

## **Growing Women's Sport Revenue - Sponsorship, Media Rights and Fans**

### **8:45 am: Registration and Morning Refreshments**

### **9:10am: Welcome and Introduction**

- Brief overview of the day's schedule
- Introducing the event's purpose and objectives

### **9:15 am: Unlocking the Potential of Women's Sports Sponsorship and Media Revenues**

- Discussing the growing interest and engagement in women's sports properties
- Exploring commercial drivers behind women's sports sponsorship and media rights
- Examining successful sponsorship and media revenue case studies

### **9:40 am: Panel: Elevating Women's Sports: Crafting Impactful Sponsorship Campaigns and Media Strategies for Maximum Engagement**

- Designing compelling sponsorship campaigns
- Harnessing digital media and technology
- Strengthening partnerships and collaborations
- Utilising influencers and ambassadors

### **10.20am: Breakout Session: Innovative Branding and Storytelling in Women's Sports Sponsorship**

- Cross-Platform Engagement: Exploring strategies for integrating storytelling across various media platforms — from traditional broadcast to digital and social media — to ensure a cohesive and impactful brand message that resonates across different audience segments.
- Leveraging Athlete Narratives: Discussing the importance of athlete-driven content, focusing on how personal stories and achievements of women athletes can be powerful tools for brand storytelling, thereby creating a deeper emotional connection with the audience.
- Metrics for Success: Introducing effective methods for measuring the impact of storytelling and branding campaigns in women's sports, including engagement metrics, audience growth, and the qualitative assessment of brand alignment and public perception.

### **10:50am: Networking Break**

### **11:20am: Fireside Chat - Beyond Commercial Success: The Societal Impact of Sponsoring Women's Sport**

- Discussing the value of audience preferences for brands sponsoring women's sports
- Exploring how brands can contribute to creating a more equitable and inclusive sporting world

### **11:45am: Panel: Elevating Women's Sports Sponsorship and Media Revenues: Opportunities and Challenges**

- Analysing the current landscape of women's sports sponsorship and media rights
- Exploring innovative sponsorship models and media strategies

- Addressing the challenges of promoting gender equity in sports sponsorship

**12.25pm: Breakout Session: Demonstrating ROI for Women's Sports Sponsorship and Media Revenues**

- Implementing effective strategies to maximise ROI
- Utilising data and analytics to measure impact
- Showcasing the value of sponsorships to stakeholders

**12:55 pm: Closing Remarks and Next Steps**

- Summarising key takeaways from the day's sessions
- Identifying actionable steps for clubs, teams, and sponsors

**13.00pm: Networking Lunch**