

IMPACT

REPORT



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LETTER FROM THE WNBA

As we put another record-breaking WNBA season in the books, we remain incredibly focused on forging ahead with a bold transformation plan. Still, the end of our 27th season gives us an opportunity to pause for a little reflection.

The WNBA looked and felt a lot different when I joined in 2018 as Head of League Operations. It was before the league's fearless first Commissioner. It was before a comprehensive rebrand and the launch of the iconic orange hoodie. It was before a groundbreaking CBA, bubble season, \$75M capital raise, historic expansion announcement, and the growing WNBA Changemaker platform that has been critical in driving our transformation. Five years ago, our very small team was in the trenches, fighting to reach the great potential the WNBA has always had.

The path we have traveled since then could not have been possible without the tremendous support of our partners. You share our values and see our vision. We extend special thanks to ESPN and the WNBA Changemakers: AT&T, Deloitte, Nike, Google, U.S. Bank, and CarMax. We are thankful and honored to be changing the women's sports landscape...together.

And the game has never looked better. Players like A'ja Wilson, Breanna Stewart, and Alyssa Thomas are breaking records and standing on the shoulders of pioneers like Lisa Leslie, Sheryl Swoopes, and Teresa Weatherspoon. The WNBA is truly a league of elite, multi-dimensional, socially responsible athletes who are changing the world. That the league has experienced record growth while firmly standing on its commitment to equity and justice is profound.

Once upon a time I was a player in this league, thankful to be living out one of my dreams on the court. Now, I'm enormously proud to be living out a new dream at the league office: seeing the WNBA ascend in impactful ways on an amazing growth trajectory. While we acknowledge the progress we have made, we know there is still work to be done to tell more player stories, drive more eyes to the game, and effect more change in our communities. We look forward to our continued work together as we march toward Season 28 in 2024.

To all the WNBA players, owners, partners, teams, and league staff who made this season a success – THANK YOU. We are still in the fight, but what a formidable squad we have.

Regards,

Bethany Donaphin

Head of WNBA League Operations



Seeing the WNBA ascend in impactful ways on an amazing growth trajectory.”



EXECUTIVE SUMMARY



2023 was
MORE THAN
GAME

WNBA 2023
AD CAMPAIGN

This impact report reflects the WNBA’s ambition to recognize how far women’s professional sports have come as a result of those who support the game.

At the WNBA we aim to rethink the way partners, fans, and athletes can – and should – show up for women’s sports. We hope you’ll take the time to explore the WNBA Changemakers programs and impact in detail.

CHANGEMAKER COLLECTIVE MISSION STATEMENT

Through our collective network, our mission is to elevate, advance, and economically empower underrepresented groups and women through the power of sport.

THE WNBA CHANGEMAKERS HAVE BEEN BUSY THIS YEAR

SINCE THE 2022 WNBA CHANGEMAKERS IMPACT REPORT WAS RELEASED, WE:

EXPANDED THE WNBA CHANGEMAKER COLLECTIVE FROM 5 TO 6

- CarMax joined the WNBA Changemaker collective in May 2023 after being a partner for the prior 3 seasons. You'll hear more from CarMax on page 9.

INCREASED THE NUMBER OF WNBA GAMES TELEVISED AND HOURS WATCHED

- In April 2023, the WNBA and The E.W. Scripps Company signed a multi-year agreement to televise games on Friday nights during the regular season on ION, which helped lead to a historic high 205 of 240 live games nationally broadcast and streamed throughout the 2023 regular season.
- Google's Project IX, from Google and YouTube's media, marketing, and engineering teams, highlights women's sports all year, not just in big moments. Since 2021, 310 hours of women's sports were added to broadcasting and digital platforms, 6 months ahead of their goal of adding 300 hours over three years.

AMPLIFIED PARTNERSHIP SUPPORT AND INVESTMENT IN LIVE EVENTS AND DIGITAL PRODUCTS

- The 2023 season brought significant investment in live events like AT&T WNBA All-Star and WNBA Live and ushered WNBA Fans to a new digital experience on the WNBA App and WNBA.com.
 - » Thanks to our collaboration with Deloitte on the new WNBA App, downloads increased 390% YoY over the regular season.
 - » WNBA Live presented by U.S. Bank featured (19) brands, (55) player appearances, saw (17,000+) fans over the 1.5-day event, and tripled the footprint from last year's inaugural WNBA Live.

IDENTIFIED THREE FOCUS AREAS FOR THE NEXT PHASE OF THE WNBA CHANGEMAKER COLLECTIVE: MENTORING, COACHING, AND PLAYING.

- During this year's WNBA Changemakers Leadership Roundtable, mentoring, coaching, and playing were most compelling to the group for scaling current efforts. Read more on page 16.





HOW THE WNBA IS DIFFERENT

Fans

32M

people in the U.S. have expressed interest in the WNBA

UP 14% FROM 2022

Source: YouGov Profiles+ USA 2023-09-06

Youth and Grassroots

From 2022 to 2023 over **55,000** girls, coaches, and parents participated in Her Time to Play clinics and events, offering a forum to actively engage with one another through basketball.

Maternal Health

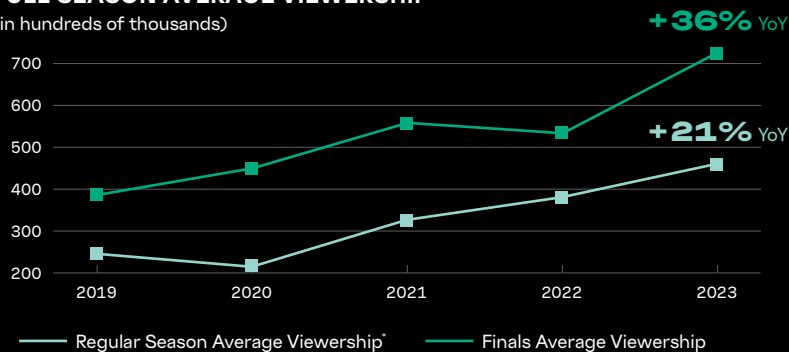
\$200K

donated through Commissioner's Cup across all 12 teams' local chosen women's health organizations.



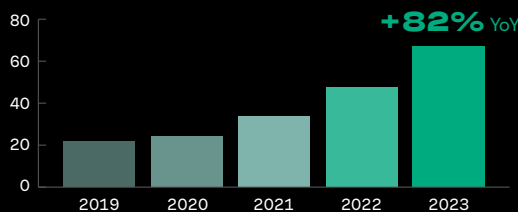
FULL SEASON AVERAGE VIEWERSHIP

(in hundreds of thousands)



HOURS CONSUMED DURING FULL SEASON*

(in millions)



*Regular Season Viewership includes: all National Networks excl. IGN and NBA TV

Merchandise

AT&T WNBA All-Star 2023 set an **AN ALL-TIME RECORD** for merchandise sold at a WNBA All-Star Weekend (+107% YoY) with the largest offering ever of product from 16 licensees across 6 locations in Las Vegas.

Fan Engagement

1M+

New followers during regular season across @WNBA social channels (+274% growth rate YoY).

Social Justice

Paul J. Tagliabue Award

The WNBA received the Paul J. Tagliabue Award in salute of the exemplary work and commitment of the WNBA to advance diversity, equity, and inclusion. WNBA Legend and league employee Taj McWilliams-Franklin accepted the award from the Fritz Pollard Alliance on behalf of the WNBA.

So, what's the big deal about investing in **WOMEN'S SPORTS?**



Matching Investment with Demand

90%

of partnership dollars are directed to men athletes...

yet, **86%**

of general sports fans are interested in women's sports.

Brands that feature **WOMEN ATHLETES** in advertisements are seen as

43%

more inclusive and

29%

more progressive

FANS OF WOMEN'S SPORTS REWARD BRANDS THAT INVEST



Fans of women's sports are...

- **54%** more aware of women's sports sponsors and **45%** more likely to consider or purchase from **SPONSOR BRANDS** compared to men's sports
- nearly **2X** as likely to recall brands they've seen in the sports landscape, during sporting events



WNBA Fans outperform Industry fan averages

Partnerships with the WNBA result in return on investment from WNBA fans

+131%

WNBA fans are more likely to buy products if you sponsor their team, compared to the average U.S. adult

+185%

WNBA fans are more likely to purchase a product after seeing it in sponsored content at a sporting event, compared to the average U.S. adult

WNBA fans are over **10%** more loyal to sponsor brands than any other men or women's sports league

Sources: MRI Simmons 2023 July Sports Fan Study and Wasserman's "The New Economy of Women's Sports", 2023



W N B A

CHANGEMAKER FOCUS



CHANGEMAKER FOCUS:
**Innovation and
Connectivity**



CHANGEMAKER FOCUS:
**League
Transformation**



CHANGEMAKER FOCUS:
**Athlete Storytelling
and Elevation**



CHANGEMAKER FOCUS:
**Wealth Management and
Player Development**



CHANGEMAKER FOCUS:
**Increasing WNBA Media
Coverage and Visibility**



CHANGEMAKER FOCUS:
**Building the Brand of
the League and Players**

ABOUT WNBA CHANGEMAKERS



SHE'S CONNECTED
SERIES



Sabina Ahmed

AVP Sponsorships &
Experiential Marketing



Andrea Wilson

Director, Sponsorships &
Experiential Marketing

- At **WNBA Live**, AT&T showcased the league's best talent through innovative technology at the AT&T Style Studio. Exploring the world of WNBA icons A'ja Wilson and Arike Ogunbowale, fans at WNBA Live were offered colorful custom nail designs from robotic manicure technology at the MVP Mani Bar and could try on groundbreaking AR apparel designed by A'ja and Arike. The custom AR apparel utilized Snapchat lenses, which were available for use through the end of the 2023 season.
- **She's Connected by AT&T** continues to spotlight the inspiring stories of the world's best athletes. The series focuses on sharing the multi-dimensional nature of women athletes, specifically supporting women with side-hustles, careers outside of their sport, or philanthropic endeavors. This year, AT&T featured WNBA stars A'ja Wilson and Arike Ogunbowale for a new contest where a woman-owned small business could win \$20K, a year of AT&T service, and be featured in their own She's Connected episode.
- AT&T supports the WNBA through **Her Time To Play** clinics that take place during AT&T WNBA All-Star and WNBA Finals. This year, AT&T tied the activations to the Digital Divide by providing each girl attending the AT&T WNBA All-Star Clinic with a laptop. This is a major CSR component through AT&T's WNBA partnership, and it was this year's largest HTTP clinic.



REIMAGINED
WNBA APP



Janet DeNunzio

Group Brand
Director,
Sponsorships,
Deloitte
Services LP



Pete Giorgio

Global Sports
Practice
Leader, Deloitte
Consulting LLP



Shawn Bryant

Managing Director
& Sports Practice
Leadership,
Deloitte
Consulting LLP

- Over the past year, Deloitte has worked closely with the WNBA's digital team to bring to life the **new WNBA app**. From strategy and design to development and quality assurance, the new WNBA App built by Deloitte helps enable fans to engage more deeply with the league through personalized content and experiences. To highlight the collaboration, Deloitte is featured on the load screen of the WNBA App and in institutional marketing, such as in-arena PA reads, courtside signage, and social media.
- At **WNBA Live**, Deloitte hosted a meet and greet with Izzy Harrison (CHI) and Jasmine Thomas (LAS) and encouraged fans to download the new WNBA App built by Deloitte.
- As an organization who is proud to support professional women everywhere, Deloitte continued to highlight players throughout marketing efforts in 2023. This included a large post-season campaign founded in **Deloitte-backed research** where women who played sports indicated that the skills they developed playing sports were important to success in their professional careers. This was in addition to player-focused and business-focused storytelling throughout the season.



CHANGEMAKER
"WHY"



Kate Johnson

Director
Partnerships,
Content &
Sports Media



Mackenzie Thomas

Senior Product
& Marketing
Inclusion Lead



Lorraine Twohill

Chief Marketing
Officer



FINANCIAL FITNESS
JOURNEYS



Greg Cunningham

Senior Executive
Vice President
and Chief
Diversity Officer



Chris Lee

Senior Vice
President, Head
of Sponsorships,
Experiential and
Event Marketing



Reba Dominski

Senior Executive
Vice President,
Head of Social
Responsibility and
President, U.S.
Bank Foundation

- Throughout the WNBA season, Google **showcased the amazing athletes of the WNBA** through multiple brands' creative. **Google launched a fully integrated brand campaign for Search featuring 8 WNBA athletes** with a goal of

showing fans the new ways to search using the Google app. The campaign combined WNBA culture and one of Lens' most compelling use cases: identifying the tunnel fashion with the Google app using your camera. Google Pixel also leaned in, featuring Candace Parker (LVA), Kelsey Plum (LVA),

and Diamond DeShields (DAL) within The Greatest Watch Party creative promoting WNBA Tip-Off, all in support of the new Pixel Fold.

- Google showed up big in Las Vegas for fans, launching an experiential activation called **"Google House" at WNBA Live**. The experience was created to showcase the best of Google in the palm of WNBA fans' hands, across Google Pixel and Search.
- Key Highlights included a **180-degree Pixel Camera Photo Opp @ The Living Room** on the iconic Orange Couch and Search with Google Lens @ The Players' Closet where fans used Lens to find similar looks to WNBA-themed 'fits.

- Following the 2023 WNBA Draft Presented by State Farm, U.S. Bank hosted a **financial education presentation at Rookie Orientation**, where Scott Ford (President of Wealth Management) and Reba Dominski (Senior Executive Vice President, Chief Social Responsibility Officer and President of U.S. Bank Foundation) provided financial advice to all first-round draftees as they made the transition from student-athlete to professional athlete.
- **U.S. Bank created a complete financial wellness program for WNBA players** to use and learn the ins and outs of savings, budgeting, building credit, debt management, protecting your money, investing, and charitable giving. Players alongside U.S. Bank created a financial education website and received access to U.S. advisors.
- U.S. Bank returned as the presenting **partner of WNBA Live** for the second year in a row. In addition to owning the presenting platform, U.S. Bank had a large footprint within the space featuring multiple immersive photo opportunities, trivia, custom fanny packs, and meet and greets with Aliyah Boston (IND), Breanna Stewart (NYL), Napheesa Collier (MIN), and Satou Sabally (DAL).



GOOGLE GAME
DAY FITS



MAKE 'EM TALK



Sonja Henning

North America Vice President, League Partnerships, NIKE, Inc.



James Loduca

Chief Diversity Officer, NIKE Inc.



ONE ON ONE: RINGS



Brandy Everhart

Director of Media, Sports, and Agency Management



Sarah Lane

Chief Marketing Officer



Suzanne Cardwell

Chief Diversity and Inclusion Officer

- To get fans excited about the WNBA season, seed rivalries, and celebrate the fashion and culture of its players, Nike launched their **Make 'Em Talk ad campaign**.

- To conclude Women's History Month and tip-off the WNBA season, Nike unveiled **5 new**

WNBA Rebel Edition uniforms under the theme "Trace the Lineage." The 5 teams featured included the Indiana Fever, New York Liberty, Minnesota Lynx, Washington



REBEL UNIFORMS: TRACE THE LINEAGE

Mystics, and Dallas Wings.

- As an extension of the Make 'Em Talk campaign, fans continued to spill the tea by disappearing into an **interactive experience at WNBA Live** that featured customization of apparel, an exclusive footwear drop, and live programming featuring WNBA players.

- CarMax and the WNBA hosted the **first annual Player Media & Brand Building Session** at this year's WNBA All-Star Weekend in Las Vegas. Current and past players were invited to the session led by WNBA legend and long-time CarMax partner, Sue Bird, and current Los Angeles Sparks forward-center and ESPN Analyst, Chiney Ogwumike. These sessions are just one way CarMax is committed to elevating the visibility of the WNBA and its players through this partnership.
- To celebrate the 2023 WNBA Tip-Off in May, CarMax offered fans 10 days of complimentary access to WNBA League Pass to drive increased viewership: **"League Pass Test Drive."** During the 10-day Tip-Off Test Drive promotional window, the WNBA saw a **404% increase in WNBA App downloads**. CarMax again offered the League Pass "Test Drive" this August following the Commissioner's Cup Championship to increase the visibility of 10 key matchups.
- CarMax and the WNBA will continue to work together to keep driving awareness and visibility for WNBA games. The League Pass Test Drive promotion has proven that continued investments can provide more access for fans, and as a result, increased viewership and engagement for the WNBA.



PERSPECTIVE FROM NEW 2023 WNBA CHANGEMAKER

CARMAX DISRUPTED THE USED CAR INDUSTRY by bringing integrity, honesty, and transparency to a consumer experience widely viewed as being unfair and untrustworthy. We continue to foster integrity in everything we do, and that includes our growing partnerships in women’s sports; helping these incredible athletes get the visibility and respect they deserve.

Our journey into women’s sports started in 2020 when we featured WNBA legend Sue Bird in a commercial with NBA’s Stephen Curry. The spot, “Pinch Me,” went viral for putting the spotlight on Bird’s career accomplishments and positioning her among the best players in history – a recognition most often received by male players.

Since then, CarMax has continued elevating our commitment to women’s sports through partnerships with the WNBA, the NWSL, Phoenix Mercury, Washington Mystics, NY Liberty, and NJ/NY Gotham FC. We have also developed more national video spots with WNBA legends, Sue Bird and Candace Parker, including the recent “One on One” campaign. We love the success of these efforts and the small role they are playing in advancing the visibility of these amazing athletes and teams. We want girls all over the world to see themselves represented among these professional athletes, leaders, coaches, and multi-faceted women and be given the same opportunities to reach their full potential.

When the opportunity came to renew our partnership with the WNBA in 2023, it was an easy decision to elevate our commitment and join the WNBA Changemakers to further the impact of our efforts alongside the other Changemaker brands. The WNBA has been filled with great athletes, trailblazers, and leaders for over 27 years who deserve to have

their stories told on the biggest stages. At CarMax, we are honored to work towards this mission by investing in more broadcast coverage, telling the untold stories of WNBA players, and creating more opportunity to build the individual brands and media experience for the players. Equity starts by putting the WNBA and its players in the spotlight, so we can normalize the coverage and discussion of women’s sports as “sports”.

The support we’ve felt internally from our women’s sports efforts have made this work more meaningful and personal to us. Like many companies, CarMax is made up of women who have played and watch sports, men who are allies, women and men with daughters who play sports, or who have felt the impact of this mission. We look forward to continuing to show our support of women’s sports as a brand and as a part of the collective efforts of the WNBA Changemakers to level the playing field for the next generation.

Sarah Lane
Chief Marketing Officer



Equity starts by putting the WNBA and its players in the spotlight, so we can normalize the coverage and discussion of women’s sports as “sports.”





CHANGE MADE



The Changemaker Collective made change this season by driving...

MORE PLAYER ELEVATION

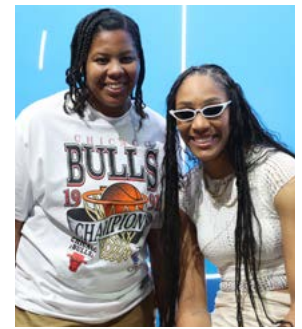


Google Pixel’s ad included eight WNBA athletes. Kelsey Plum (LVA), Dearica Hamby (LAS), and Napheesa Collier (MIN) shown here with Google Pixel and search showcased.



WNBA Live presented by U.S. Bank brought to life Google’s Watch Party campaign and a panel hosted by CarMax with Candace Parker (LVA).

MORE FANS ENGAGED



Napheesa Collier (MIN) and A’ja Wilson (LVA) greet fans at WNBA Live presented by U.S. Bank before the AT&T WNBA All-Star Game.



Chris Lee (U.S. Bank) at the BIG Summit at All-Star Weekend.



Sarah Lane and Brandy Everhart (CarMax) after hosting Candace Parker (LVA) and Sue Bird (Legend) on a panel at WNBA Live presented by U.S. Bank.

MORE EYES ON THE GAME



Kelsey Plum (LVA) visits the Google House at WNBA Live presented by U.S. Bank.



Nike's Tea House at WNBA Live presented by U.S. Bank hosted a panel with All-Stars Jewell Loyd (SEA), Sabrina Ionescu (NYL), and Arike Ogunbowale (DAL).

...which leads to transforming the business!

WNBA on Disney Networks in 2023

+42%

WNBA Draft
(Most Viewed in 19 Years)

+16%

All-Star Game
(Most Viewed in 16 Years)

+18%

Regular Season
(Most Viewed in 17 Years)

+124%

Finals Game 4
(Most Viewed on Record)

+36%

Finals
(Most Viewed in 20 Years)

+10%

Full Season
(Most Viewed in 21 Years)

39%

Increase of nationally televised number of games in 2023 compared to 2022.



PLAYER SPOTLIGHT:

KAHLEAH COPPER

Guard, Chicago Sky

Q: What has you most excited about the future of the WNBA?

A: The increased level of competitiveness and increased fans. This year you've seen first and last place teams really go at it. You also see how tight the WNBA MVP race ended up being, it signifies how much better the level of play is. Lastly, seeing arenas selling out more often in different cities is something I love to see.

Q: How has the sponsorship of major companies, like the WNBA Changemakers, impacted the game?

A: The work of the Changemakers, like Deloitte and U.S. Bank, has really been inspiring. When well-known companies of that size and

scale make continued investments of time and resources in women's sports it makes a noticeable difference in the way the players are seen. They're building more ways for fans to engage with the game and players like me, which build household names.

Q: What's something that you're proud of?

A: I was very proud of how I handled adversity. My leadership was key this year, especially after losing so many great players and also losing the coach mid-season. It was not easy but I helped lead my team to the playoffs, which nobody thought we would make.

DE&I FORUM OVERVIEW

The 2023 DE&I Forum is a collaborative session with Changemakers' leadership and members of the WNBA senior leadership and DE&I teams. The DE&I Forum is used to discuss the following topics:

- Timely and newsworthy societal matters related to diversity, equity, and inclusion
- Company best practices to advance DE&I efforts
- How to advance DE&I by leveraging and supporting ERGs, hiring processes, and talent development

During Year 3 of the Forum, Voice in Sport facilitated the conversation around employee resource groups, hiring processes, and talent development. The group exchanged best practices on the frameworks in place that demonstrate a commitment to fostering diversity, equity, and inclusion in their workplaces.



WNBA SOCIAL JUSTICE COUNCIL: WOMEN'S HEALTH FOCUS

The WNBA and WNBPA Social Justice Council dedicated this season to women's health, with pillars of focus on maternal health, mental health, reproductive health, and cancer prevention awareness, in addition to advocating in Black and Brown communities. Over \$200,000 was donated to provide resources directly to local markets throughout the season and WNBA Commissioner's Cup presented by Coinbase.

SOCIAL JUSTICE IS PRIORITIZED BY THE WNBA AND ITS FANS

75% of women's sports fans believe that teams, leagues, and athletes should support social causes

Women's sports fans are **89%** more likely to have been inspired to take some form of social action



2023 SOCIAL JUSTICE COUNCIL MEMBERS

"Women's health is our health. Women's health is society's health," said **Jasmine Thomas**, WNBA player (LAS) and Social Justice Council Member. "Off the court, so many of us are engaged with organizations doing this work. So, we know that more attention, education, and resources are needed to protect all women and our rights to access healthcare and support. This season's dedication and activations are a step in the right direction."

Alysha Clark
Las Vegas Aces

Layshia Clarendon
Los Angeles Sparks

Jasmine Thomas
Los Angeles Sparks

Brianna Turner
Phoenix Mercury

Breanna Stewart
New York Liberty



KEY PROGRAMMING

- Engaged women's health experts in WNBA X (formerly known as Twitter) Spaces
- American Cancer Society and Intermountain Health activations at 2023 WNBA Commissioner's Cup presented by Coinbase
- Honor former WNBA players who courageously fought cancer with storytelling and educational initiatives
- Share players' parent perspectives through "Voices" Series on the LOOM app
- WNBA teams hosted mammogram clinics to provide free cancer screenings locally



LOOKING AHEAD: CHANGEMAKERS 2.0

As the tenure and size of the Changemakers Collective continues to grow, we prioritized a refocus during the 2023 meetings.



Three key tenets were aligned on:

MENTORING, COACHING, & PLAYING.

These reflect Changemaker values and offer a framework for measuring the Collective’s desired impact moving forward in Changemaker 2.0 which we aim to tip-off January 2024.

2x

In the U.S., girls+ are dropping out of sport at 2x the rate of boys by age 14, and inequities exist across the entire sport ecosystem. The lack of women coaches and access to diverse role models are two factors for why girls+ drop out of sport. Participation in sport is strongly correlated with visibility to role models.

YOUTH WHO HAVE A MENTOR

are 130% more likely to hold a leadership position. But the reality is one in three young people grow up without a mentor. *(Mentor Org)*

43%

The percentage of women coaching women’s teams at the collegiate level has declined from over 90% when Title IX was passed in 1972 to 43% and has remained stagnant over the past few decades. *(WeCoach)*

WOMEN COACHES OF COLOR IN COLLEGE ARE VASTLY UNDERREPRESENTED (6.2%) as head coaches of women’s teams. *(WeCoach)*

There’s a relative **LACK OF ACCESS FOR CHILDREN OF COLOR.**

Sport participation rates for White children exceed that of Black and Hispanic kids. In 2021, 38% of White children ages 6-12 played sports on a regular basis, higher than children who are Hispanic (32%) and Black (31%), according to the Sports & Fitness Industry Association. *(Aspen Institute)*

APPENDIX

The 2023 WNBA Season brought **More Than Game...**

...MORE RECORD-BREAKING VIEWERSHIP

Draft

- Most-viewed since 2004 as NCAA fans continue to migrate to WNBA fans as their favorite players are drafted

A Historic Season Tip-off

- 683K average viewers for opening night (PHX vs. LAS) with over 1M viewers at peak

AT&T WNBA All-Star

- Most-viewed since 2007 and top 5 ever (850K avg, +16% YoY)

Regular Season

- 373M total video views across @WNBA social channels during the regular season, the most ever (+96% YoY)

Finals

- Most-viewed Finals Game 4 on record with 1.3M at peak (889K avg, +124% YoY)

The WNBA continues to draw a more diverse audience than other sports leagues with 2023 Regular Season viewers

43% FEMALE & 44% BLACK

Players across the league have totaled

14

TRIPLE-DOUBLES,

four more than the high mark set during last year's regular season and playoffs.

- This comes after 9 triple-doubles total through the first 25 years of the league.
- Alyssa Thomas (CON) contributed 7 herself in the full 2023 season.



...MORE FAN ENGAGEMENT

40

total licensees and manufacturers of WNBA merchandise.

The most ever!



League partner FanDuel has offered the largest amount of WNBA betting markets yet, resulting in the **total WNBA handle growing by**

100%

YoY and **total bet count growing by**

163%

 YoY!

1.6M

ATTENDEES

Highest total regular season attendance in 13 years with over 1.6 million attendees

Finals Game 3 (LVA at NYL) was the **HIGHEST GATE RECORDED IN LEAGUE HISTORY** for a single game, proving the power of highlighting rivalries and growing household names

WNBA Fans continue to have more engagement with the WNBA, shown by ESPN

WNBA Fantasy

basketball total sign-ups increasing by **72% YOY**



...MORE DIGITAL TRANSFORMATION

390% increase in WNBA App downloads YoY over regular season

More First Party Data

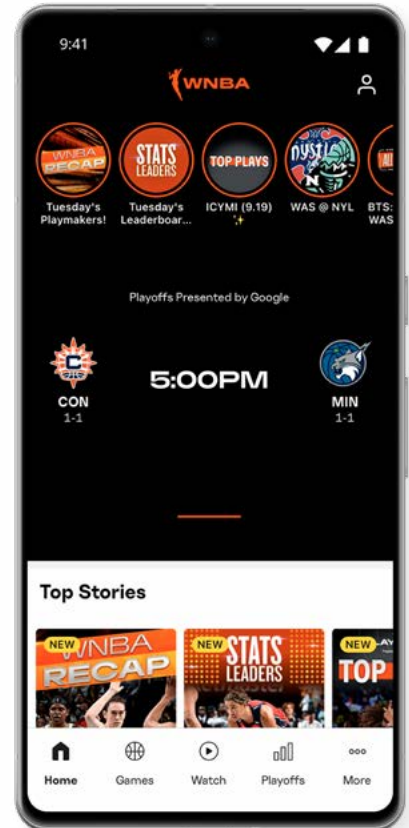
361K WNBA APP DOWNLOADS leads to increased fan database, providing more opportunities to analyze and understand fan behavior

More Branded Content

Partners can connect directly with WNBA fans on our proprietary app

Due to free engaging content and enhanced user experience...

WNBA League Pass subscribers grew by **10% YOY** (excluding YouTube) and WNBA League Pass views increased by **+257% YOY**



...MORE YOUTH STAYING IN SPORTS



- Her Time To Play curriculum and resources distributed to girl-serving organizations and club teams for girls ages 7-17.
- Partnered with AT&T to host clinics at AT&T WNBA All-Star and in both WNBA Finals cities. Clinics include health and wellness and goal setting activities, WNBA player panels, and basketball instruction for girls of all skill levels.
- Partnered with Nike to lead a focus group of coaches to identify solutions for increasing representation among women in coaching and leadership positions in youth sports.

...MORE GLOBAL REACH

Global audience of dedicated fans for brands to tap into



- The first WNBA preseason game was held in Toronto, Canada at a sold-out Scotiabank Arena holding over **19,800+** attendees and resulting in sold-out in-arena merchandise.
- The WNBA continues to draw top talent from across the globe, rostering over **40 PLAYERS** with international heritage from **20+ COUNTRIES** throughout the season.

...MORE BOTTOM-LINE GROWTH ACROSS

Teams

- Team partnership revenue is at an all-time high, up **21%** from last year's start-of-season and **NEARLY DOUBLED** from 2019 start-of-season.
- Team valuation is at historic highs, with a team valued at over **\$150M**.

Players

- In only three years, the Player Marketing Agreement program investment and player involvement has tripled from 3 to **10 PLAYERS** with over **\$1.5M** in budget devoted to 2022-2023 players' national brand opportunities and appearances.
- Players continue to drive records on the court with **13** performances of **40+ POINTS** in a game, breaking the previous season record of 3 total. Breanna Stewart broke a player's single season record with 3 herself.

League

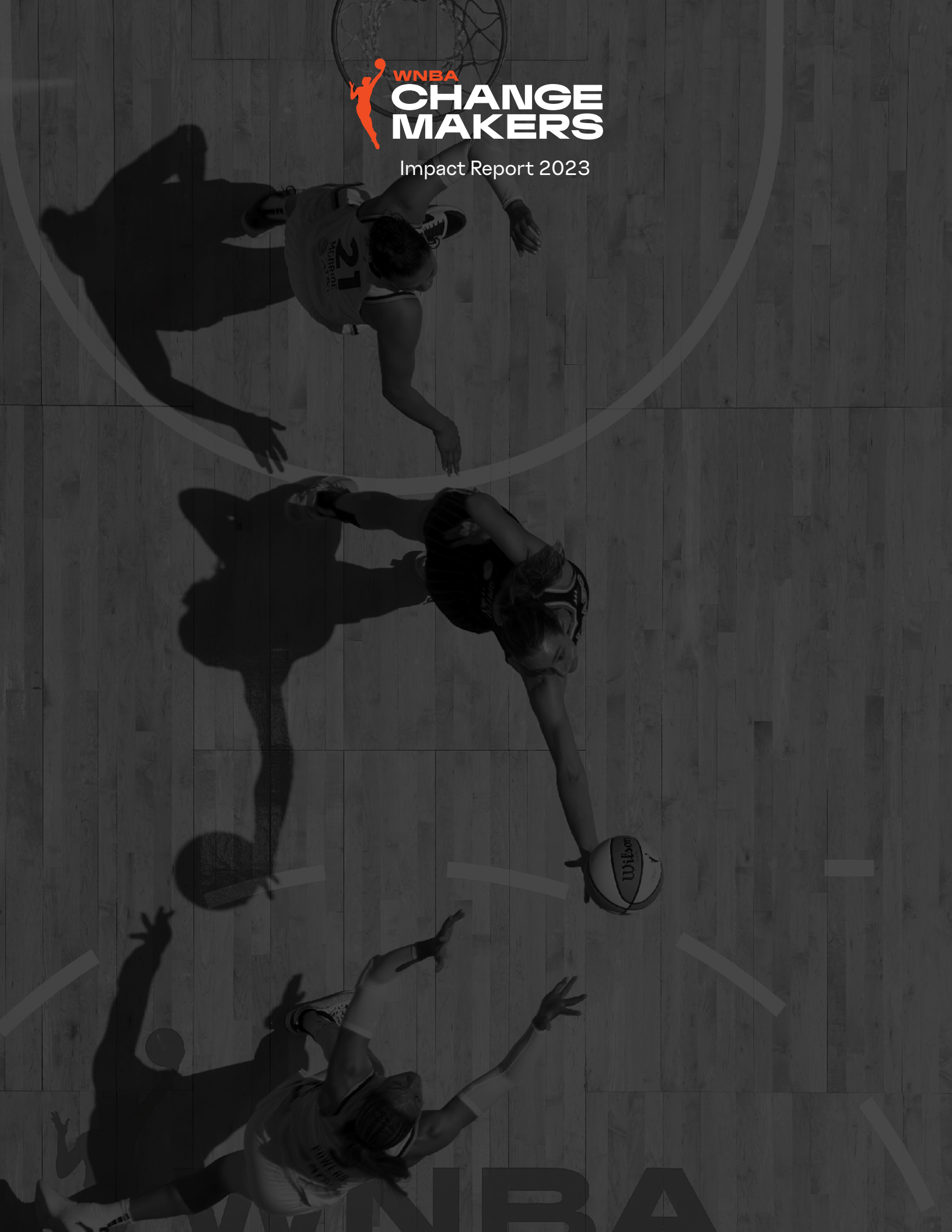
- Three new marketing partnerships were brought into the WNBA portfolio in 2023 including Black-owned and female-owned hair care brand Mielle Organics, the largest independent tire retailer Discount Tire, and optical tracking provider Second Spectrum.
This brings the total number of corporate partners to the highest in league history at 42 total, including 6 Changemakers.





WNBA
**CHANGE
MAKERS**

Impact Report 2023



**PLEASE PLACE SPINE
AS NEEDED**