

## FIFA Women's World Cup

Insights into sponsorship success of the 2023 Women's World Cup



# Research into women's football sponsorships

The women's football industry has evolved significantly in recent years, experiencing increased visibility, investment, and competitiveness. There has been a growing global interest in the sport, with higher participation rates, improved professional leagues, and expanded media coverage. Attractive tournaments and competitions like the FIFA Women's World Cup and improved sponsorship deals have contributed to the sport's growth, while advocating for gender equality and addressing issues like pay disparities and grassroots development have been central to its continued progress.

The 2023 edition of the FIFA Women's World Cup in Australia and New Zealand was a great success and enjoyed high viewing figures from all over the world. The increased popularity of women's football attracts new sponsors and therefore women's football is taking an increasingly important place in our research projects.

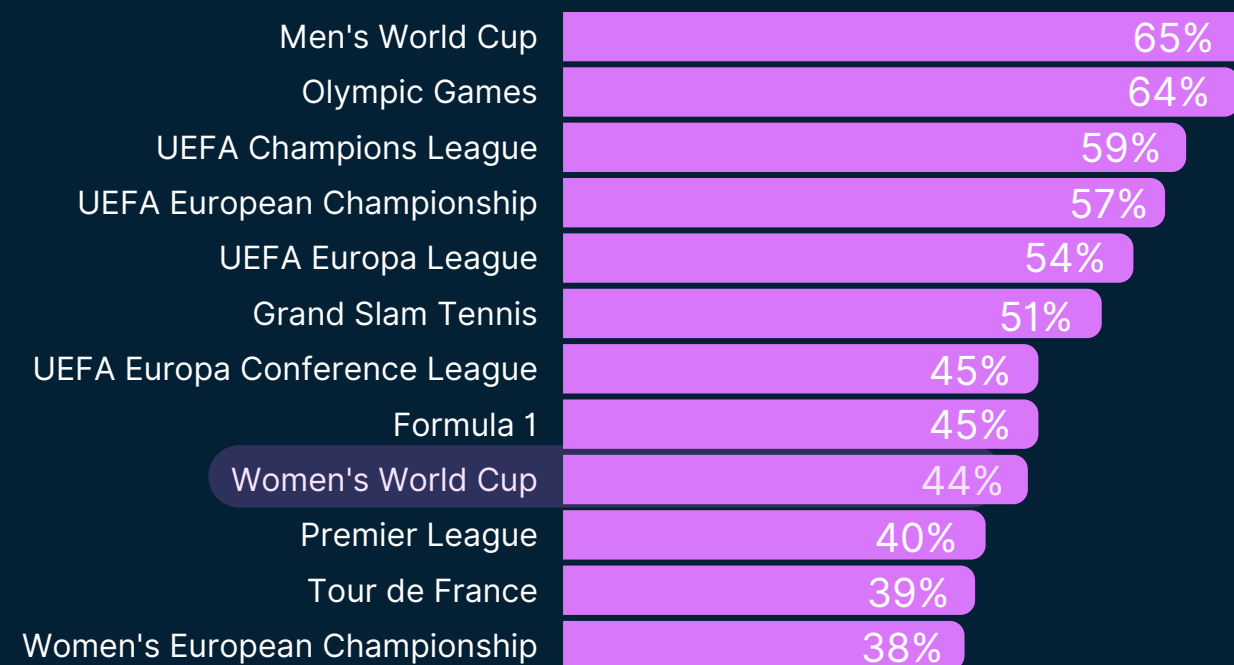
In the context of these developments, Blauw Sponsorship Impact has conducted a global research study into the sponsorship success of the Women's World Cup. In this research we will share the key results.

# Women's World Cup fans & sponsorship awareness

## Women's World Cup interest is high

With 44% of people interested in the event, the Women's World Cup enters the top 10 most popular events.

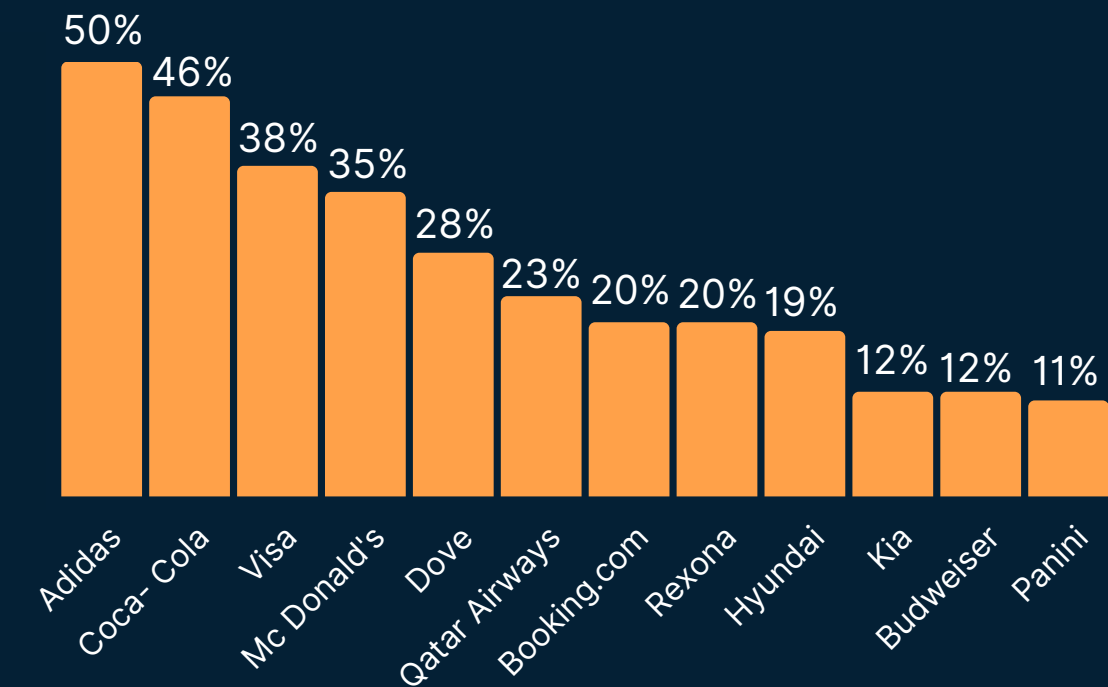
Women's football is particularly popular among young families; most fans are between 30 and 44 years old. After The Olympics, the Women's World Cup is the event with the highest share of female fans.



## adidas is the best-known sponsor

FIFA's first-ever dedicated Women's World Cup partnership program was sold out with a strong line-up of brands from across the globe.

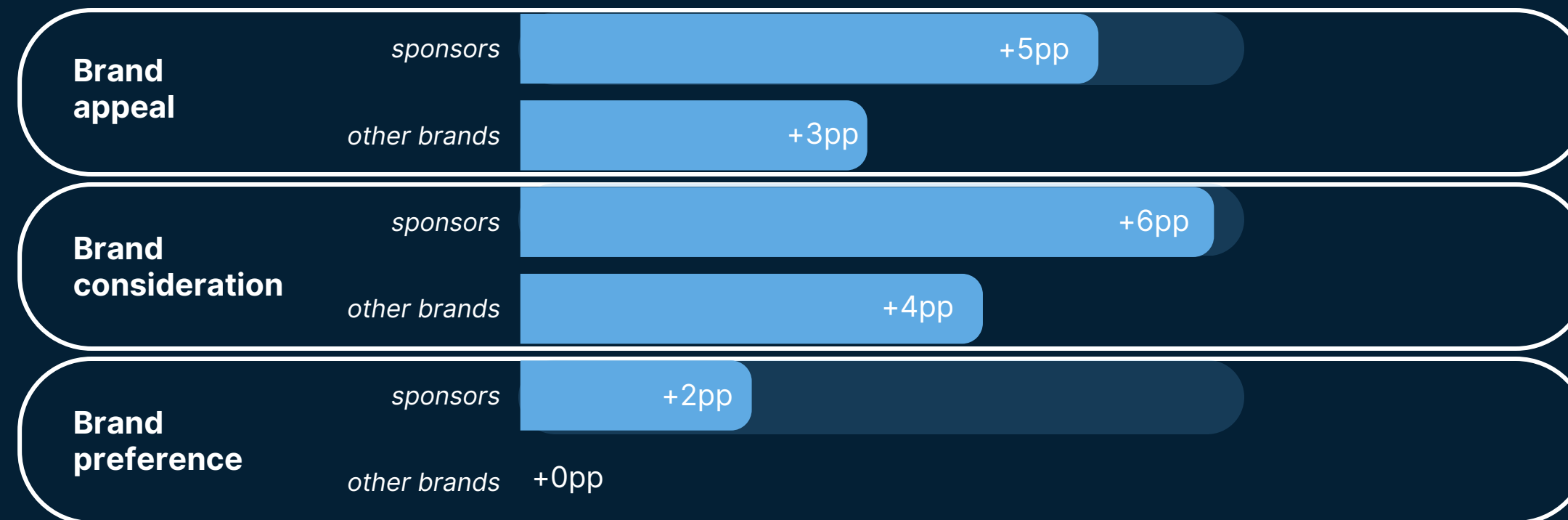
The brands with the highest sponsorship awareness, are those that already have a strong presence in football. These are: adidas, Coca-Cola and Visa.



# Impact of Women's World Cup sponsorships

## Sponsors achieve **brand impact** through Women's World Cup sponsorships

The objective of our sponsorship effect research is to understand the **brand impact of sponsorships**: how does the involvement of a brand in sports influence the way people feel about the brand? We measure brand funnel KPI's for sponsors and for competing brands in the same product category. By comparing the results among people who are engaged with the Women's World Cup, we are able to isolate and analyse **sponsorship impact**.



Results for people who are engaged with the Women's World Cup

# Get in touch

Do you want to know more about measuring sponsorship impact?

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