



# 2026 PARTNERSHIP PLAYBOOK



# THE POWER OF THE STORM

- ⚡ The Seattle Storm is a for-profit, for good, mission-driven business.
- ⚡ We believe in the powerful platform of sport 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**



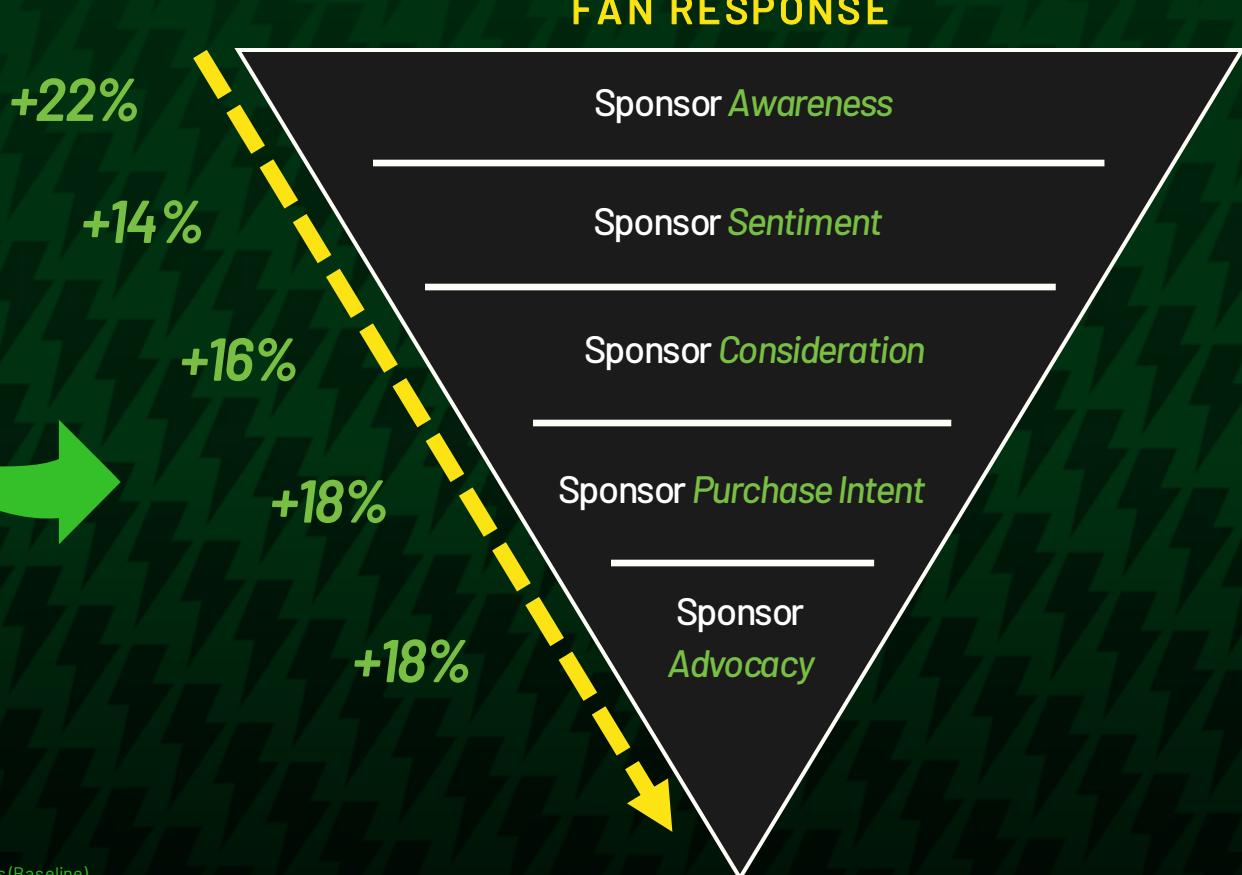
# WOMEN'S FAN VALUE PREMIUM

- ⚡ In 2025, data collected via Wasserman custom research across fans of 8 women's sports leagues and 10 men's sports leagues showed a significant increase in impact across all stages of the brand funnel for fans of women's sports compared to men's sports.

## FAN VALUE PREMIUM

**+18%**

Across all assets, including uniform signage



Source: Wasserman, October 2025



Note: The WFVP is a moment-in-time solution that reflects the current reality of women's sports. As fan growth continues, this premium may change or disappear altogether.



# WNBA YEAR IN REVIEW

- ⚡ In 2025, expansion and growing fandom propelled the WNBA to its most-watched regular season in 27 years and its highest-ever total attendance.

**VIEWERSHIP:** 63.2M unique viewers (up 16% YoY).

**ATTENDANCE:** 3.1M Total attendance (up 33% YoY), including 179 sell-outs.

**SOCIAL MEDIA:** 9.8M @WNBA followers (up 10% YoY)

**MERCHANDISE:** Transactions on WNBAStore.com up 60% YoY

## Current WNBA Teams



\*Expansion Team

## Future Expansion

Cleveland (2028)

Detroit (2029)

Philadelphia (2030)





# STORM YEAR IN REVIEW

- 2025 was the strongest year in franchise history with notable growth across key metrics. We announced a Naming Rights partner to the Storm Center for Basketball Performance, a new local broadcast partner, plus the year-round expansion of Jr. Storm youth basketball programming.



## VIEWERSHIP

30.5K+ average per game



KOMO  
NEWS  
abc 4

ARC SEATTLE  
cw

**68%**

YoY viewership  
growth



prime video

**20%**

YoY viewership  
growth



## SOCIAL MEDIA

598K+ total followers  
across all platforms



**15%**

YoY follower  
growth



**5.3%**

Engagement Rate



## MERCHANDISE

Best year in franchise  
history



**37%**

in-season sales  
YOY growth



# STORM YEAR IN REVIEW



## HOME ATTENDANCE

260,377 (new record)

**11,835**

Avg. fans per game (1,000+ more than WNBA avg.)



**16%**

YoY attendance growth



## COMMUNITY

\$205,381 donated  
to non-profit organizations

14,110 youth impacted  
(through October)

**ESPN** **GQ**

**SBJ**

**SLAM**

**WSJ**

**PR**

**145 billion**

views YTD on Storm coverage



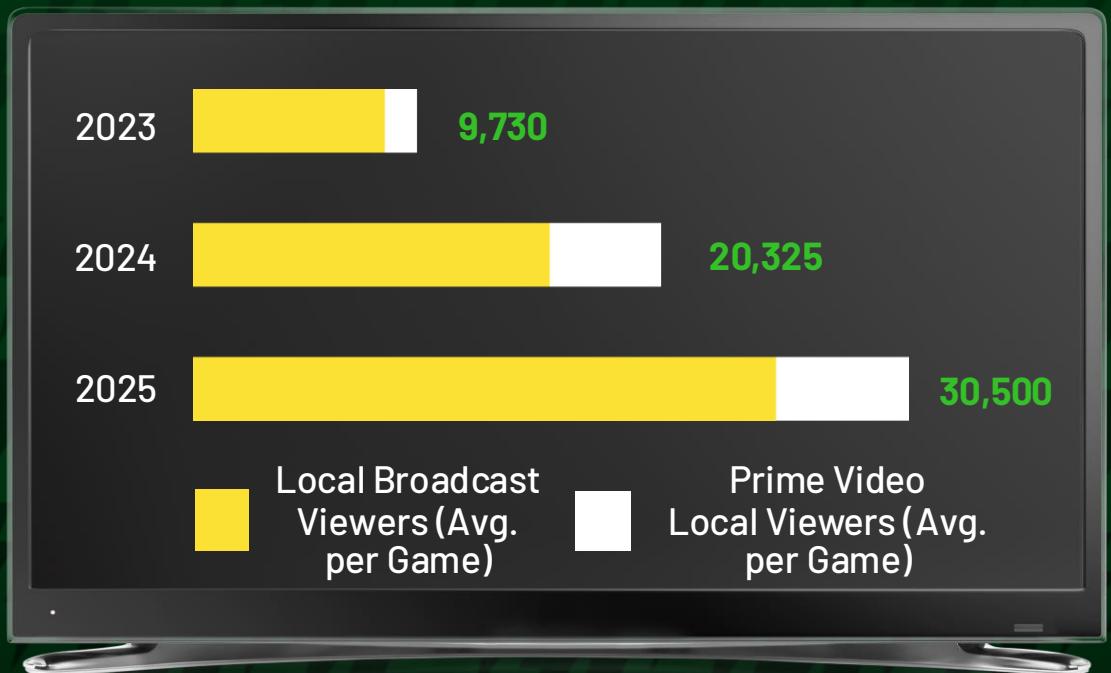
**Forbes**





## BROADCAST

The Storm welcomed KOMO as its local broadcaster in 2025, adding a pregame show for select broadcasts. Total local viewership increased more than 52% YoY across broadcast and streaming.



**Highest viewed season in Seattle Storm history**

**935,900+** Total local broadcast viewers



**30,500** Avg. local broadcast viewers

**Most viewed WNBA regular season in 27 years**

**8.75 million** Total viewership of Storm games on nat'l TV (13 games)

**673,000+** Avg. viewership of Storm games on nat'l TV (13 games)



# 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



54%



46%



**82%**

Live in King, Pierce,  
or Snohomish County



**59%**

Households  
earn \$100K+



**88%**

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



52%



48%



**90%**

Live in King, Pierce,  
or Snohomish County



**75%**

Households  
earn \$100K+



**93%**

Households  
of 2+ people



# LEVERAGE TOP MARKETING PLATFORMS TO ENGAGE FANS

Fan Engagement  
Community Impact



## FOUNDING PARTNERSHIP



### OWN THE FREE THROW LINE



### ENTITLEMENT NIGHTS



### PLAYER WARM-UPS & APPAREL



### JR. STORM



### KICKS FOR EQUALITY



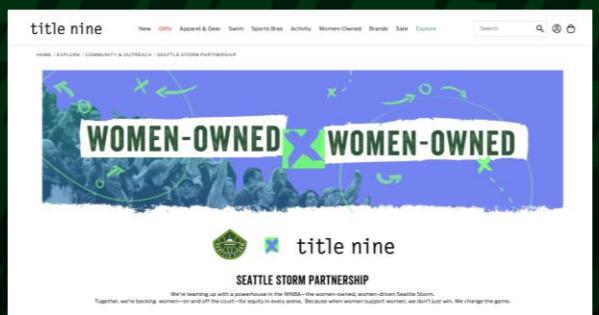
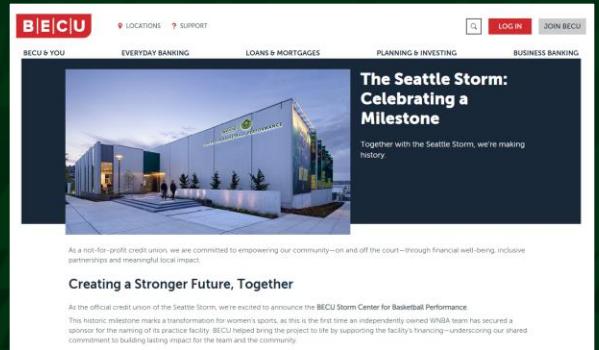
### STATS FOR YOUTH



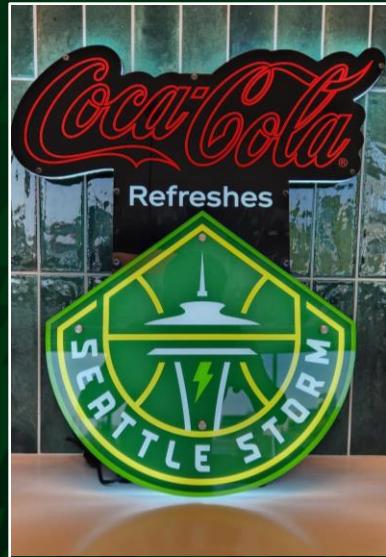
# USE STORM IP TO DRIVE DIFFERENTIATION & FAN AFFINITY



COBRANDED  
GAMEDAY  
GIVEAWAYS



PARTNER WEBSITE  
INTEGRATION



COMMERCIAL  
SIGNAGE





# 2026 STORM CALENDAR AT A GLANCE

Partner Tip-off Mtgs

Home Opener  
TBD DATE

Home Finale  
TBD DATE

Partner Recaps

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



Regular Season

Playoffs

FIBA World Cup Break

Draft Lottery

[Click to see 2026 Storm home schedule](#)



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



# BIGGER THAN BASKETBALL



**Donations to LGBTQIA+ Nonprofits**



**Stats for Youth**

**\$2.5 MILLION**  
GIFTED SINCE 2020\*



**School & Community Programs**

## KEY 2025 BENEFICIARIES



Boys & Girls Clubs  
of King County



Seattle Children's  
Hospital • Research • Foundation



Seattle  
Public  
Schools



King  
County  
Library  
System



Providence  
SWEDISH



RISE ABOVE



**Toy Drive**



**Kicks for Equality & Sneakerball**

\*Through direct and indirect Storm campaigns since 2020



# FORCE 4 CHANGE



## 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**

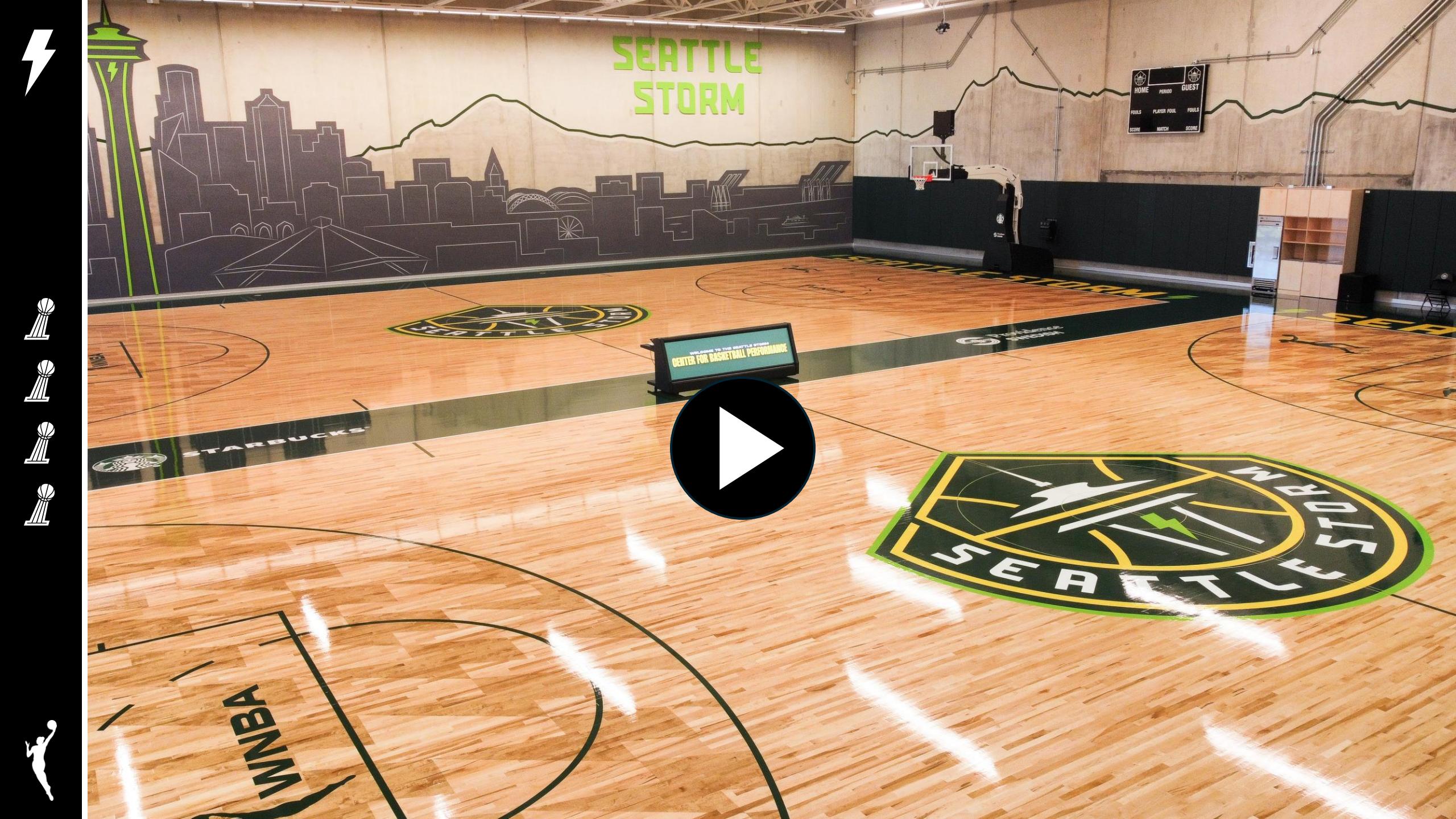


**SUPPORT OF BIPOC  
COMMUNITIES**



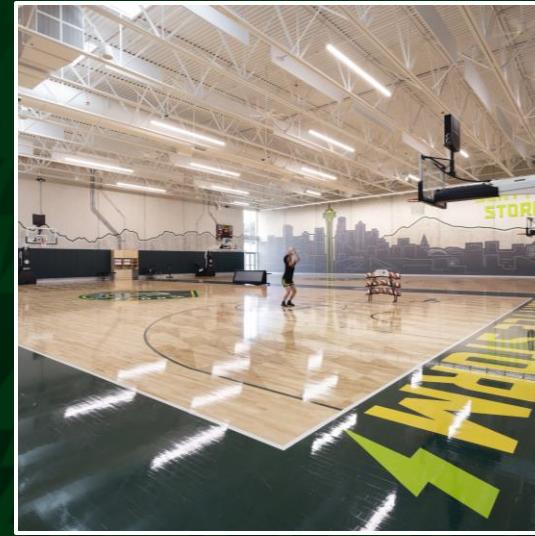


**THE BARRIER-BREAKING HOME  
OF THE STORM AND ITS JR. STORM YOUTH PROGRAMS**





# THE BECU STORM CENTER FOR BASKETBALL PERFORMANCE



- ⚡ **\$64 million, 50,000 sq ft** 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**



[Visit the BECU Storm Center for Basketball Performance webpage](#)



# JR. STORM – COMMUNITY HOOPS

- ⚡ The Seattle Storm are committed to providing equitable, low barrier access to basketball for kids. The Storm collaborate with youth-serving community organizations and partners to host free clinics throughout the greater Seattle area. Youth are introduced to basketball in a fun positive environment – encouraging a lifelong love of basketball and physical activity.



## TOGETHER WE RISE

Benefiting Boys & Girls Club of King County & Rise Above



## SPECIAL OLYMPICS

Benefiting Special Olympics WA clinics

## COMMUNITY HOOPS CLINICS

Partner/Community Exclusive



# JR. STORM – HOOPS ACADEMY

- ⚡ Jr. Storm Hoops Academy – a comprehensive youth basketball program offering year-round camps (multi-day), clinics (single-day), and academies (multi-week) for athletes of all skill levels, ages 4-18. Programming is available for any athlete looking to take their game to the next level.



MULTI-DAY CAMPS



SINGLE-DAY CLINICS



MULTI-WEEK ELITE



ADULT HOOPS





# PROS IN THE GAME WITH THE STORM



## **SUE BIRD** **MINORITY OWNER**

Sue Bird's illustrious playing career spanned over 20 seasons as a point guard with the Storm and included four WNBA championships, 13 All-Star Game appearances, eight All-WNBA teams, and five Olympic gold medals. She is currently Managing Director of the USA Basketball WNT.



## **BOBBY WAGNER** **MINORITY OWNER**

Super Bowl XLVIII Champion and All-Pro Linebacker, Bobby Wagner, a second-round pick by the Seattle Seahawks in 2012, spent his first 10 seasons in the Emerald City, where he holds three of the team's records for most tackles in a single-season and leads all active players in total tackles. He's currently entering his 14th season, where he was voted to 10 Pro Bowls and named to 11 All-Pro teams. Bobby is the first active NFL player to invest in a WNBA team.

# JOIN OUR TEAM

