



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

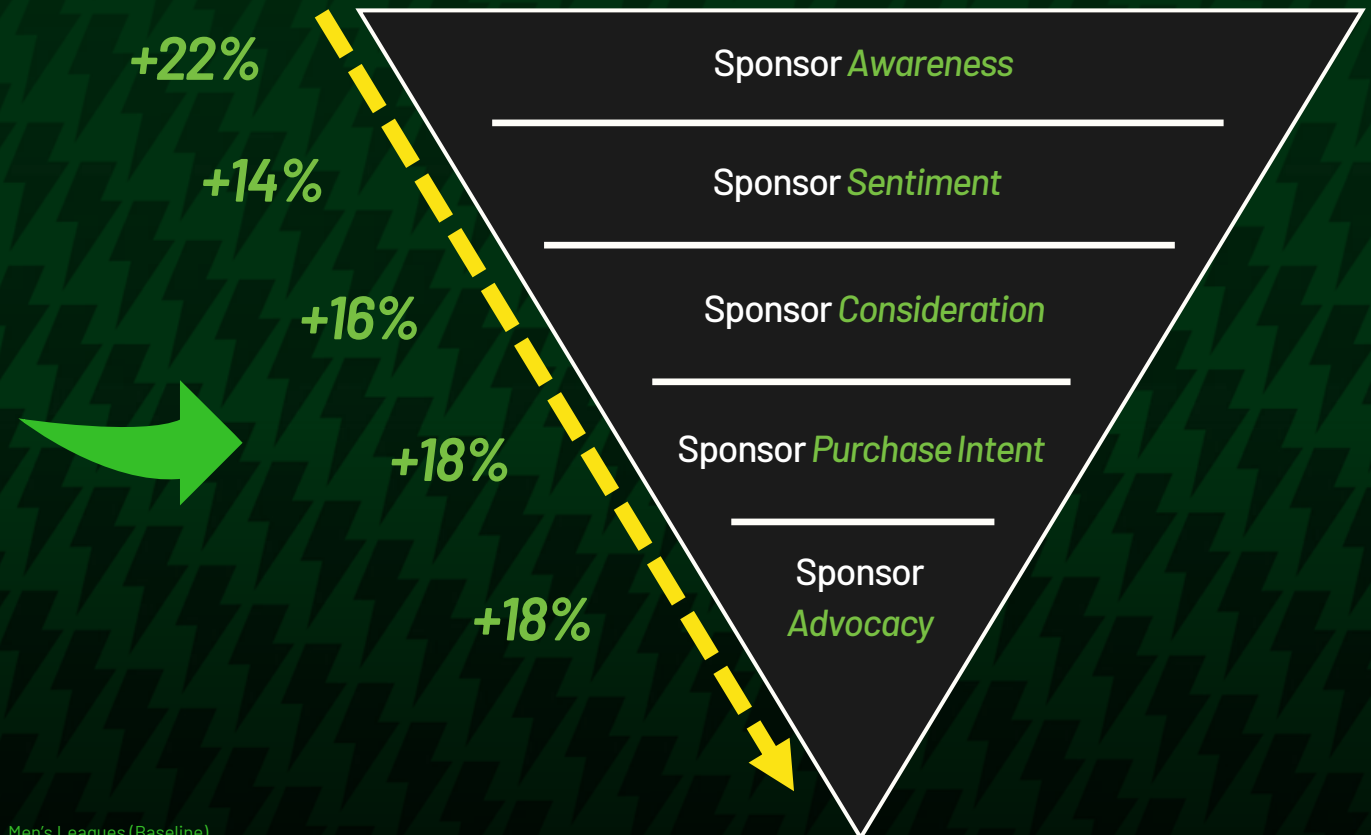
⚡ In 2025, data collected via The Team custom research across fans of 8 women's sports leagues and 10 men's sports leagues showed a significant increase in impact across all stages of the brand funnel for fans of women's sports compared to men's sports.

FAN VALUE PREMIUM

+18%

Across all assets, including uniform signage

FAN RESPONSE



THE TEAM

SPORTS | MUSIC | ENTERTAINMENT

Source: The Team, 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



68%

YoY viewership growth



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

The New York Times logo

Forbes

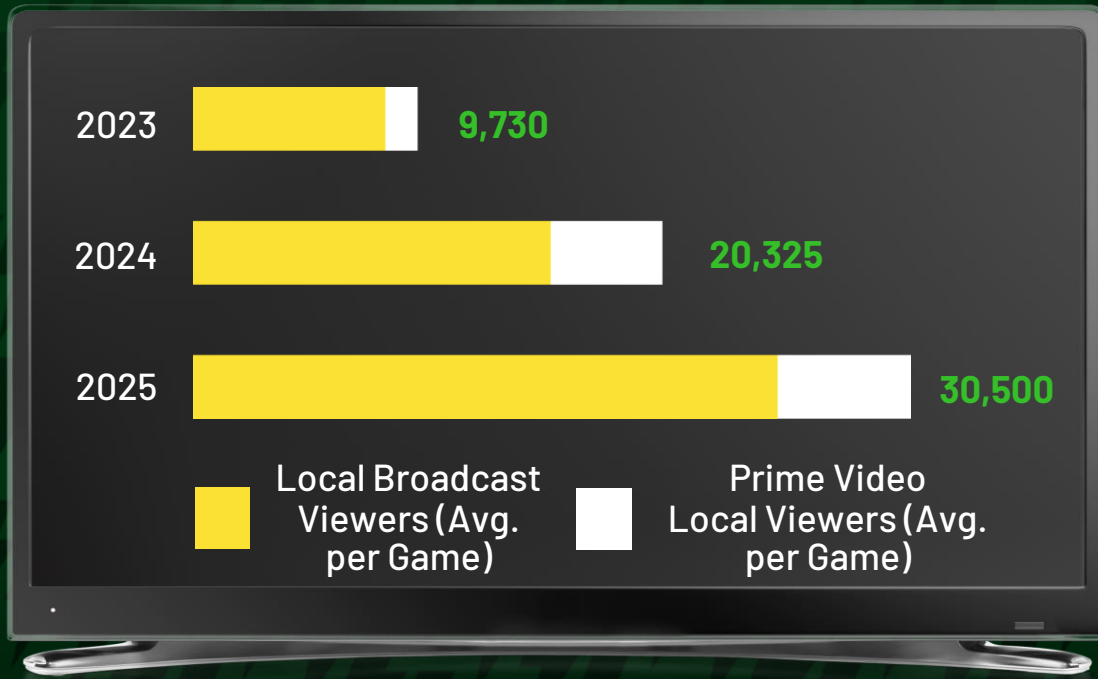
ESPN W logo





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.



Source: Nielsen (P18+)

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



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



90%

Live in King, Pierce, or Snohomish County



75%

Households earn \$100K+



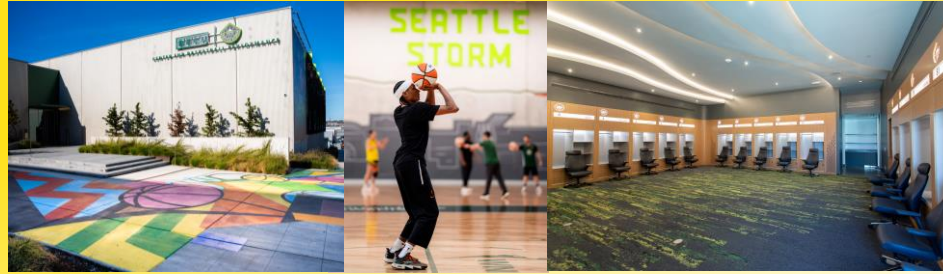
93%

Households of 2+ people





LEVERAGE TOP MARKETING PLATFORMS TO ENGAGE FANS



FOUNDING PARTNERSHIP

Fan
Engagement



OWN THE FREE THROW LINE



ENTITLEMENT NIGHTS



PLAYER WARM-UPS & APPAREL

Community
Impact



JR. STORM



KICKS FOR EQUALITY



STATS4CHANGE

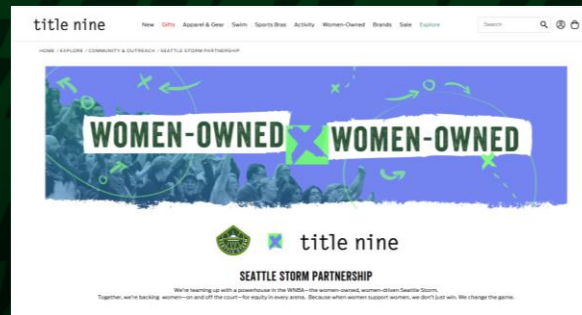
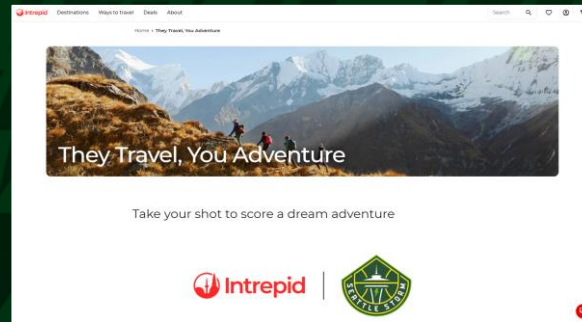
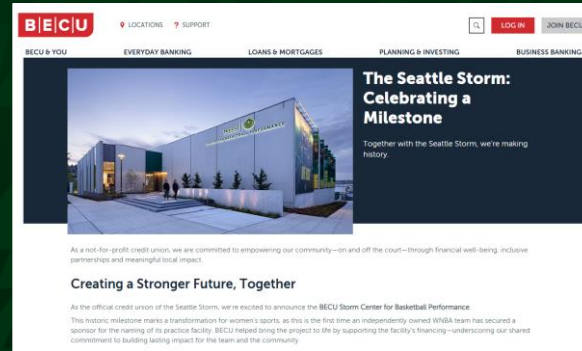




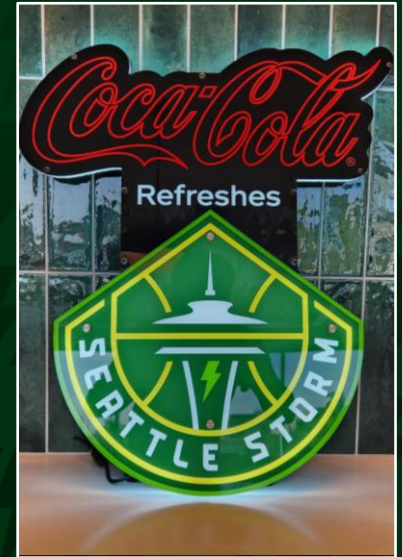
USE STORM IP TO DRIVE DIFFERENTIATION & FAN AFFINITY



**COBRANDED
GAMEDAY
GIVEAWAYS**



**PARTNER WEBSITE
INTEGRATION**



**COMMERCIAL
SIGNAGE**





2026 STORM CALENDAR AT A GLANCE



Partner Tip-off Mtgs
Home Opener
May 8
Home Finale
Sept 23
Partner Recaps

Regular Season

Playoffs

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

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

\$2.4 MILLION

GIFTED SINCE 2020*



School & Community Programs



Toy Drive



Stats4Change



BOYS & GIRLS CLUBS OF KING COUNTY



Seattle Children's HOSPITAL • RESEARCH • FOUNDATION



SEATTLE PUBLIC SCHOOLS



KING COUNTY LIBRARY SYSTEM



Providence SWEDISH



RISE ABOVE

*Through direct and indirect Storm campaigns since 2020



Kicks for Equality & Sneakerball





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:



CIVIC ENGAGEMENT
VOTING, EDUCATION,
LEGISLATION



AMPLIFICATION
OF BLACK WOMEN, LGBTQ+,
AND BIPOC COMMUNITIES



**ADVOCACY &
COLLECTIVE ACTION**



SMALL BUSINESS
PARTNERSHIP &
INVESTMENT





BEICU |  **SEATTLE STORM**
CENTER FOR BASKETBALL PERFORMANCE

THE BARRIER-BREAKING HOME

OF THE STORM AND ITS JR. STORM YOUTH PROGRAMS



SEATTLE
STORM

WELCOME TO THE SEATTLE STORM
CENTER FOR BASKETBALL PERFORMANCE

HOME	PERIOD	GUEST
FOULS	PLAYER FOUL	FOULS
SCORE	MATCH	SCORE

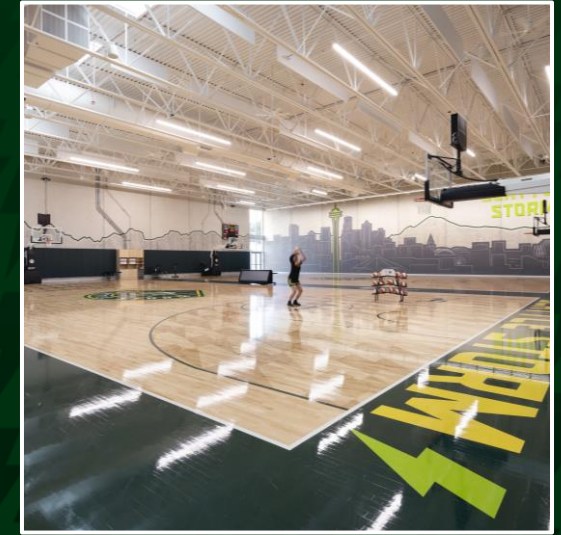


WNBA





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

