



# 2025 PARTNERSHIP PLAYBOOK





# THE POWER OF THE STORM

- ⚡ The Seattle Storm is a for-profit, for good, mission-driven business.
- ⚡ We believe in the power of sport as a catalyst for good and use our powerful platform to elevate girls, women, underserved and BIPOC communities.
- ⚡ Together, with our Partners, we drive positive impact in our community and create meaningful connections with one of the most diverse fan bases in sports.







**DRIVING BUSINESS IMPACT THROUGH THE  
POWER OF FEMALE ATHLETES**



# WOMEN'S FAN VALUE PREMIUM



## FAN ENGAGEMENT

**54%**

More engaged



## SPONSOR AWARENESS

**54%**

More aware of uniform branding

**31%**

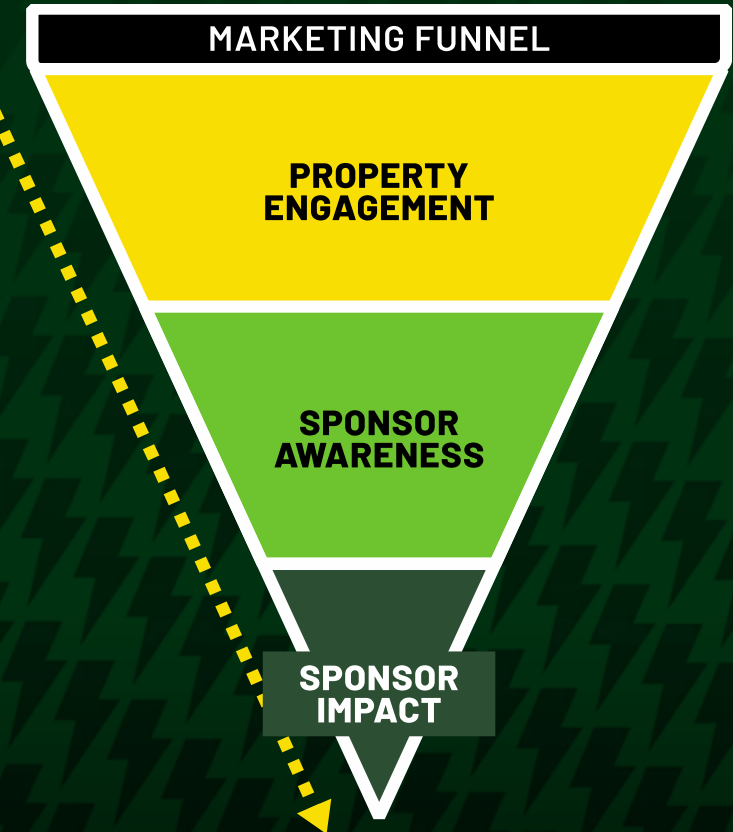
More aware of other brand integration



## CONSIDERATION OR PURCHASE

**45%**

More willing to consider or purchase from sponsors



WASSERMAN  
THE COLLECTIVE



Women's Leagues



Men's Leagues (Baseline)



Source: GlobalWebIndex (US) - Impact of Sports Sponsorship, Awareness of Sponsorship, Sports Following Behaviors, and Fan Engagement Types: Base Audience: Follow, watch or have interest in [league] Index: Compares audience (fans of women's leagues) to base audience (fans of men's leagues), displaying how much more or less likely they are to match with selected attributes (Index 150 = 1.5x more likely to align or +50%)







# WNBA YEAR IN REVIEW

⚡ The WNBA is experiencing incredible momentum. In 2024, the WNBA delivered its most-watched regular season in 24 years and its highest attendance in 22 years.

**VIEWERSHIP:** All-time record: 54 MM+ unique viewers. Viewership on ESPN up 170% from last season. The Storm at Fever game was the most-watched WNBA game ever on ABC (2.23 MM).

**ATTENDANCE:** Total attendance up 48% from last season, including 154 sell-outs.

**SOCIAL MEDIA:** 2 billion+ video views (single-season record). 4x growth.

**MERCH:** Sales up at least 233%

Current WNBA Teams:



Coming in 2025: Golden State Valkyries

Coming in 2026: Portland and Toronto Expansion Teams





# STORM YEAR IN REVIEW

⚡ 2024 was the biggest year in franchise history with stellar growth in all key metrics and the opening of the barrier-breaking Storm Center for Basketball Performance in Seattle.



## VIEWERSHIP

594K+ viewers



FOX13 FOX13+

**86%**



prime video

**249%**



## ATTENDANCE

Set Attendance Record

**11,184**

Avg. fans per game (4th in WNBA)



**25%**

YoY



## SOCIAL MEDIA

519K total followers  
across all platforms



**27%**

YoY



**7.1%**

Engagement Rate





# STORM YEAR IN REVIEW



## MERCHANDISE

Most jerseys sold in franchise history



**65%**

YoY



## COMMUNITY

\$616,530 raised & donated to non-profits



**20%**

YoY

18,717 youth impacted



**45%**

YoY



## VIDEO

55MM unique video views



**42%**

YoY





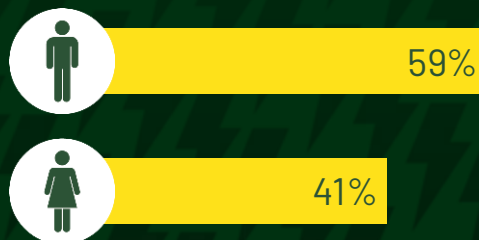


# GET TO KNOW OUR FANS

## Fans:

A fan is an adult who has watched, listened, followed or attended a game in the last 12 months

### Gender



**72%**

Live in King, Pierce, or Snohomish County



**60%**

Households earn \$100K+



**89%**

Households of 2+ people

## Storm Fan Breakdown

- ⚡ National: **8,308,000**
- ⚡ WA State: **984,000**
- ⚡ Seattle Tacoma Metro: **770,000**

YouGov, Nov. 2024

## Attendees:

An attendee is anyone who has attended a Storm game in the last 12 months

### Gender



**89%**

Live in King, Pierce, or Snohomish County



**72%**

Households earn \$100K+



**81%**

Households of 2+ people

Nielsen/ Scarborough Research, May 2024





# LEVERAGE TOP MARKETING PLATFORMS



Fan  
Engagement



**ENTITLEMENT NIGHTS**



**STARTING LINE-UPS**



**PLAYER WARM-UPS & APPAREL**



**STATS FOR YOUTH**



**KICKS FOR EQUALITY**



**TOY DRIVE**



Community  
Impact



**FOUNDING PARTNERSHIP**



# 2025 STORM CALENDAR AT A GLANCE







**TOGETHER, WE CAN CREATE  
COMMUNITY AND SOCIAL IMPACT**



# BIGGER THAN BASKETBALL

## \$2,138,000

Raised & donated since the launch of Force4Change in 2020

## \$676,000

Raised & donated to 23 nonprofits in 2024



## \$146,000

Raised & donated for Kicks for Equality/Black Future Co-op Fund

## \$67,000

Raised & donated for BIPOC & LGBTQ+ owned businesses

## \$125,000

Raised & donated for Force4Change season long initiatives



## KEY 2024 BENEFICIARIES

BLACK  
FUTURE  
CO-OP FUND

PRO-CHOICE  
WASHINGTON

BOYS & GIRLS CLUBS  
OF KING COUNTY

Seattle Children's  
HOSPITAL • RESEARCH • FOUNDATION



SEATTLE  
PUBLIC  
SCHOOLS



COMMON POWER

Providence  
SWEDISH

RISEABOVE







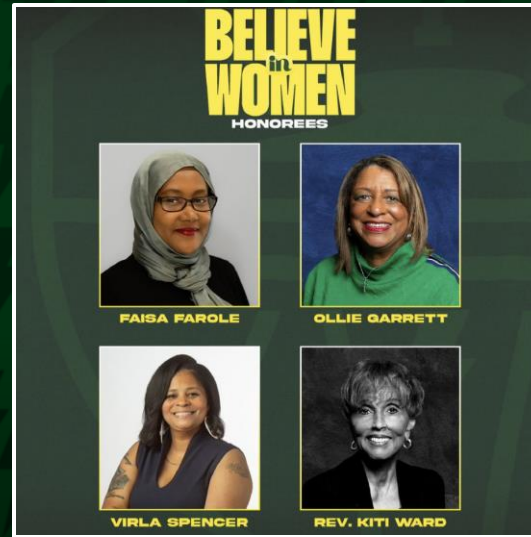
# FORCE 4 CHANGE



Force4Change is a comprehensive social justice platform that allows the Storm to be a force to effect meaningful change in Seattle. Bringing together players, the front office, ownership and partners, Force4Change focuses on these key areas:



**Voting Education  
and Legislation**



**Amplification of  
Black Women**



**Support of LGBTQ+  
Communities**



**Support of BIPOC  
Communities**





SEATTLE STORM  
CENTER FOR BASKETBALL PERFORMANCE



**INTRODUCING OUR  
BARRIER-BREAKING NEW HOME**



**SEATTLE  
STORM**

**WELCOME TO THE SEATTLE STORM  
CENTER FOR BASKETBALL PERFORMANCE**

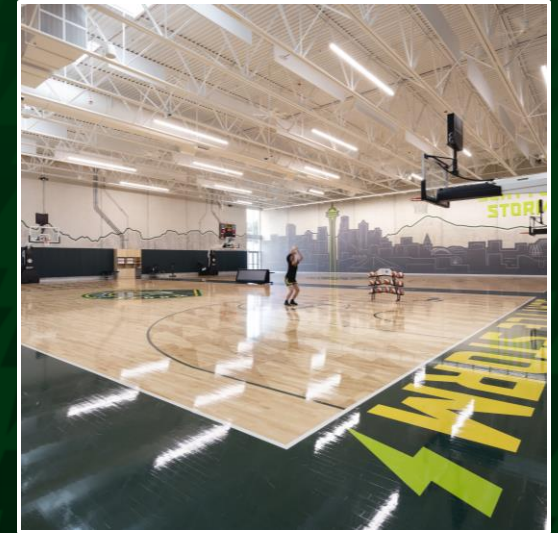
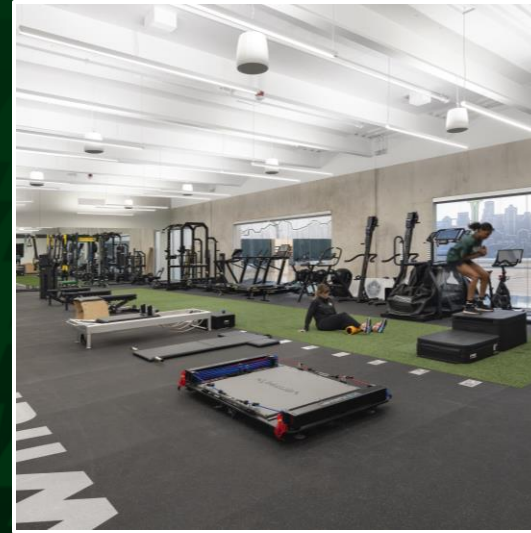
CENTER FOR BASKETBALL PERFORMANCE

WHERE THE GAME WILL ALWAYS BE





# THE STORM CENTER FOR BASKETBALL PERFORMANCE



- ⚡ **\$64 million, 50,000 ft<sup>2</sup>** state-of-the art home of the Storm's basketball and business operations, as well as a hub for its community and social impact initiatives
- ⚡ 85% of all design & engineering team members were **women or people of color**
- ⚡ The Center is certified **LEED Gold** by the U.S. Green Building Council
- ⚡ The Storm is the first and only WNBA team to become a **signatory of the Climate Pledge**







**JOIN OUR TEAM!**

