



# NWSL Partnerships Report 2024 & 2025







## About SponsorUnited

Launched in 2018, SponsorUnited is the leading global sports and entertainment sponsorship intelligence platform, delivering actionable data and insights to build stronger marketing partnerships. We provide unrivaled knowledge across the sponsorship and media landscape so our clients can make impactful decisions that drive business.

With over 422,000 brand and rights holder profiles, 2.5 million deals, and 21.1 million data points across sports, entertainment, media, and talent, our SaaS platform enables brands, rights holders, and agencies to partner more effectively. By delivering real-time trends, on-demand research, and the most comprehensive data available, we connect the entire sponsorship ecosystem and are rewriting the partnership playbook.

SponsorUnited recently launched SPND, the industry's only solution to unlock unprecedented pricing transparency for the sports sponsorship industry. Trained on the largest collection of sponsorship data, including over \$29.5 billion in deals, SPND uses advanced AI to deliver highly accurate insights, enabling brands and teams to make smarter, faster decisions—maximizing the value of every partnership. Pricing insights from SPND were used to generate this report.

Visit <https://sponsorunited.com/> to learn more and discover exclusive data and insights to make intelligent partnership decisions at speed and scale.

# Introduction

This marks SponsorUnited's first-ever National Women's Soccer League (NWSL) Partnerships Report, published during a period of notable growth in visibility, investment, and brand activity across the league. The NWSL has evolved from a niche property into a major force in U.S. sports, driven by the success of the U.S. Women's National Team, holding the record World Cup wins, and surging investment in women's sports globally.

Prime-time coverage and viral moments have propelled the NWSL to new heights—evident in the spike in viewership, continued franchise expansions (two more in 2026), and rise in attendance.

While the NWSL and WNBA are similar in total sponsorship spend and number of active brand partners (see our recent WNBA report), the average NWSL deal commands 18% more—about \$27,000—despite the league being less than half the age of the WNBA. The NWSL generated even more revenue per team when factoring in games.

With a blend of insights from the 2024 team sponsorship revenue, as well as the 2025 in-season player data and brand activations, this report offers a comprehensive view of the league's evolving sponsorship landscape.

## Key Takeaways

### **Team Sponsorship Revenue Reaches \$75M**

Fueled by 441 sponsorship deals in 2024, NWSL teams saw an +8% year-over-year lift. Two new expansion teams, Bay FC and the Utah Royals, boosted the league's brand roster by 9% to 401 as the league celebrated its 12th season. On a per-game basis, NWSL teams generated more sponsorship revenue than WNBA teams, despite playing fewer games. However, revenue remains concentrated, with the top three teams driving 46% of total league sponsorships, a dynamic that represents both opportunity and risk.

### **2024 Welcomed 200 New Brand Partners**

Among the Top 10 new sponsors by total spend, 3 brands—CPKC, United Way, and Sixth Street—allocated over 90% of their total sports sponsorship budgets to the NWSL. While expansion teams partially contributed, 50% of the league's Top 15 highest-spending deals came from new partners.

### **Ali Riley Claims the NWSL Endorsement Throne**

With 11 active brand deals, Ali Riley now leads all NWSL players in endorsements, despite ranking 35<sup>th</sup> among players in Instagram followers. Her rise comes in the wake of Alex Morgan's retirement, whose 23-deal peak in 2021 marked the last era of endorsement dominance. USWNT stars Mallory Swanson (10), Sophia Smith (9), and Alyssa Thompson (8) trail closely behind, highlighting Riley's unique position as a non-USWNT player atop the leaderboard.

# NWSL's Momentum Accelerates Heading into 2025

As it progresses in its 13th season, the league's \$75M in total team sponsorships, a \$240M media deal, and aggressive expansion efforts signal a league no longer just growing, but transforming.

**+16%**

increase in  
sponsorship  
deals

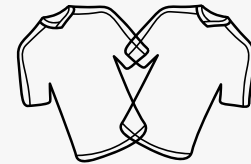
(2023 to 2024)

## 2024 Growth Metrics



**+400%**

VIEWERS\*



**+2**

EXPANSION TEAMS



**+43%**

ATTENDANCE YOY

**+200**

new brands  
in 2024

## 2025 Teams

Angel City FC



Bay FC



Chicago Stars



Houston Dash



Kansas City Current



Gotham FC



North Carolina Courage



Orlando Pride



Portland Thorns



Racing Louisville



San Diego Wave FC



Seattle Reign FC



Utah Royals



Washington Spirit





# Inside NWSL’s Team Sponsorship Economy

A closer look at total spend, top-performing teams, and deal dynamics across the league for the 2024 season.

Total Spend

\$75M

Total Brands

401

Total Deals

441

Unique Categories

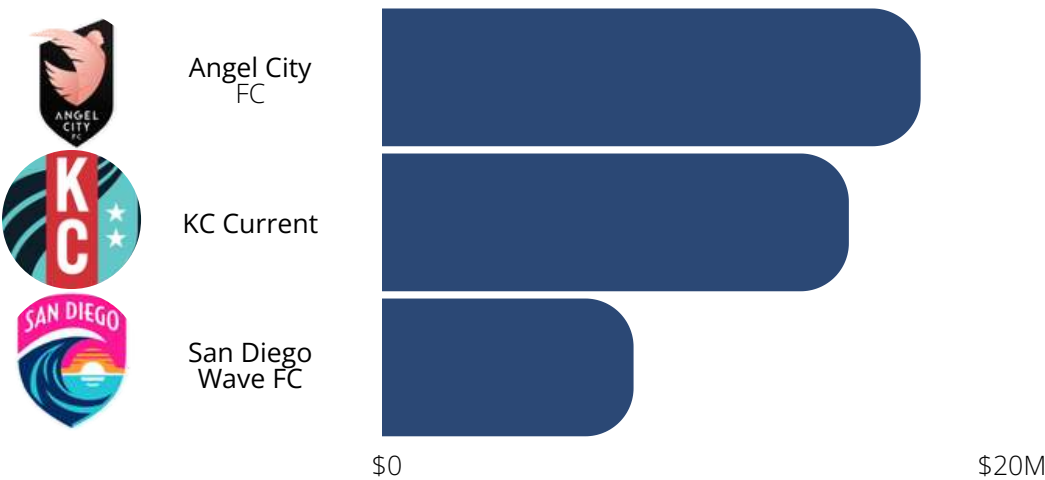
167

+16% since 2022

Teams

\$5.4M Average Revenue/Team

Highest Sponsorship Revenue



Deals

\$170K Average Spend/Deal

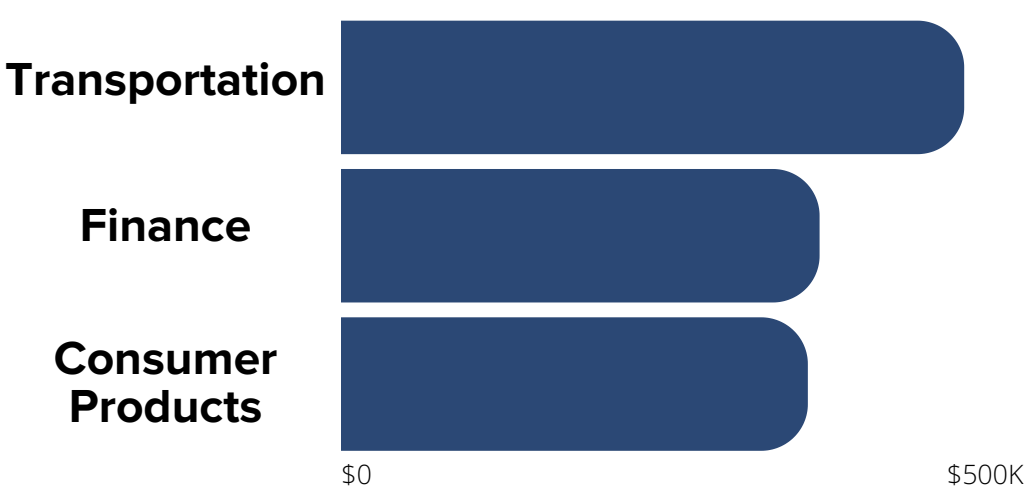
Top 10 Deals > \$1M



Categories

\$151K Average Category Deal Size

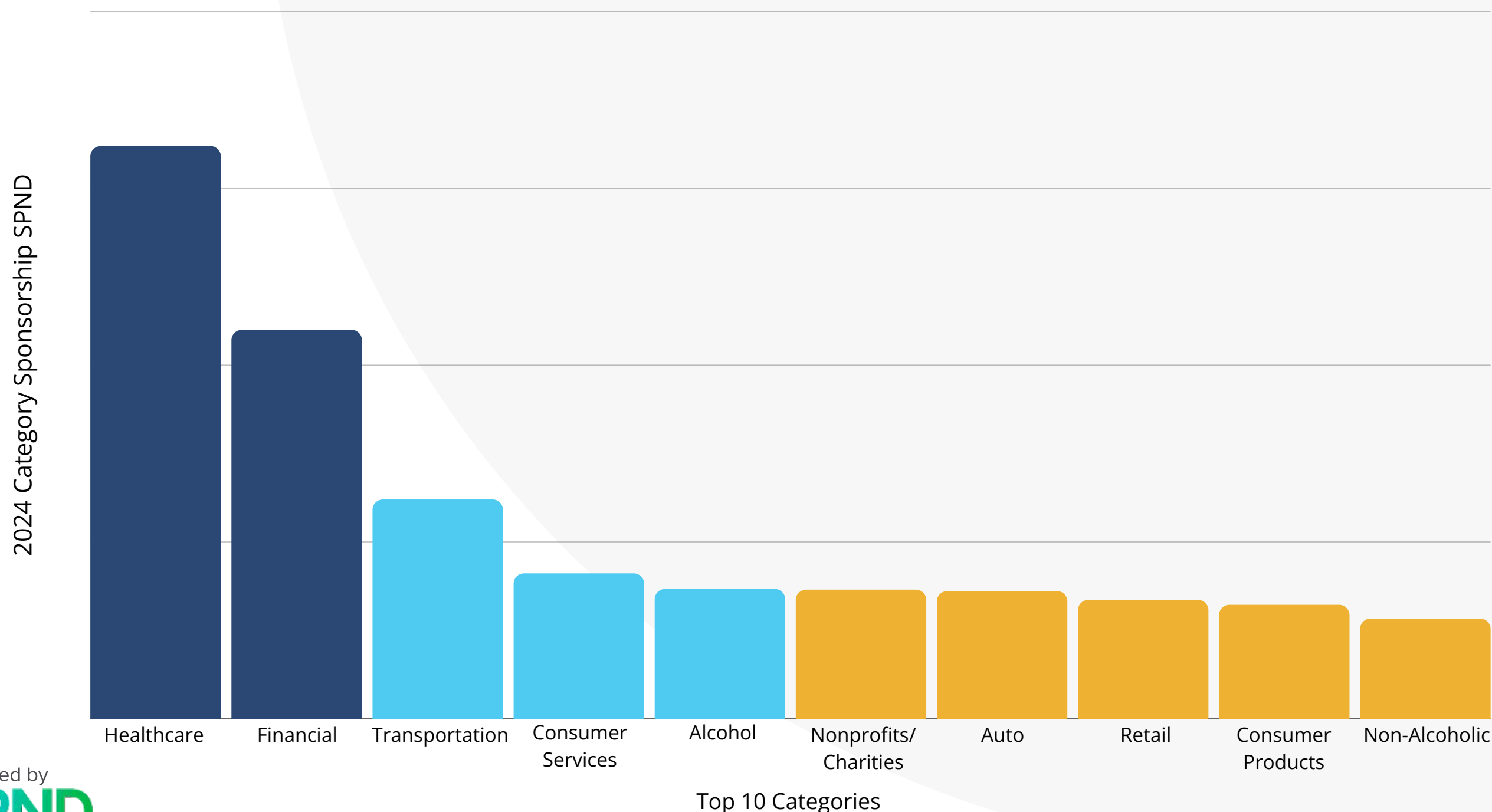
Highest Average Deal Sizes



# NWSL Sponsorship Spend

Healthcare and finance brands drove more than \$25M in team sponsorship revenue in 2024.

● \$10M - \$20M
● \$5M - \$10M
● \$3M - \$5M



## Category Movers & Market Shifts

### Healthcare Sees Big Wins with Jersey Patches and Naming Rights

The category that led in sponsorship spend and deal volume was fueled by major new investments from Sutter Health with their jersey patch debut for expansion club Bay FC, while The University of Kansas Health System secured naming rights to KC Current's training facility as its official healthcare provider.

### Finance Scales Sponsorship with Regional Banks & Credit Unions

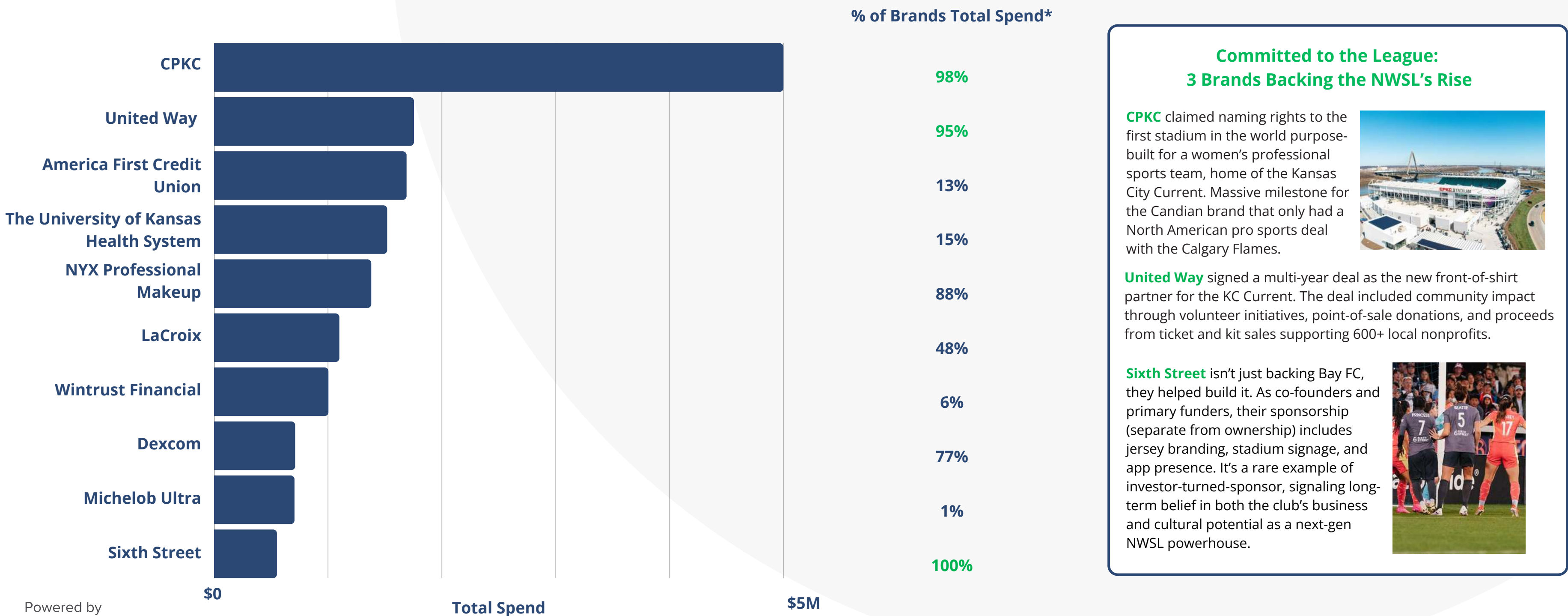
The category was led by a mix of national players and regional banks. New deals with America First Credit Union, Wintrust Financial, and Sixth Street drove significant investment, with only a few brands allocating over \$1M each. Credit unions and wealth management firms accounted for the majority of new entries, signaling growing regional alignment with NWSL club markets.

### Transportation Giant Marks History

Transportation was propelled to the top 3 in category spend almost entirely by the landmark naming rights deal between CPKC and the Kansas City Current. As the first purpose-built stadium exclusively for a professional women's soccer team, CPKC Stadium represents a transformative investment in women's sports infrastructure.

# Highest Spending New Brands

Here are the Top 10 by spend and how much of their total sponsorship dollars are allocated to NWSL.



## Committed to the League: 3 Brands Backing the NWSL's Rise

**CPKC** claimed naming rights to the first stadium in the world purpose-built for a women's professional sports team, home of the Kansas City Current. Massive milestone for the Candian brand that only had a North American pro sports deal with the Calgary Flames.



**United Way** signed a multi-year deal as the new front-of-shirt partner for the KC Current. The deal included community impact through volunteer initiatives, point-of-sale donations, and proceeds from ticket and kit sales supporting 600+ local nonprofits.

**Sixth Street** isn't just backing Bay FC, they helped build it. As co-founders and primary funders, their sponsorship (separate from ownership) includes jersey branding, stadium signage, and app presence. It's a rare example of investor-turned-sponsor, signaling long-term belief in both the club's business and cultural potential as a next-gen NWSL powerhouse.





# Social Media Performers











NWSL players are delivering standout brand engagement and audience growth in the last 12 months (includes seasons played).



Branded Engagements

Followers

YoY Follower Growth











 	 	 	 	 
Sophia Wilson (5th)	Melanie Barcenas (3rd)	Mallory Swanson (9th)	Jordyn Huitema (4th)	Trinity Rodman (5th)
4.9M	368K	186K	182K	156K
6.6M	113K	949K	2.6M	871K
+40%	+12%	+5%	-6%	67%



Branded Engagements

Followers

YoY Follower Growth

 	 	 	 	 
Angela Baron (2nd)	Sydney Leroux (12th)	Alyssa Thompson (3th)	Lorena (1st)	Deyna Castellanos (2nd)
137K	106K	79K	58K	45K
266K	3.49M	177K	365K	3.81M
-%	-2%	+4%	-%	-2%



# Top Endorsed Athletes

Ranked by endorsement deals from the last 12 months.



Ali Riley



Mallory Swanson



Alyssa Thompson



Sophia Wilson



Maria Sanchez

Key  
Partners

Angel City FC  
(6th season)

DoorDash, Klarna, Ascent Protein

Chicago Stars FC  
(9th season)

AT&T, Frito-Lay, Visa

Angel City FC  
(3rd season)

BodyArmor, Subway, Stifel

Portland Thorns FC  
(5th season)

Ally Financial, Chipotle, Clif Bar

San Diego Wave FC  
(5th season)

Wells Fargo, IKEA, Ford

Deals  
(YoY)

11 (-3)

10 (+2)

9 (+1)

8 (-2)

6 (-3)



# Most Sponsored and Followed Teams so Far in 2025

Ranked by NWSL teams with the most sponsorship deals and the most followed teams across social channels (YoY).

Teams

1



Racing Louisville FC

94

2



North Carolina Courage

61

3



Kansas City Current

47

4



Angel City FC

43

5



Orlando Pride

36

Followers

1



Orlando Pride

905K (+12%)

2



Portland Thorns FC

565K (+1%)

3



Angel City FC

525K (+7%)

4



San Diego Wave FC

500K (+25%)

5



Kansas City Current

465K (+42%)

## 3 NWSL Teams Drive Nearly Half the League's Sponsorship Revenue

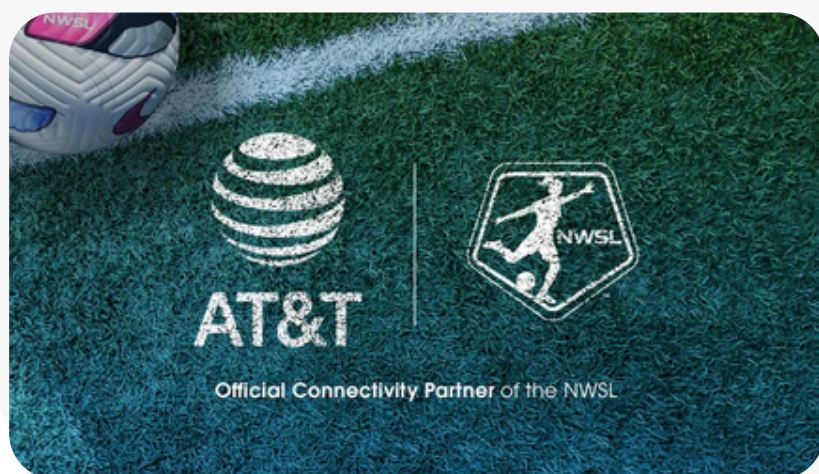
While Racing Louisville FC leads the league in total sponsorship deals and Orlando Pride tops social media followership, the economics behind these numbers reveal a deeper story. Sponsorship revenue in the NWSL is highly concentrated—just three teams (Angel City FC, Kansas City Current, San Diego Wave FC ) drove 46% of total league revenue. This creates both a growth opportunity and a structural risk for the league's financial stability.

Angel City FC exemplifies the power of engagement and monetization. On a per-game basis, the club outperformed 15 MLS teams and 25 MLB teams in sponsorship revenue. Their ability to convert fandom into value is unmatched—Angel City generates \$29 per social follower, compared to \$8 for the New York Yankees and \$13 for the Los Angeles Dodgers.



# New League-Level Partners for 2025

Brands across telecom, beauty, and consumer products deepen ties with the NWSL's growing platform.



## AT&T

AT&T is the NWSL's official connectivity partner and sponsor of the Awards Show, MVP Award, and weekly Player of the Week honor. Through a strategic technology integration, AT&T and the league collaborate to enhance operations and storytelling by leveraging AT&T's innovative solutions.



## e.l.f. BEAUTY

e.l.f. Cosmetics—a brand under e.l.f. Beauty—is the Official Makeup and Skincare Partner of the NWSL. As the league's first beauty sponsor, e.l.f. will also serve as the Presenting Partner of the NWSL Challenge Cup for the next three years.



## Tylenol

Tylenol is the Official Pain Reliever of the NWSL, providing branded athletic trainer bags and supplying products to players and staff. The partnership includes broadcast integrations, signage, and a content series, with heightened visibility during Rivalry Weekend.



## Unwell Hydration

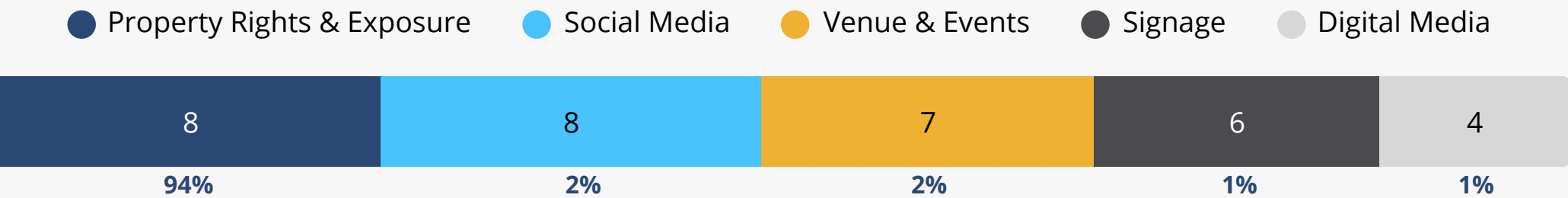
Unwell is the Official Hydration Partner of the NWSL, launching Unwell FC, a league-wide fan initiative aimed at boosting game-day engagement. The program features hydration sampling, exclusive merchandise, and in-stadium activations designed to elevate the fan experience.

# Sutter Health x Bay FC

A Look at the Deals (\$2.5M - \$3M)

In 2024, Bay FC and Sutter Health launched the largest jersey patch sponsorship deal in NWSL history—a groundbreaking five-year partnership worth \$13M. The deal includes Sutter Health’s front-of-jersey branding and official designation as the club’s exclusive medical provider. Headquartered in Northern California, Sutter will also lead Bay FC’s community health initiatives with a focus on youth wellness, mental health, and injury prevention.

## 33 total assets included in deal (% contribution to spend)



## This Deal by the Numbers

#1

Most assets of any Bay FC partner

#3

Largest current deal in NWSL (SPND)

#2

Largest Healthcare brand in NWSL (SPND)

## Sponsorship Asset Types

Field Level Goal Line  
Signage



Primary Jersey Patch  
Property Rights & Exposure



Event Presenting Sponsor  
Venue & Events



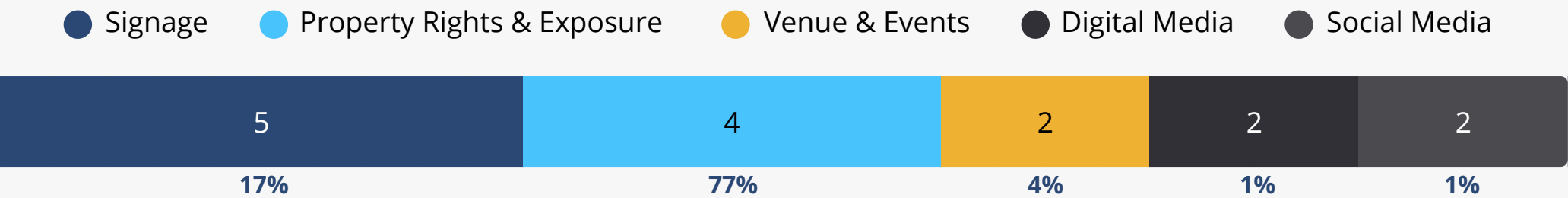


# Magellan Corporation x Houston Dash

## A Look at the Deals (\$500K - \$750K)

In 2023, the Houston Dash signed a landmark multi-year agreement with Magellan Corporation, marking the first-ever jersey sleeve sponsorship in club history. The deal features Magellan’s logo on the right sleeve of both home and away kits, debuting with the Dash’s season opener at Shell Energy Stadium. In addition to visibility, Magellan supports signature events including Inspiring Women’s Night and the Boots & Suits Celebration.

### 15 total assets included in deal (% Contribution to spend)



### This Deal by the Numbers

Top 3

Largest Dash deals (SPND)

#1

Construction & Industrial brand in NWSL (SPND)

Top 5

Most active Dash deals by # of assets

### Sponsorship Asset Types

Ground Level Wall Goal Line Only: Rotating Billboard

Signage



Jersey Sleeve Patch

Property Rights & Exposure



Event Day Special Experience

Venue & Events

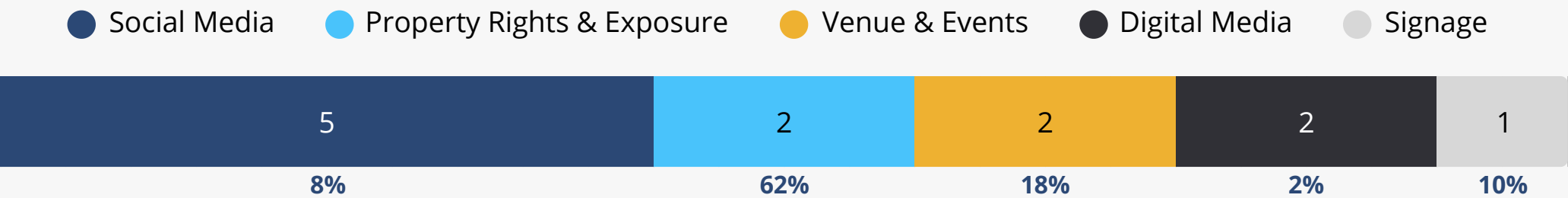


# Gallagher x Chicago Stars FC

## A Look at the Deals (\$250K - \$500K)

In 2024, the Chicago Stars FC partnered with Gallagher in a multi-year agreement naming the global insurance brokerage and consulting firm as the club’s official insurance and risk management partner. The deal includes branding on the Stars’ practice jerseys, as well as community-facing activations and career mentorship opportunities for players and coaches. Gallagher also served as the presenting partner of the Stars’ historic match at Wrigley Field—marking the first professional women’s soccer game ever played at the iconic venue.

### 12 total assets included in deal (% Contribution to spend)



### This Deal by the Numbers

First

Gallagher deal in NWSL or WNBA

Top 5

Partner by spend across Stars portfolio

#2

Insurance brand by SPND across NWSL

### Sponsorship Asset Types

Ground Level Wall:  
Rotating Billboard  
*Signage*



Practice Jersey Patch  
*Property Rights & Exposure*



Presenting Sponsor:  
Tournament, Game,  
Event  
*Venue & Events*





## Methodology

This report offers an in-depth analysis of brand sponsorships, endorsements, and social engagement across NWSL teams and its players for the 2024 and 2025 season, encompassing more than 401 brands, 441 sponsorship deals, and 4,130 social posts from the team accounts.

In addition to traditional sponsorship deals, the total number of team deals could also include individual brands that are part of a parent company portfolio; deals signed at the league level (but that include team signage); and/or sponsorship deals signed through third-party agencies. In cases where a parent company secures a sponsorship deal and provides exposure for multiple sub-brands, the exposure of each sub-brand is counted as a separate, individual deal.

Sponsorship pricing data is from SponsorUnited's recently launched SPND product and reflects the most recently completed season for the league. SponsorUnited's SPND product estimates sponsorship deal pricing using a proprietary algorithm, which combines AI technology with multiple data sources, continually refining estimates based on new inputs. The SponsorUnited model integrates all platform-tracked marketing assets, rights holder characteristics, market and category trends, and over \$29.5 billion in actual sponsorship deal transactions. Leagues currently available include NFL, NBA, NHL, MLB, MLS, College Sports, F1, WNBA and NWSL.

Social data was collected using SponsorUnited's proprietary social media tracking metrics—specifically Total Engagement—and compiled from property or person-controlled accounts on Instagram, Facebook, X (Twitter), TikTok, and LinkedIn. Sponsorship data was gathered from multiple sources, including observed brand placements in-game and during broadcasts, team websites, and official announcements.

The 2024 & 2025 NWSL Report was jointly authored by SponsorUnited's Marketing, Business Intelligence, and Analytics teams, using data from January 1, 2024 to August 1st, 2025. Data for this report was sourced from the SponsorUnited SaaS platform, which tracks and analyzes sponsorship activity across all NWSL teams and players.

# Thank You

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