

2024

IMPACT REPORT



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LETTER FROM THE WNBPA PRESIDENT, NNEKA OGWUMIKE

What. A. Season. The 2024 WNBA Season emphatically marked a new era of women's basketball. Over the past four seasons, we have seen records broken, remade, and then broken again. We have witnessed promises get turned into actions resulting in new state-of-the-art practice facilities and charter travel. And we have helped fans, familiar and brand new, understand who we are as players today, and who the players of the WNBA have always been.

Because let's face it, the players have willed this moment of growth into existence. The dedication, work, and stories of the 144+ players have sustained the WNBA, long before there was record-breaking engagement. And yet, it is the combination of player excellence and professionalism coupled with visionary partners and investors that has enabled the 2024 Season to capture the globe. This moment is not the beginning nor end. Greater opportunity exists, but this important chapter leads us to our next.

Over the course of the next two years, for the first time in a long time, we will expand. That means more jobs for elite, business-minded women athletes who have their own stories, passions, and dreams. That also means more opportunities for Changemakers, investors, and brands to create partnerships with the players who authentically represent them.

As Union president, I know that the players are the business of basketball, and we understand that authentic partnerships are the best way to grow our personal brands, the brand partner, and the League. This recognition and the Union's recent decision to renegotiate the CBA will facilitate more growth and impact for years to come. Expansion doesn't just mean new teams and new jobs. It means new opportunity, new business models, new revenue, and new beginnings. The 2024 Season was bursting at the seams. It is now time to grow into a promising new era for the WNBA.

Regards,

Nneka Ogwumike

Forward, Seattle Storm; WNBPA President



WELCOME TO THE W

NEW HERE? If this was your first season with us, we are glad to have you! If you've been here for the journey, welcome to the next chapter.

1996

Team USA wins gold in Atlanta, the first of 8 consecutive gold medals won through 2024, an Olympic team sports record.



1997

In 1997, the WNBA is founded with 8 teams.



1999

The first WNBA All-Star Game is hosted at Madison Square Garden.



1999

The WNBPA negotiates the first CBA in women's pro sports history.



2004

Longest tenured WNBA player, Diana Taurasi, is drafted to the Phoenix Mercury.



2020

WNBA introduces its first Changemakers: AT&T, Deloitte, & Nike; Google follows in 2021, U.S. Bank in 2022, CarMax in 2023.



2022

WNBA closes on \$75 million capital raise to fuel business transformation.



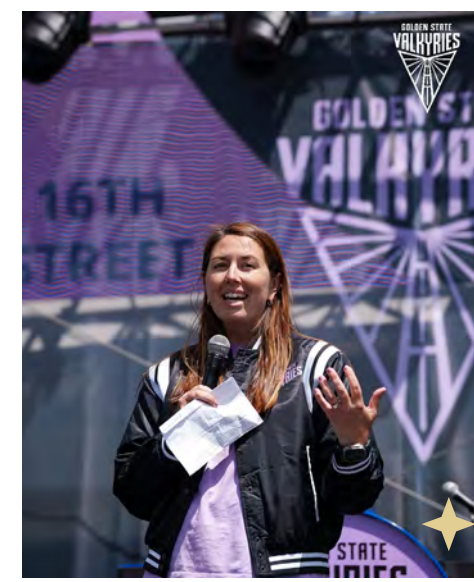
2023

WNBA announces new franchise, the Golden State Valkyries, the first expansion since 2008.



IN 2024...

We broke almost every record in the book, announced two additional franchises (bringing the total to 15), witnessed teams sell out game after game, and looked to the future – signing a new media deal effective in 2026.



EXECUTIVE SUMMARY

PRIORITIZING
PLAYER & TEAM
SUCCESS

DEVELOPING
THE LEAGUE'S
GLOBAL BRAND

DELIVERING
BEST-IN-CLASS
PRODUCT

The WNBA is the longest-tenured women's professional sports league in the United States. Our first 27 years paved the way for a historic 2024 WNBA season, keeping the main thing, the main thing: focusing on marketing the players, engaging fans and growing the game. **These are the North Stars for all we do.**

Throughout this report, there are **3 pillars used to outline the impact the WNBA has had this year:**

Prioritizing Player & Team Success: The next chapter for the W is centered around investing heavily in marketing and more storytelling around players. In tandem, this facilitates more team growth in attendance, partnerships, & overall valuations.

Developing the League's Global Brand: Assert the WNBA as a global brand through strategic investments and marketing, importantly facilitated by blue-chip partners.

Delivering Best-in-Class Product: Both the in-person and at-home experience was heightened by making it easier to be a fan and consume elite basketball.

These 3 pillars sit on top of an incredibly strong foundation of the game and the brand.

This report will take you through the ways the WNBA is meeting the moment. The growth we are experiencing is only made possible by the 144+ players of the WNBA.

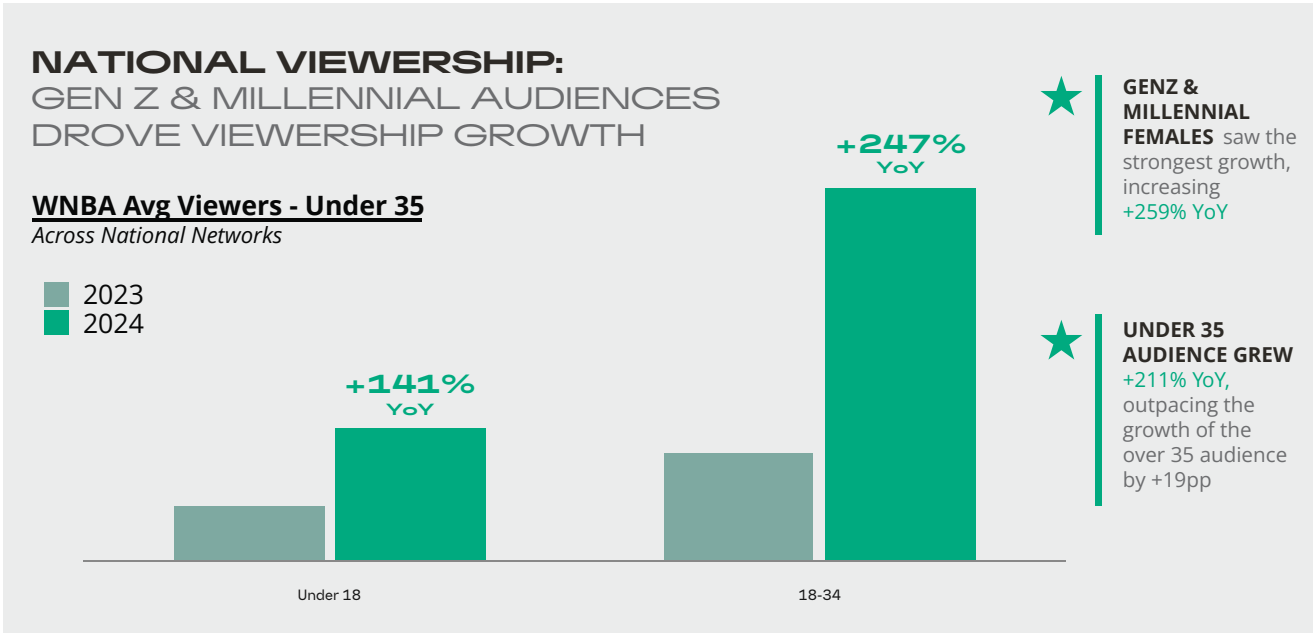
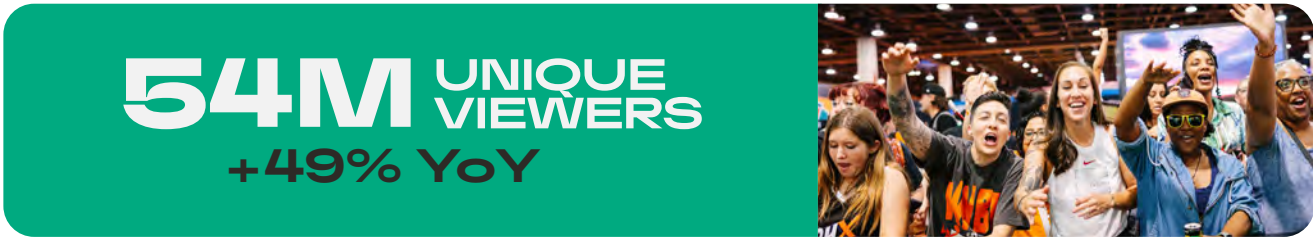
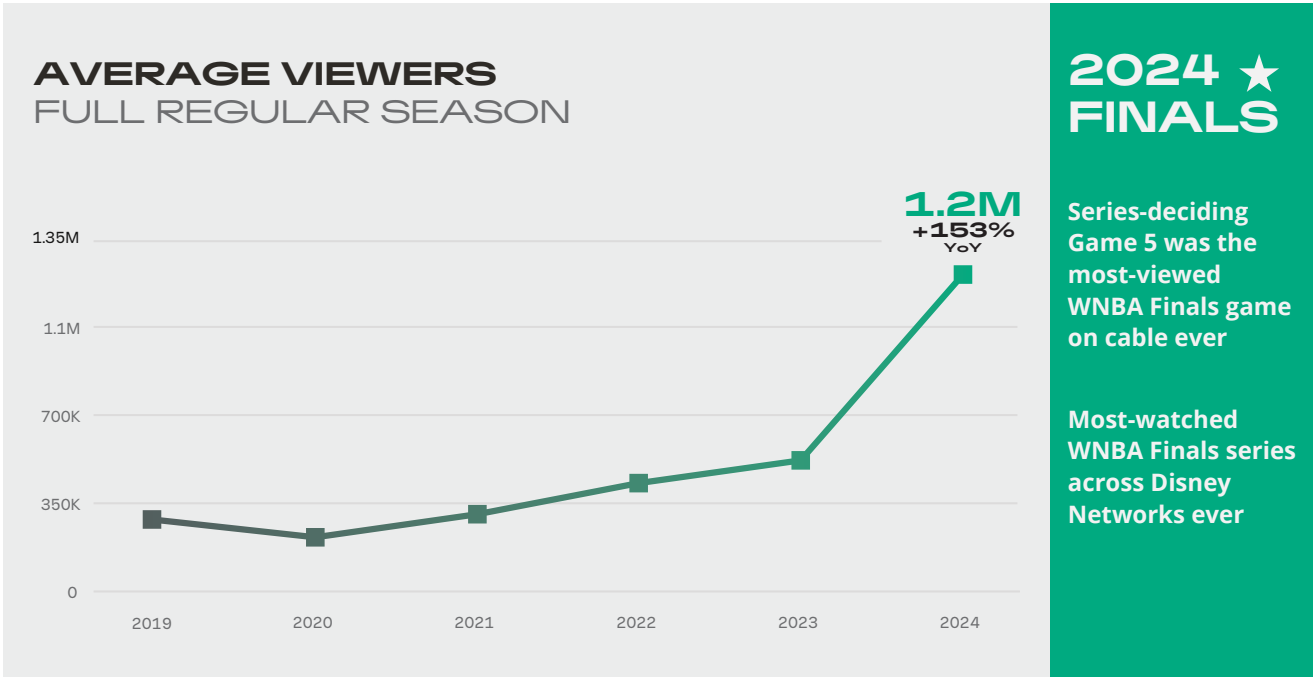
At the center of it all is the **WNBA Changemaker Collective**. So appropriately, in the center of this report you'll also read about the WNBA Changemaker Partners. Since its inception in 2020, the WNBA Changemaker Collective has created blueprints for innovative deeper partnerships that use each of their unique capabilities to drive the league forward, going even further this year.



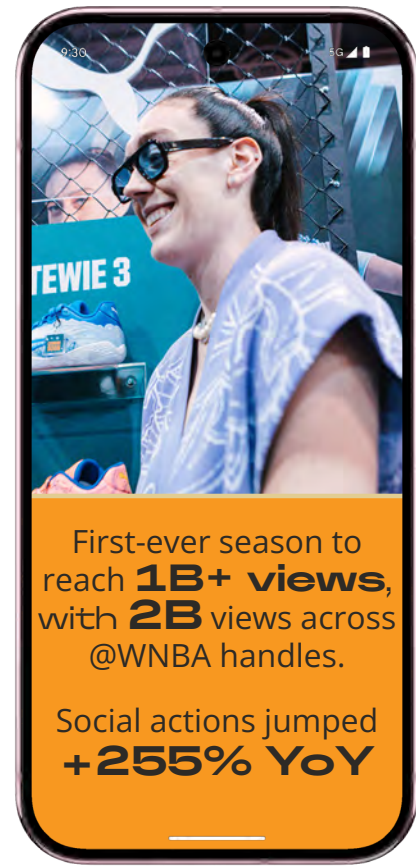
2024 BY THE NUMBERS

WATCH

Fans tuned in more than ever before with an increase in average and total viewers, while increasing key demographics within this group.



INTERACT



WNBA App Monthly Active Users grew **252%** compared to last season.



BUY



WNBA merchandise sales online at [WNBAStore.com](https://www.wnbastore.com) and the flagship NYC location were up a combined

+673%

Previous all-time, 30-day post-clinch WNBA Finals game sales record was beat in less than

24 HOURS



ATTEND





WHY INVEST IN THE WNBA



The Economy of Women's sports is bringing more revenue to leagues, teams, and to players:

Over **\$1B** is estimated to be generated by elite women's sports, tripling the valuation from three years ago.

Female athletes are increasingly desired as brand endorsers, with a **488%** growth in number of female athlete brand deals since 2012

WNBA fans represent **\$1.3T** in purchasing power (this is similar to the GDP of the Netherlands) and these fans are:

TRENDY

+92%
more likely to consider themselves more fashionable than others

YOUNGER

47%
of WNBA fans are ages 18-34

SPENDERS

32%
of WNBA fans have +\$150K Household Income

Source: Nielsen, WNBA Media Insights, YouGov Profiles+ USA 2024-03-30

WNBA fans are more likely to **buy a brand** if they sponsor their favorite sports league/team/athlete compared to:



WNBA Fans are **+34%** more likely vs. the Avg. Sports Fan



+8%



+14%



+17%

Source: MRI-Simmons Sports Fan Study - November 2023



PRIORITIZING TEAM SUCCESS



According to Sportico,
Using 2023 figures, the 12 WNBA
Teams are worth a total:

\$1.2B,
averaging
\$96M
per team

Venue
Merchandise
Sales
+124%
in 2024

TOP 5



+1071%



+164%



+137%



+134%



+62%

Attendance

Highest WNBA attendance
record set during Indiana
Fever vs Washington Mystics
game at Capital One Arena:

20,711

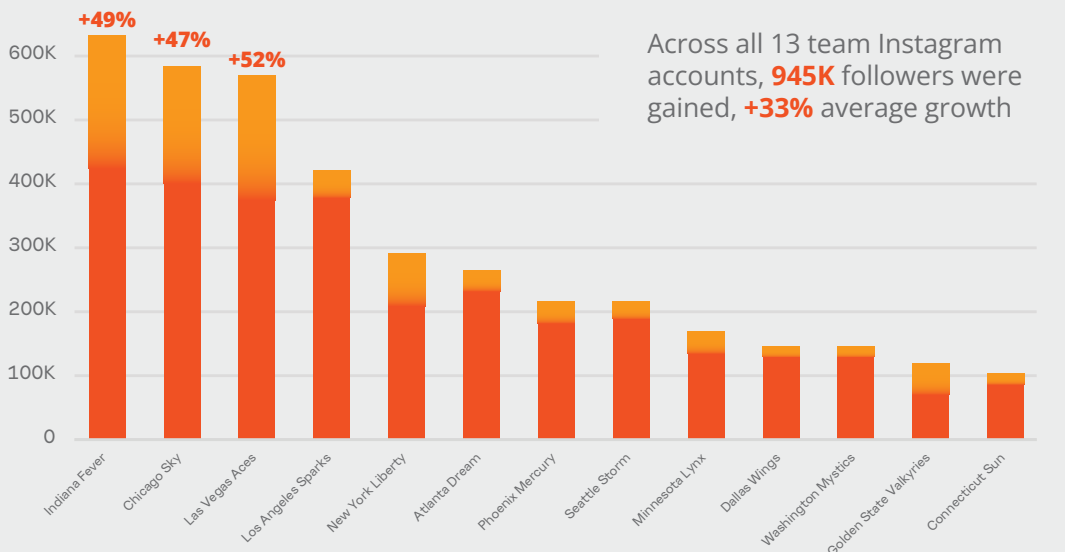
Partnerships

Jersey Patches

In 2024, 8 Teams brought on new
jersey patch partners at record
investment levels. Average value
for these positions across all
Teams doubled vs. prior year.



TEAM SOCIAL GROWTH ACROSS 2024 REGULAR SEASON



Source: WNBA Social Media Insights



...MADE POSSIBLE BY THE

The foundation of the WNBA is its players and all they bring to this league on and off the court.

144

BACKING PLAYERS WITH ENGAGEMENT & DOLLARS

Indicating an important fan behavior shift, WNBA fans are backing specific teams and players, showing more dedicated fandom, and driving revenue at the team level.

+801% YoY
on overall jersey sales.

3 of the top **5** positions in WNBA jersey sales are held by rookies. Within the Fanatics network, Caitlin Clark is only exceeded globally by MLB's Shohei Ohtani.

GENERATIONAL ROOKIE CLASS

The already strong roster of star power in the league received an infusion of household names that built on momentum from Draft night through the postseason.

FIRST ROOKIE
TRIPLE-DOUBLE
(SHE GOT TWO...)



ALL-STAR
CAITLIN CLARK

NEW ENDORSEMENTS:
NIKE, WILSON, AND GATORADE

CAITLIN BECAME THE FEVER'S
SECOND CONSECUTIVE KIA ROY

19.1 PTS 5.7 REB 8.7 AST

MOST
CONSECUTIVE
DOUBLE-DOUBLES
EVER



ALL-STAR
ANGEL REESE

ENDORSEMENTS:
ONLY THE SECOND WNBA PLAYER
EVER TO SIGN WITH REEBOK

EXTRACURRICULARS:
ATTENDED THE MET GALA,
STARTED A PODCAST

13.6 PTS 13.1 REB 1.9 AST

FIRST PLAYER
TO PERFORM
AN OUTFIT
CHANGE AT THE
DRAFT



RIQUEA JACKSON

NEW ENDORSEMENTS:
FIRST WNBA PLAYER TO SIGN
WITH SKECHERS

EXTRACURRICULARS:
THREW OUT THE FIRST PITCH AT
THE LA DODGERS GAME WITH
CAMERON BRINK

13.4 PTS 3.9 REB 1.5 AST

TIED RECORD
FOR MOST
BLOCKS IN
A GAME



KAMILLA CARDOSO

ENDORSEMENTS:
AT&T & STATE FARM

EXTRACURRICULARS:
FREQUENTLY CONNECTING WITH
FANS ON INSTAGRAM LIVE

9.8 PTS 7.1 REB 1.7 AST

PLAYER

2021 IMPACT
OUTREPORT

PLAYER SOCIAL GROWTH

Angel Reese is the biggest social mover of the 2024 season, with over 1.1M gained Instagram followers.

TOP 5 Biggest Player Social Account Growth



CELEBRITY STATUS

WNBA players sit at the unique intersection of sports, pop culture, fashion, entrepreneurship, and more. They're basketball players, but also celebrities in their own right, and the world is taking notice:

Aubrey Plaza
@plazadeaubrey*



PART of the @wnba all star weekend

Megan Thee Stallion
@theestallion*



welcome to planet mercury 🌹 @Megan

Usher
@usher*



Urrsherrrr, baby. Yeaaaaah man 🌹 #skytown

Cardi B
@iamcardib*

"Put me to shame ...I love it"

Not Ellie the official mascot of WNBA Liberty doing the #Bongos challenge to celebrate their victory. We love to see it!



Carmelo Anthony
@carmeloanthony*



Liberty and buckets for all 🌹 @kaepernick7

Kim K & North West
@kimkardashian*



@kimkardashian & North pulled up to see the Sparks. 🌹

Gordon Ramsay
@gordongram*



We still can't over this moment, we got to hang with @gordongram and teach him a few tips 🌹

Shedeur Sanders
@ShedeurSanders*

"Legendary"

A'ja Wilson linked up with Shedeur Sanders and Mark Davis after the Aces' victory over the Liberty 🌹

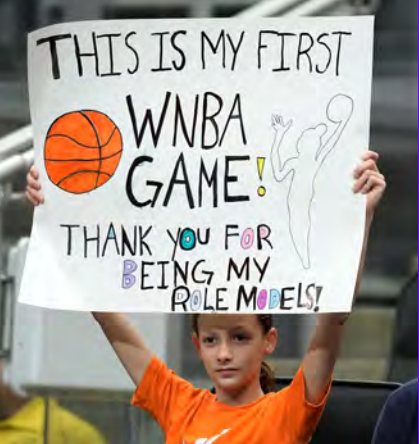


WNBA GLOBAL IMPACT



EDMONTON, CA

Rogers Place Arena welcomed a sold-out crowd to watch LAS vs. SEA



PHOENIX, AZ

Footprint Center hosted a 16K sold-out crowd. WNBA Live also saw 20K fans visit over 2 days, the most ever, where they saw a record 24 partner activations.



LATIN AMERICA

Unique All-Star voters in Latin America increased
+740%



BROOKLYN, NY

The doors at Brooklyn Academy of Music opened to lines down the street of WNBA fans on April 15, 2024 for the first public WNBA Draft night for the first time and allowed over 1.8K fans access to a historic draft where rookies had their names called.



SOUTH AFRICA
BAL4HER workshop at NBA Africa headquarters with Jewell Loyd.



The Road to the Olympics starts with a young girl or boy taking their first shot. The Jr. WNBA and grassroots Youth Basketball initiatives led by the league help develop the next generation of talent, today.

PARIS 2024

PARIS, FR
The WNBA continues to draw top player talent from across the globe, put fully on display at the 2024 Paris Olympics. Rosters in Paris for 5x5 and 3x3 featured 31 current and 26 former WNBA players (including Team USA).



35 Players
with intl. heritage from 20+ countries were rostered during the 2024 season

International fans tuned in from across the world, with League Pass Subscriptions increasing
+146%
(outside of the U.S.)

AUSTRALIA
The first WNBA betting partner outside of North America, Tab became the Official Betting Partner of the WNBA in Australia in 2024.





CHANGEMAKER FOCUS:

Innovation & Connectivity



CHANGEMAKER FOCUS:

Building the Brand of the League and Players



CHANGEMAKER FOCUS:

League Transformation



CHANGEMAKER FOCUS:

Increasing WNBA Media Coverage & Visibility



CHANGEMAKER FOCUS:

Athlete Storytelling & Elevation



CHANGEMAKER FOCUS:

Wealth Management & Player Development





SHE'S CONNECTED
SERIES

INNOVATION & CONNECTIVITY



Sabina Ahmed

AVP, Sponsorships &
Experiential Marketing



Andrea Wilson

Director, Sponsorships &
Experiential Marketing

★ **AT&T WNBA All-Star Game.** At WNBA Live, AT&T welcomed fans to a desert oasis in Phoenix, offering immersive connections to WNBA stars A'ja Wilson, Sabrina Ionescu, and Kamilla Cardoso. Through innovative technology, AT&T featured "Court Challenge with A'ja Wilson & Sabrina Ionescu", an immersive game allowing fans to dive into the environment and poolside thematic. AT&T also brought back robotic manicure technology with Cabani Manis, offering fans colorful custom nail designs inspired by A'ja, Sabrina, and Kamilla. Lastly, AT&T fostered self-expression among fans through the Reflection Mural, an interactive art installation created by local artist Sage Aune. As fans complete these experiences, they were able to claim custom prizes inspired and designed by their favorite WNBA stars.

★ **Beyond the Bleachers with AT&T:** This season, AT&T launched "Beyond the Bleachers", a contest connecting two WNBA fans with superstars A'ja Wilson and Sabrina Ionescu, for an exclusive experience that includes mentorship, basketball, and more. WNBA fans submitted videos explaining why they were the ultimate supporters of the league and how this experience would deepen their connection to basketball. This once-in-a-lifetime opportunity allowed contest winners to learn what it takes to excel in professional basketball and life off the court, connecting the next generation of players and fans with today's stars.

★ **She's Connected by AT&T:** AT&T's marquee program showcases the inspiring stories of top athletes, highlighting their multifaceted nature through side hustles, careers outside their sport, and philanthropic efforts that positively impact their communities. This year, AT&T spotlighted WNBA rookie Kamilla Cardoso, showcasing her remarkable journey from Brazil to the United States and the challenges she encountered in the Name, Image, and Likeness (NIL) landscape as an international student. Kamilla aims to inspire a broader community of women entrepreneurs through a contest that offers a woman-owned small business the chance to win \$50,000 a year of AT&T service, plus a feature in its own episode of She's Connected. This opportunity allowed contest winners to learn what it takes to excel in professional basketball and life off the court, connecting the next generation of players and fans with today's stars.



ROOKIE BRAND
BUILDING

BUILDING THE BRAND OF THE LEAGUE AND PLAYERS



Sarah Lane

Chief Marketing
Officer



Brandy Everhart

Director of
Brand Media &
Partnerships



Leslie Parpart

AVP, Community
and Inclusion

★ **At the WNBA Draft,** CarMax and the WNBA hosted the 2024 rookie class for Media Training and Brand Building sessions. Incoming draftees were invited to a media training session led by former WNBA #1 Pick and ESPN Broadcaster Chiney Ogumike and fellow WNBA Broadcaster LaChina Robinson. Following the draft, draftees were invited to a brand-building session featuring WNBA legend and long-time CarMax partner, Sue Bird, alongside CarMax Chief Marketing Officer Sarah Lane. These sessions are just one way CarMax is committed to elevating the visibility of the WNBA and its players through this partnership.

★ **Coinciding with the 2024 WNBA Tip-Off,** 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 set an all-time high for WNBA League Pass subscriptions with a 335% increase vs. last season. CarMax again offered the League Pass "Test Drive" this August following the league break to increase the visibility of 7 key matchups.

★ **This year, CarMax brought an array of fan-focused activities to AT&T WNBA All-Star.** The centerpiece was the CarMax All-Star Garage at WNBA Live presented by U.S. Bank, where over 7,000 fans witnessed a unique visual featuring a local artist live painting a CarMax car. Additional touchpoints included meet and greets with CarMax campaign stars, A'ja Wilson, Chiney Ogumike, Sabrina Ionescu, and Sue Bird; photo opportunities; giveaways; and live DJ performances. Fans could also create their own virtual WNBA All-Star bobblehead by visiting the CarMax Concourse "Bobblehead Ballers" experience on the upper-level concourse at Footprint Center. Additionally, returning for a second year, CarMax hosted a panel discussion featuring WNBA greats, Sue Bird and Chiney Ogumike.



WNBA LIVE



BEHIND THE SCENES



WNBA APP CASE STUDY

LEAGUE TRANSFORMATION



Janet DeNuzio

Managing Director,
US Sponsorships



Pete Giorgio

Global Sports
Practice Leader



Shawn Bryant

Managing Director
& Sports Practice
Leadership

★ **Winning beyond the court: WNBA App built by Deloitte.** Deloitte is proud to be a trusted advisor of the WNBA, helping elevate its business. The WNBA engaged Deloitte to enhance its digital fan engagement strategy and transform its mobile app. This collaboration has led to a next-generation digital experience tailored to fans' interests that can drive real, measurable impact for the league. In 2024, the momentous growth continued with impressive triple digit percentage increases in app downloads, active monthly users, in-app content shares, and app content page views.

★ **Driving Practitioner Pride at Changemaker Day.** Eight local Deloitte professionals participated in Changemaker Day of Service with the Girl Scouts of Phoenix. One participant shared how excited he was to participate: "I just wanted to say thank you again. The volunteer opportunity was amazing and then to get to go the game with my son, it was unforgettable. I lost count of how many times he said it was the 'best day of his life.'"



MORE THAN THE GAME
YOU'RE IN

★ **Proud sponsor of professional women everywhere.**

Deloitte supports athletes who are making an impact on and off the field of play. From winning on the court to leading in the boardroom—the future can be bright for girls who play sports. Through its "Girls who play, women who lead" campaign, Deloitte proudly showcased its history of championing women in sports and business.

The campaign was recognized by so many esteemed organizations this year including ANA B2B, The Stevie Awards, The Drum Awards, dotCOMM awards, and The Bulldogs.

★ **Making change with Kahleah Copper.** Since 2022, Deloitte has sponsored Kahleah, highlighting her passion on the court and how she makes change with young women in her hometown of Philadelphia. Her dedication to the game of basketball continues to elevate the league and inspire future generations of young female athletes.



WNBA LIVE RECAP

INCREASING WNBA MEDIA COVERAGE & VISIBILITY



Kate Johnson

Director
Partnerships, Content,
& Sports Media



Lorraine Twohill

Chief Marketing Officer

★ **In the Media: Broadcast & Features.** Google met the heightened excitement around the WNBA, returning as the presenting partner of ESPN's WNBA coverage and bringing over 20 WNBA Countdown pregame shows to broadcast. In WNBA programming, Google Search data was used to illustrate record-breaking trends for how fans were searching WNBA topics. Google also continued to highlight WNBA player tunnel fashion across media, amplifying the players' off-court personalities and style.

★ **IRL: WNBA Live 'Wonders of the W'.** Google put the magic of the WNBA on display through their "Wonders of the W" All-Star activation, an interactive experience where fans had the opportunity to see, touch, and feel the magic of Google Pixel and its features. Google hosted programming that featured Sue Bird, Megan Rapinoe, Kelsey Plum, and Brionna Jones, and offered exclusive giveaways to fans in the space.

★ **Athlete Support: Pixel Players' Lounge at All-Star.** For the 2nd straight year, Google partnered with the WNBA Players Association to create a Players Lounge and Portrait Studio for athletes to recharge during the course of AT&T WNBA All-Star. The space was built to celebrate the stars of the WNBA, along with their friends and families. Pixels were gifted to all of the athletes!



WINNING ISN'T FOR EVERYONE

ATHLETE STORYTELLING & ELEVATION



Cheryl Wu

GM/Business Director,
Women's Sports Leagues



LaShāda DiCosmo

Senior Director,
Women's Sports
Brand Marketing

*** In the Media: Broadcast & Features.** WNBA Nike Rebel Jersey Launch. At start of season, Nike launched 6 new Rebel Edition uniforms for the Chicago Sky, Las Vegas Aces, Seattle Storm, Connecticut Sun, Los Angeles Sparks, and Phoenix Mercury.

*** Glad You Could Join Us.** Earlier this season Nike launched their WNBA season-long campaign, Glad You Could Join Us. The humorous and witty series of five films focus on the exponential growth the league is seeing. The campaign pays homage to the fact that the product and its players have always been amazing, but now it's on a whole new level.



GLAD YOU COULD
JOIN US: SABRINA

*** WNBA All-Star.** The AT&T WNBA All-Star Game featured featured WNBA All-Stars vs. USAB. Nike powered key elements of the full Olympic journey by introducing their brand reset and highlighting their focus on WNBA athletes. The brand delivered larger than life Out of Home placements, draping Phoenix in the look and feel of Winning showcasing their All-Star athletes, A'ja Wilson, Sabrina Ionescu, Diana Taurasi, Caitlin Clark and more as the giants of the game. With the sharp focus of "This is Winning Basketball", they took over the city with key media placements, elevated Nike athletes inside WNBA Live presented by U.S. Bank and extended with partner executions throughout the community including owned Nike stores and retail partners where they elevated more athletes such as Alissa Pili, Jewell Loyd, Brittney Griner, and NIL athlete Paige Bueckers. Nike launched All-Star Weekend jerseys that set jersey sales records and were sold out over the weekend.



GLAD YOU COULD
JOIN US: A'JA



WNBA LIVE LEADER

WEALTH MANAGEMENT & PLAYER DEVELOPMENT



**Michael
Lacorazza**

Executive Vice
President, Chief
Marketing
Officer



**Reba
Dominski**

Senior Executive Vice
President, Chief Social
Responsibility Officer



**Greg
Cunningham**

Senior Executive
Vice President,
Chief Diversity
Officer

*** Rookie Support in Financial Wellness:** As part of its league-wide financial wellness program for players, U.S. Bank hosted its third annual financial education session at Rookie Orientation this past season. U.S. Bank President of Wealth Management Scott Ford and Private Wealth Advisor Rahel Cook hosted a session for the rookies on the importance of financial fundamentals and having a trustworthy team in-place throughout your professional career.

*** WNBA Live, presented by U.S. Bank.**

For the third consecutive year, U.S. Bank was a presenting partner of WNBA Live. As part of WNBA Live, U.S. Bank hosted an interactive activation that mixed basketball skills with financial education to showcase how U.S. Bank can be the ultimate teammate for fans' financial journeys. The activation featured the opportunity for fans to interact with players Napheesa Collier and Shakira Austin, as well as Peloton instructor, broadcaster and host Jess Sims.



FINANCIAL
CONFIDENCE

*** Project Destined: She's Invested.** U.S. Bank and the WNBA continued with the third year of their partnership with Project Destined called She's Invested: Supporting Emerging Female Leaders. In total, U.S. Bank employees mentored 33 young women from universities and HBCUs across Chicago, Phoenix and Washington D.C. U.S. Bank employees also provided the students with valuable sessions on the fundamentals of finance and personal branding. Additionally, U.S. Bank and the WNBA hosted a mid-season event at a Chicago Sky game where the mentors and mentees were able to network and participate in a personal storytelling workshop.



CHANGE MADE >>

SOCIAL RESPONSIBILITY & COMMUNITY WORK



FIRST ANNUAL CHANGEMAKER DAY

For the first time in league history, the WNBA's Changemaker Collective launched a day of service legacy project at All-Star weekend

- ★ Employees from **all 6** Changemakers
- ★ **125** Girl Scout participants at Girl Scouts Arizona Cactus Pine
- ★ **200** live stream participants
- ★ **3** player appearances from Sophie Cunningham (PHX), Shakira Austin (WAS), Charisma Osborne (PHX)
- ★ **6,000** girls impacted



ALYSHA CLARK
VIS MENTOR™



BRIONNA JONES
VIS MENTOR™



ISABELLE HARRISON
VIS MENTOR™



ZIA COOKE
VIS MENTOR™



The WNBA Changemakers launched a community partnership with **VOICEINSPORT** on National Girls and Women in Sports Day on February 7, 2024 with a mission to unlock the power of mentoring for the next generation of athletes. The collective goal is to keep girls in sport and build future leaders by fueling access to professional athlete role models and mentorship content focused on mind, body and nutrition.



You Define Who You Are

Talk about a confidence boost! Haley Jones took the time to share her experiences of finding balance with who you are beyond your sport. She offered an awesome perspective on how you are the source of your success, whether through positive self-talk, trying new activities, or being your biggest fan.

from Katie, July 2018

VOICEINSPORT has..

- ★ Signed up **25k** athletes for mentorship.
- ★ Signed on **14** WNBA players as mentors.

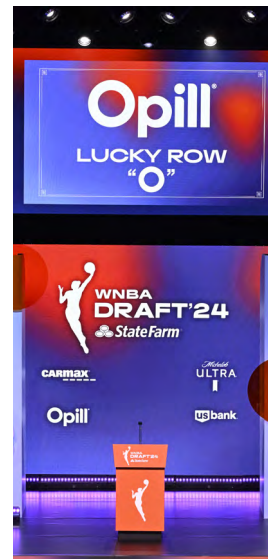
PARTNERS GO DEEPER

DRAFT DAY

WNBA partners activated in meaningful ways to elevate Draft Day for players and fans



- * Glossier and Mielle provided makeup and hair products to ensure draftees were Orange Carpet ready.
- * Opill upgraded two lucky fans at the Draft to VIP seats.
- * Draftees were greeted at check-in with bags including La Crema wine, exclusive Wilson x Tissot WNBA branded watches, and more Mielle and Glossier products.



BIGGER ACTIVATIONS

A record 24 partners showcased their brands at WNBA Live, presented by U.S. Bank



League-hosted Investment Showcase at WNBA featured Changemaker Panel and other must-see programming.



ENGAGING PLAYERS

Changemakers tapped WNBA stars, enhancing fan experience



WNBA Live presented by U.S. Bank activations from left to right: Google House hosted a fireside chat with Brionna Jones (CON) and Kelsey Plum (LVA), Sabrina Ionescu (NYL) was one of four player appearances for CarMax, Nike brought together Allisha Gray (ATL) alongside college player Paige Bueckers and ESPN talent Andraya Carter, facilitated by Ari Chambers, presenting partner U.S. Bank tapped endorser Napheesa Collier (MIN) to test fans skills, A'ja Wilson (LVA) poses for fans at AT&T desert oasis.



DELIVERING BEST-IN-CLASS PRODUCT

Fans want the best basketball in the world, and this is what they get at the WNBA. Whether they're in an arena or at home, this season they were brought closer to the game than ever before.

ON YOUR DEVICE

- ★ Revamped highlights format on WNBA App, resulting in **+898% YoY** in app story content views.
- ★ Simplified All-Star voting resulted in **9.69M** total votes (**+546% YoY**).
- ★ First WNBA Events App launched with **12.6K** users over 3 days of All-Star weekend.



ON THE COURT

The bar continues to be raised by these record-breaking performances

 <p>Most career triple-doubles Alyssa Thomas 11 Triple-Doubles Led the league for the 2nd-straight season</p>  <p>First-ever 1,000 point season A'ja Wilson 2024 KIA MVP</p>	 <p>Most assists in a season Caitlin Clark 337 Assists Also set single-game assist record</p>  <p>Most points in a single postseason Napheesa Collier 285 Points Surpassed Diana Taurasi</p>
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2024 SOCIAL JUSTICE INITIATIVES

In 2020, the WNBA and WNBPA jointly founded the Social Justice Council to address matters close to the hearts and lived experiences of WNBA players and their communities, including systemic racism, LGBTQ+ rights, women's health, and more.

Social Justice Council Includes:

- ✦ Layshia Clarendon, Los Angeles Sparks
- ✦ DeWanna Bonner, Connecticut Sun
- ✦ Alysha Clark, Las Vegas Aces
- ✦ Breanna Stewart, New York Liberty
- ✦ Brianna Turner, Chicago Sky



SJC Lead Layshia Clarendon noted with respect to the Commissioner's Cup and this season's focus:

We're a social justice league because we, frankly, kind of have to be. We're a league of predominantly Black women who have been at the intersections of race and gender.

COMMISSIONER'S CUP

Players, teams, and the league united to jointly raise awareness during the 2024 Commissioner's Cup. Each WNBA Team selected one local organization that aligns with civic engagement and reproductive health advocacy to be spotlighted across Commissioner's Cup Games and on league Social Channels. The league also donated money to each of the organizations, based on team record.



\$135,000
donated

FOCUS AREAS:

HIGHLIGHT

the civic engagement focus of the WNBA Commissioner's Cup and create a call to action to support voter education.

SPOTLIGHT

the work of key voting organizations in this space.

EDUCATE

fans, partners, and players on how state legislation is impacting reproductive rights.





PLAYER SPOTLIGHT

JEWELL LOYD

GUARD, SEATTLE STORM

Q: *You're now a two-time Olympic Gold Medalist – what does it mean to you to be part of a team that has now won eight consecutive medals?*

A: When you play at the Olympics, you're playing to a certain standard of excellence. Sometimes it can be a lot of pressure, but when you're doing it with other amazing athletes, it becomes a part of your journey and history. The legacy resonates with me by realizing the sacrifices myself and everyone else made to be an Olympian and represent my country. You don't always realize it when you're in it but as soon as you're done, you fully understand why it is important to do the work.

Q: *As part of the league's Player Marketing Agreement program, you attended NBA All-Star and went to South Africa through BAL. What were some highlights like this for you off the court?*

A: I've never experienced such a huge and impactful trip like South Africa. It was incredibly inspiring to get to know the young girls and see their passion for the game, even more so with the little resources they have. I can't emphasize enough that it was the biggest highlight for me this past year. I'd love to return and see how the girls have progressed.

Q: *Coming up on 10 years in the league, how has it felt to see the energy around the WNBA grow exponentially? What has been the most exciting aspect as a league veteran?*

A: Seeing the change gives me appreciation for the draft itself and the growth of the W. I always want to do better for myself and see better within the league, the fans, the game. The main factor of the W growing is the way players have grown too in how they view and play the game. To know we played a role in changing the status quo is exciting to finally see the benefits of it.