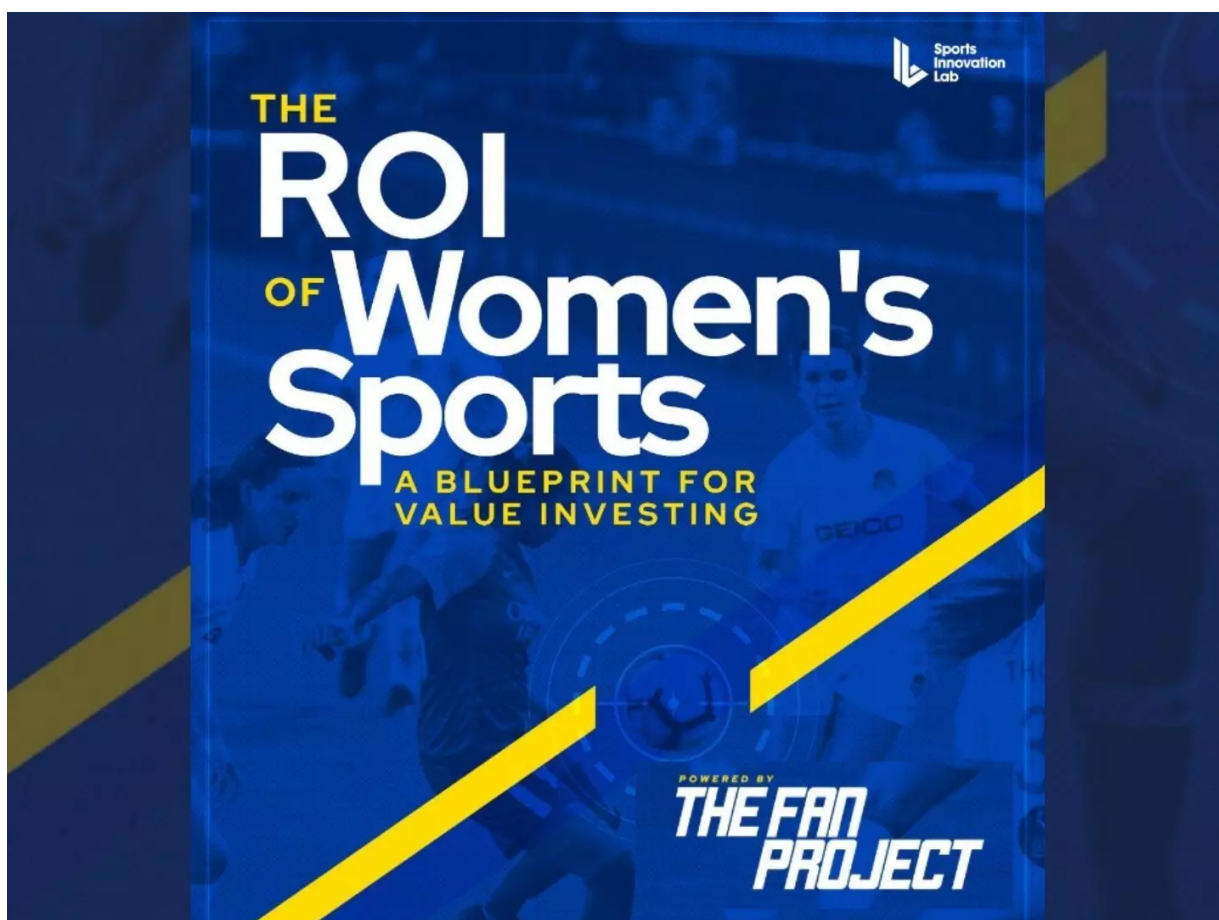


THE ROI OF WOMEN'S SPORTS: A BLUEPRINT FOR VALUE INVESTING

Investment & Growing the Fanbase

Last updated: September 27, 2024



The report provides guidance on how to structure investments so brands can maximize their return on investment and breakdown the barriers that

slow the growth of women's sports.

Brighton Plus Helsinki Declaration Principles:

- Equity and Equality in society and sport
- Sport Information and Research

Target Audience:

- Sports Administrators

Summary:

This report outlines three different investment profiles for brands to consider in order to maximize their ROI while eliminating barriers to the growth of the industry.

The report covers topics including but not limited to:

- Value investing framework for women's sports
- A breakdown of the vicious cycle that prevents investment
- Investment blueprints for how any brand can invest in women's sports
- Case studies showcasing some of the brand investments that are already breaking down barriers
- Proprietary data and insights that demonstrate the continued value of Fan's of Women's Sports
- A roadmap for how to continuously track growth and value data that we use in this report

Visit the Sports Innovation Lab to download the report [The ROI of Women's Sports](#)

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