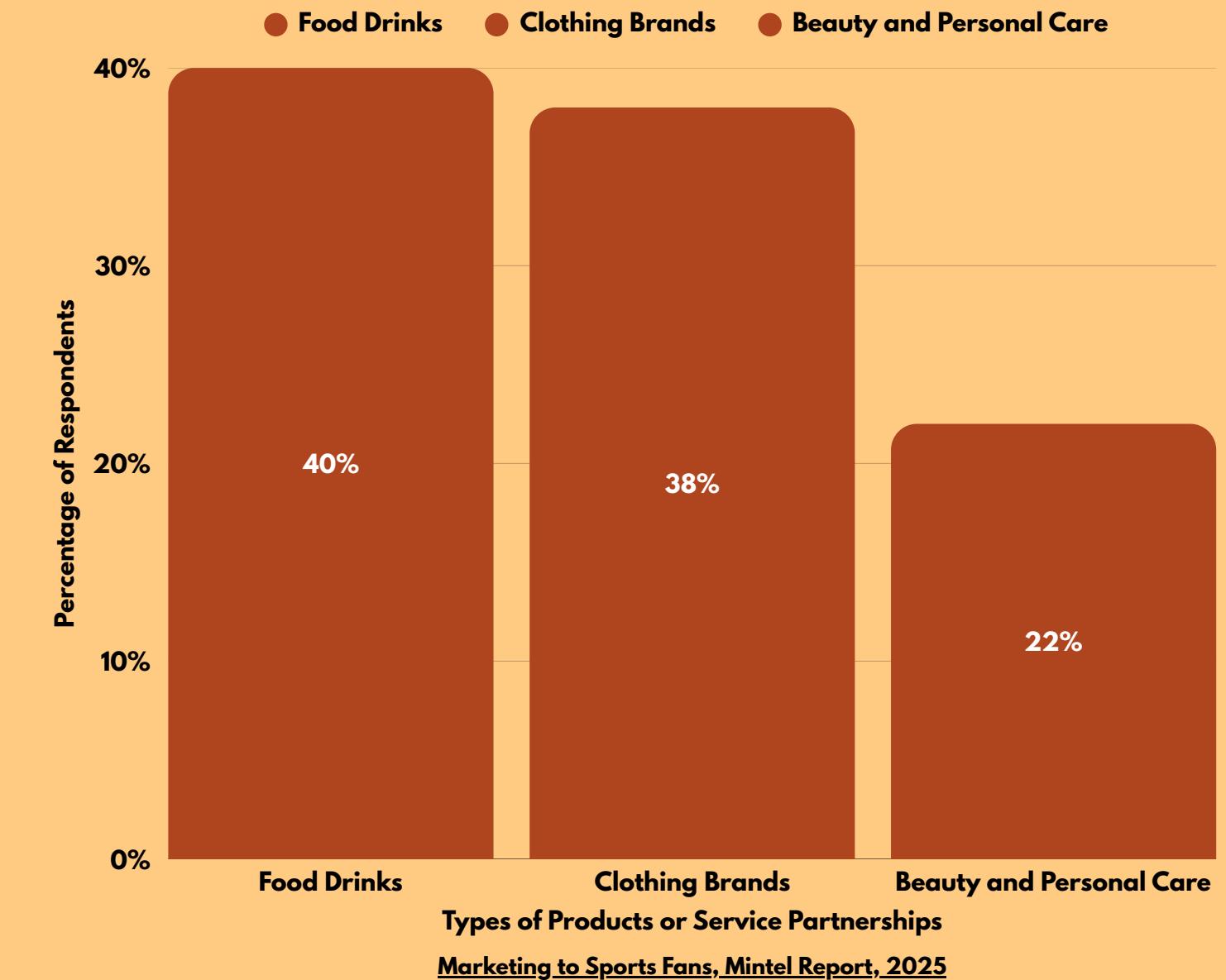
Potential Partnerships



alo



Question: What types of product or services would you like to see have integration?



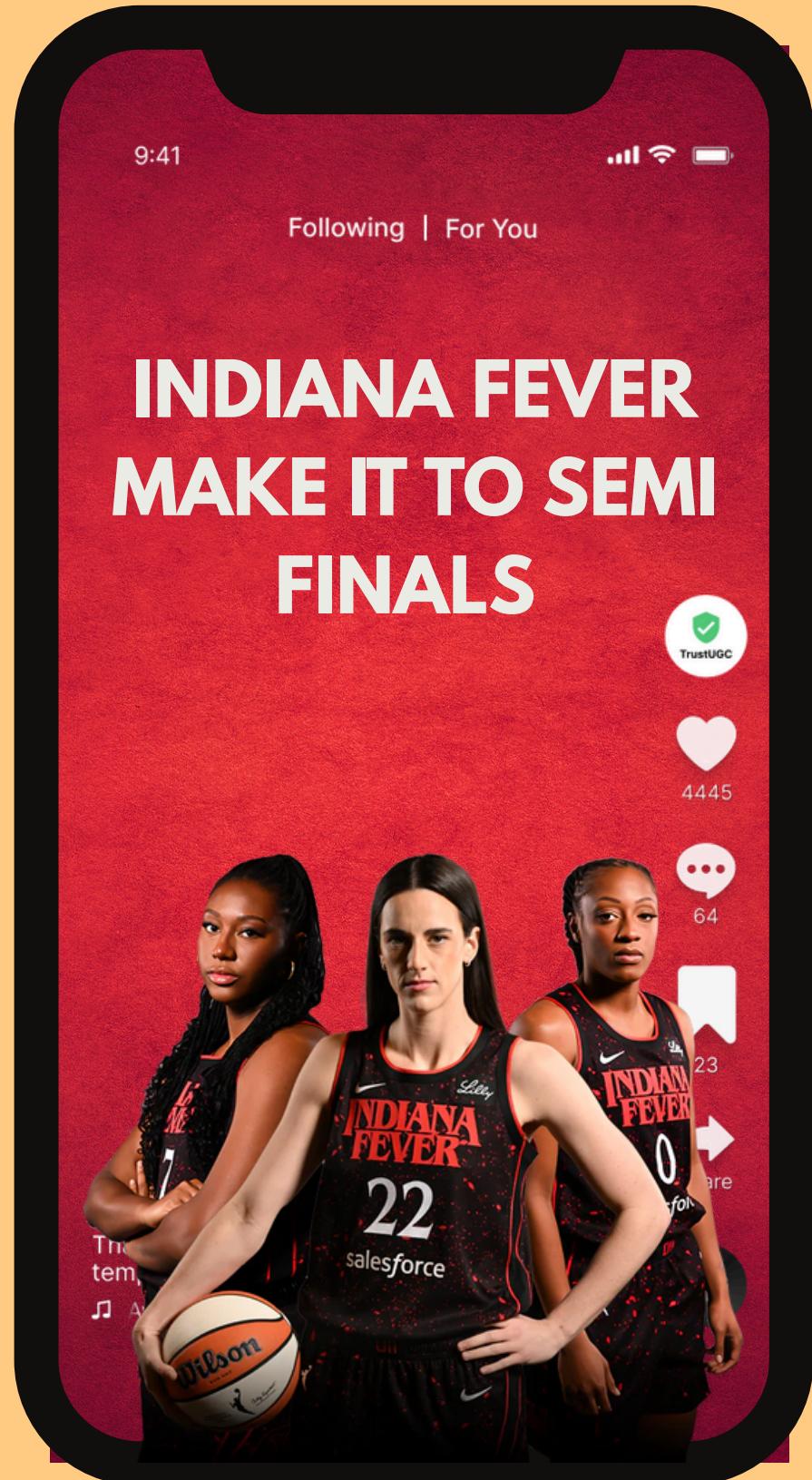
MAXIMIZE COLLABORATIONS WITH OTHER ORGANIZATIONS



- These partnerships **increase exposure**, open doors for cross-promotion, and elevate both athlete and team recognition.
- CarMax has been a proud partner of the WNBA since 2021.
- They collaborated with the league to highlight untold stories of players such as Alisha Gray.

CARmax®

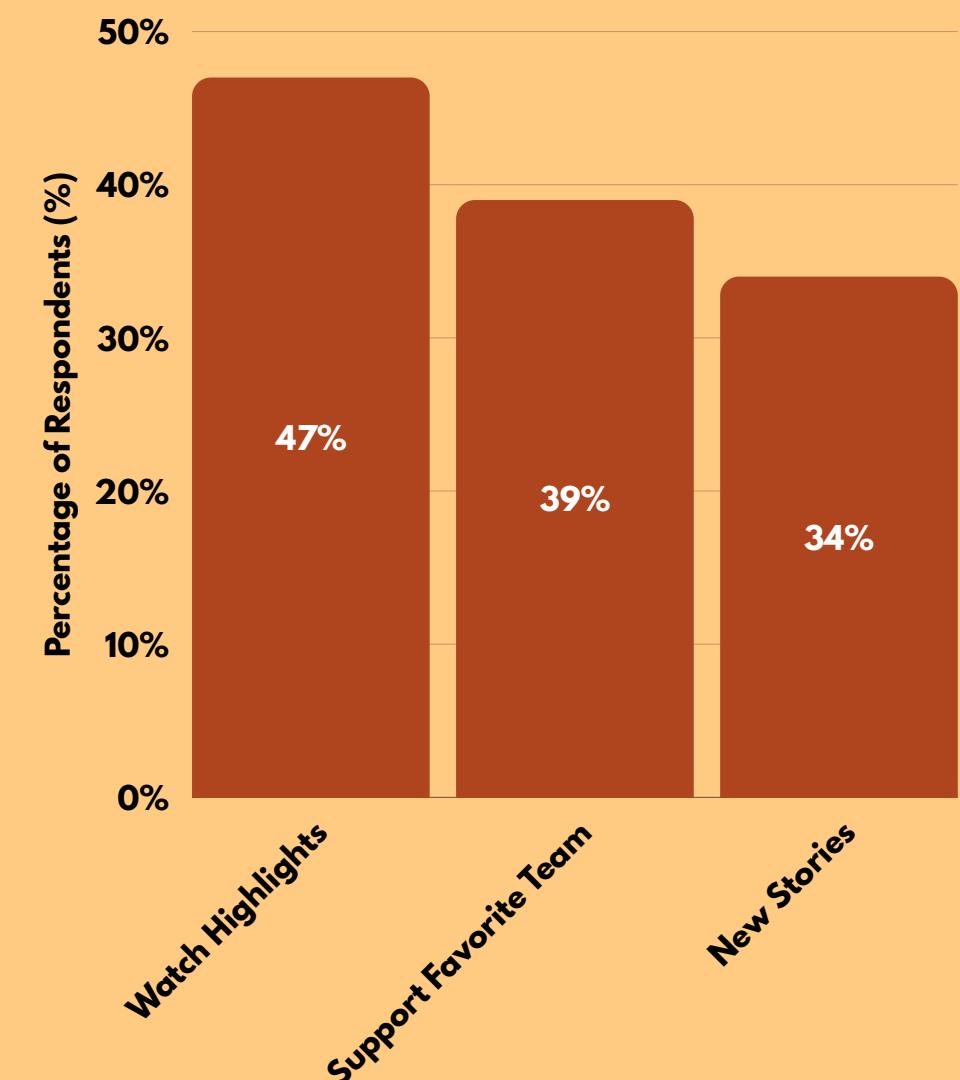
ACTIVE SOCIAL MEDIA CAMPAIGNS THAT SPOTLIGHT TEAM SUCCESS AND HIGHLIGHTS



HERE'S
WHY,
PEOPLE WANT
SUPPORT
HIGHLIGHTS
NEW STORIES

THE LEAGUE NEEDS
BETTER JOURNALISM.

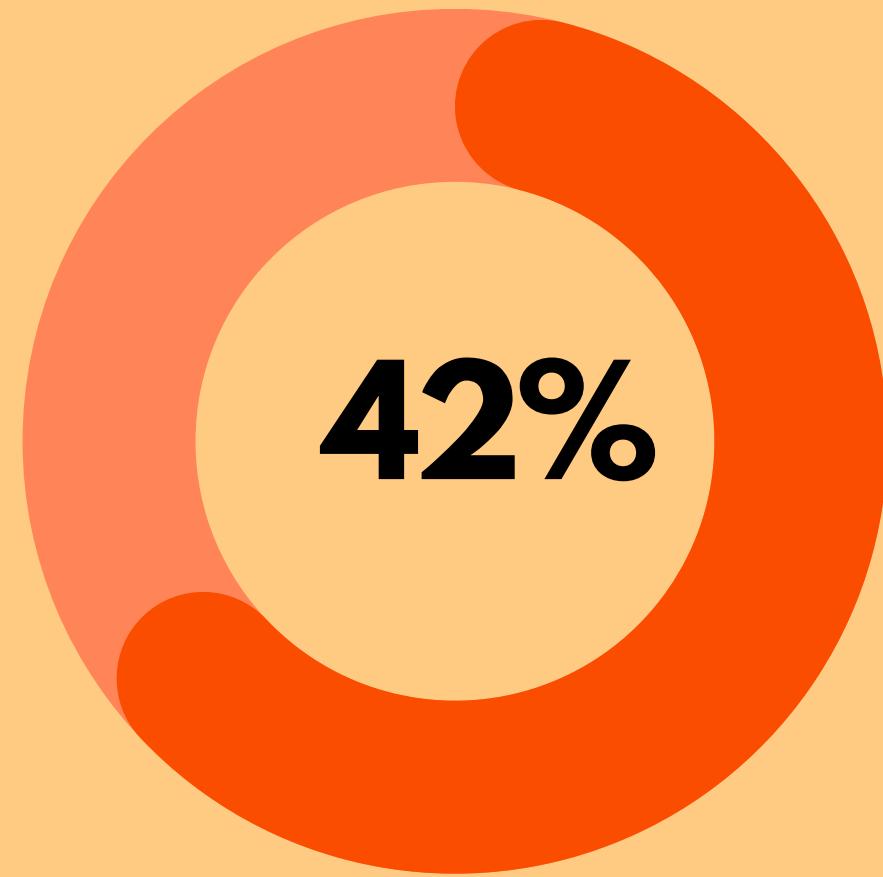
Question: What are the top 3 Reasons you follow sports on social media?



Reasons For Following Sports on Social Media

Marketing to Sports Fans, Mintel Report, 2025

CONTINUE USING MASCOTS FOR FUN AND EXCITEMENT



Of viewers are drawn to
the fun and excitement

Women Sports Marketing, Mintel Report, 2025



*Ellie the Elephant,
New York Liberty*

meet **Ellie the Elephant**

**THANK YOU
ANY QUESTIONS?**

Works Cited

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- [2] Mintel Group LTD. (2025). Marketing to Sports Fans <https://data-mintel-com.proxy-um.researchport.umd.edu/databook/marketing-to-sports-fans-us-2025/>
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- [4]Changemakers - WNBA. (n.d.). [Www.wnba.com](http://www.wnba.com). <https://www.wnba.com/changemakers>
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