


## Empowering Women in Sport Analyzing Sponsorship: Trends and Opportunities for Growth

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### Article Info

#### Article type:

Review Article

#### How to cite this article:

Elyasi, S., Biniiaz, S. A., & Naderi Nasab, M. (2024). Empowering Women in Sport Analyzing Sponsorship: Trends and Opportunities for Growth. *Psychology of Woman Journal*, 5(1), 109-119.

<http://dx.doi.org/10.61838/kman.pwj.5.2.13>



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### ABSTRACT

**Objective:** This narrative review aims to analyze current sponsorship trends in women's sports, identify opportunities for growth, and provide actionable recommendations for stakeholders, including athletes, sponsors, and policymakers.

**Methods and Materials:** A comprehensive literature review was conducted using sources from academic databases, industry reports, and credible sports marketing literature. The review included studies published in English over the past 15 years. Thematic analysis was employed to identify key trends, challenges, and opportunities in the sponsorship landscape of women's sports.

**Findings:** Findings indicate a growing recognition of the commercial and social value of sponsoring women's sports, driven by changing societal attitudes and advocacy for gender equality. Key players in the sponsorship ecosystem include corporate sponsors, sports organizations, media outlets, non-profits, and athletes. Successful sponsorship strategies leverage digital platforms and social media to enhance visibility and engagement. However, significant disparities in financial investment, media coverage, and public perception persist. The review highlights several untapped markets and opportunities for strategic sponsorship, particularly in emerging regions and niche sports.

**Conclusion:** The review points out to the need for a strategic and collaborative approach to sponsorship in women's sports. By addressing existing disparities and leveraging unique opportunities, stakeholders can drive substantial progress towards gender equality in sports. Enhanced sponsorship not only benefits female athletes and teams but also contributes to broader societal goals of social justice and empowerment.

**Keywords:** *Women's Sports, Sponsorship Trends, Gender Equality, Sports Marketing, Media Representation, Corporate Sponsorship, Digital Platforms, Social Movements.*

## 1. Introduction

The landscape of women's sports has evolved significantly over the past few decades, yet there remain persistent challenges and disparities, particularly in the realm of sponsorship and funding. Women's sports historically have faced systemic neglect, receiving less media coverage, lower investment, and fewer sponsorship opportunities compared to men's sports (Aanal, 2023; Alhumaid, 2024; Cooky et al., 2013). These disparities impact not only the visibility of women's sports but also the financial stability and growth potential of female athletes and teams.

Sponsorship plays a crucial role in the development and sustainability of sports. It provides necessary financial support, enhances visibility, and can drive societal change by promoting gender equality (Kim et al., 2017; Mumcu & Lough, 2021). However, the sponsorship landscape for women's sports is markedly different from that of men's sports, often characterized by lower investment levels and less strategic engagement from sponsors (Billings, 2008). Understanding these differences and identifying trends and opportunities for growth are essential for empowering women in sports.

In recent years, there has been a growing recognition of the need to address these disparities. Initiatives and movements advocating for gender equality have gained momentum, influencing public perception and corporate policies (Antunovic & Hardin, 2013). This shift presents a unique opportunity to reassess and enhance the sponsorship landscape for women's sports, fostering a more equitable and supportive environment for female athletes.

The primary objective of this narrative review is to analyze the current trends in sponsorship for women's sports and to identify potential opportunities for growth. By arranging existing literature and case studies, this review aims to provide a comprehensive understanding of the sponsorship dynamics in women's sports and to propose actionable strategies for improvement.

Specifically, this review will:

Examine the historical context and current state of women's sports sponsorship.

Identify key trends and patterns in sponsorship deals and corporate engagement with women's sports.

Highlight successful case studies and best practices in women's sports sponsorship.

Compare the sponsorship landscape of women's sports with that of men's sports to identify disparities and areas for improvement.

Explore potential markets and untapped opportunities for enhancing sponsorship in women's sports.

Provide recommendations for stakeholders, including athletes, sports organizations, sponsors, and policymakers, to foster growth and equity in women's sports sponsorship.

## 2. Methods and Materials

### 2.1. Study Design

This narrative review aims to analyze sponsorship trends and identify opportunities for growth in women's sports using a descriptive analysis method. The methodology involves systematically reviewing existing literature and arranging findings to provide a comprehensive understanding of the topic. The following steps outline the methodology employed in this review:

### 2.2. Literature Selection Criteria

To ensure a thorough and unbiased review, specific criteria were established for selecting the literature. The inclusion and exclusion criteria were designed to filter relevant studies and articles that contribute valuable insights to the topic of women's sports sponsorship.

**Inclusion Criteria:**

**Relevance:** Studies and articles that focus on sponsorship in women's sports, including trends, case studies, and opportunities for growth.

**Publication Date:** Articles published within the last 15 years to ensure the analysis reflects current trends and practices.

**Language:** Publications available in English.

**Type of Source:** Peer-reviewed journal articles, industry reports, and credible sources from sports marketing and management literature.

**Exclusion Criteria:**

**Irrelevance:** Studies not directly related to women's sports sponsorship.

**Outdated Information:** Articles published more than 15 years ago unless they provide foundational theories or historical context.

**Non-English Publications:** Articles not available in English.

**Non-Credible Sources:** Unverified sources or those lacking rigorous peer review.

### 2.3. Data Sources and Search Strategy

The literature search was conducted using multiple academic databases and search engines to ensure comprehensive coverage of the topic. The primary databases used included PubMed, Google Scholar, JSTOR, and SportDiscus. Additionally, industry reports from reputable sports marketing firms were included to provide practical insights.

**Search Terms:**

"Women's sports sponsorship"

"Sponsorship trends in women's sports"

"Sponsorship opportunities for women's sports"

"Gender equality in sports sponsorship"

"Corporate sponsorship in women's sports"

"Media representation and women's sports"

The search strategy involved using these terms both individually and in combination to maximize the retrieval of relevant literature.

### 2.4. Data Extraction and Synthesis

The data extraction process involved identifying key themes, trends, and findings from the selected literature. A standardized data extraction form was used to ensure consistency and comprehensiveness. The extracted data included:

**Publication Details:** Author(s), title, publication year, journal/source.

**Study Objectives:** Aim and scope of the study.

**Key Findings:** Main results and conclusions related to women's sports sponsorship.

**Implications:** Practical implications for stakeholders such as athletes, sponsors, and policymakers.

The synthesis of data followed a thematic analysis approach, where the extracted information was organized into key themes and subthemes. This approach enabled a detailed examination of sponsorship trends and identification of potential growth opportunities.

### 2.5. Analysis Framework

The narrative analysis framework employed in this review involves a detailed qualitative examination of the collected data to construct a coherent story about the sponsorship landscape in women's sports. The process is as follows:

**Steps in Analysis:**

**Identification of Themes:** Categorizing findings into themes such as types of sponsorship, market trends, and growth opportunities.

**Comparative Analysis:** Comparing sponsorship trends in women's sports with those in men's sports to highlight disparities and areas for improvement.

**Case Studies:** Analyzing specific case studies of successful sponsorship deals to extract best practices and strategies.

## 3. Literature Review

### 3.1. Historical Context of Women in Sport

The historical context of women in sport is marked by significant barriers and gradual progress. Historically, societal norms and gender roles limited women's participation in sports, often viewing athletic pursuits as inappropriate for women. Early female athletes faced substantial resistance, and their achievements were frequently marginalized (Cooky et al., 2013). The introduction of Title IX in 1972 in the United States was a crucial moment, mandating gender equality in educational programs, including sports. This legislation significantly increased opportunities for female athletes in schools and colleges (Blinde et al., 1993).

Despite these advances, the journey toward gender equality in sports has been uneven globally. In many regions, cultural and religious norms continued to restrict women's participation in sports. For example, in Islamic countries, traditional beliefs often hindered women's involvement in competitive sports, though recent efforts have aimed to address these restrictions (Karimzadeh et al., 2024). Historical narratives of women's sports are thus characterized by both milestones of progress and ongoing struggles against entrenched gender biases.

### 3.2. Current State of Women's Participation in Various Sports

Today, women's participation in sports spans a wide range of disciplines, from individual sports like tennis and

athletics to team sports such as soccer and basketball. High-profile female athletes and successful women's sports leagues have elevated the visibility of women's sports globally. Events like the Women's World Cup in soccer and the WNBA have garnered substantial viewership and sponsorship, demonstrating the growing commercial potential of women's sports (Wheaton & Thorpe, 2018).

However, participation rates and opportunities vary significantly by region and sport. In Western countries, women's participation in sports has seen considerable growth, supported by infrastructure, funding, and social acceptance. In contrast, women in developing countries often face more significant barriers, including limited access to facilities, cultural resistance, and lower financial support (Harkness et al., 2018; Kamyab & Hoseinzadeh, 2023).

Furthermore, sports such as gymnastics, figure skating, and volleyball have traditionally had higher female participation rates, while others like rugby, cricket, and American football have seen slower increases. The gender gap in sports participation is narrowing, but disparities remain, particularly in terms of resources and support for female athletes compared to their male counterparts (Eime et al., 2020).

### 3.3. Challenges Faced by Women in Sport

Women in sport encounter numerous challenges that hinder their participation and professional growth. These challenges include gender bias, lack of funding, and media representation.

**Gender Bias:** Gender stereotypes continue to influence perceptions of women in sports. Female athletes often face scrutiny regarding their appearance, femininity, and athletic capabilities. Such biases can affect their confidence, career longevity, and public support (Mutrie & Choi, 2000). Studies indicate that women in sports are frequently judged more on their looks than their athletic achievements, which can undermine their professional credibility (Ihnat, 2021; Khetan et al., 2020).

**Lack of Funding:** Financial disparities between men's and women's sports are stark. Men's sports receive significantly higher funding, sponsorship deals, and prize money. This funding gap impacts the quality of training, facilities, and overall support available to female athletes (Blinde et al., 1993). For instance, women's sports leagues and teams often struggle to secure adequate sponsorship, affecting their sustainability and growth (Sartore & Cunningham, 2014).

**Media Representation:** Media coverage of women's sports is disproportionately low compared to men's sports. This lack of visibility reduces public awareness and interest, which in turn affects sponsorship and investment. When women's sports are covered, the focus is often on personal stories rather than athletic prowess, perpetuating stereotypes and undermining professional recognition (Cooky et al., 2013; Harkness et al., 2018). Research shows that even in media coverage, female athletes are often sexualized or depicted in traditional gender roles, further entrenching biases (Billings, 2008).

### 3.4. Previous Research on Sponsorship in Women's Sports

Sponsorship in women's sports has been an area of growing academic interest, particularly concerning the economic and social impacts of such investments. Previous research highlights several key themes:

**Economic Impact:** Sponsorship is crucial for the financial sustainability of women's sports. It provides essential funding for training, events, and infrastructure. Studies suggest that increased sponsorship leads to better performance outcomes and higher visibility for female athletes and teams (Kim et al., 2017; O'Brien et al., 2023). However, the sponsorship landscape remains heavily skewed towards men's sports, with women's sports receiving only a fraction of the investment.

**Social Impact:** Sponsorship in women's sports can drive social change by promoting gender equality and challenging stereotypes. Corporate sponsors that align with social responsibility goals can leverage their platforms to advocate for women's empowerment in sports (Posbergh et al., 2022). For example, campaigns that feature female athletes in empowering roles help shift public perceptions and inspire young girls to participate in sports.

**Challenges in Sponsorship Acquisition:** Despite the benefits, securing sponsorship for women's sports is challenging. Sponsors often perceive women's sports as less commercially viable due to lower viewership and media coverage. This perception creates a cycle where lack of investment leads to lower visibility, which in turn discourages further sponsorship (Gemar & Pope, 2021; Harkness et al., 2018). Research calls for a more strategic approach to sponsorship that emphasizes the unique value propositions of women's sports, such as their potential to reach diverse and socially conscious audiences (Mumcu & Lough, 2021).

**Successful Case Studies:** There are notable examples of successful sponsorship deals in women's sports. For instance, the partnership between the Women's Tennis Association (WTA) and various global brands has significantly enhanced the visibility and commercial success of women's tennis. Similarly, the sponsorship of the U.S. Women's National Soccer Team by major corporations has provided substantial financial support and increased media coverage, highlighting the potential for profitable investments in women's sports (Wheaton & Thorpe, 2018).

The literature points out to the importance of understanding and addressing the historical and ongoing challenges faced by women in sports. Despite significant progress, gender bias, funding disparities, and media underrepresentation continue to impede the growth and recognition of women's sports. Sponsorship plays a crucial role in bridging these gaps, offering financial support and enhancing visibility. However, the sponsorship landscape needs to be more equitable and strategically focused on leveraging the unique strengths of women's sports to drive both economic and social benefits. Future research and strategic initiatives should aim to create a more inclusive and supportive environment for female athletes, fostering their professional growth and contributing to broader societal goals of gender equality.

## 4. Sponsorship Trends in Women's Sports

### 4.1. Current Sponsorship Landscape

The current sponsorship landscape for women's sports is evolving, with increased recognition of the commercial potential and social impact of supporting female athletes and teams. However, the disparity in sponsorship between men's and women's sports remains significant. While there have been notable improvements, women's sports still receive less financial backing and media exposure compared to their male counterparts (Cooky et al., 2013).

The landscape is marked by a growing number of brands and organizations recognizing the value of investing in women's sports. This shift is partly driven by changing societal attitudes towards gender equality and the rise of social movements advocating for women's rights (Antunovic & Hardin, 2013). Companies are increasingly aware that supporting women's sports aligns with their corporate social responsibility (CSR) goals and enhances their brand image among socially conscious consumers.

### 4.2. Key Players and Stakeholders in Sponsorship

Several key players and stakeholders are instrumental in the sponsorship ecosystem of women's sports. These include:

**Corporate Sponsors:** Companies across various industries, including sports apparel, consumer goods, and technology, are major sponsors of women's sports. Brands like Nike, Adidas, and Coca-Cola have been at the forefront, supporting female athletes and women's sports events (Posbergh et al., 2022). Corporate sponsors provide essential funding and promotional support, enhancing the visibility and commercial viability of women's sports.

**Sports Organizations:** Governing bodies and sports federations play a crucial role in securing and managing sponsorship deals. Organizations such as the Women's Tennis Association (WTA) and the International Olympic Committee (IOC) have established partnerships with major brands to support women's competitions and initiatives (Wheaton & Thorpe, 2018; Wolter, 2020).

**Media Outlets:** Media companies are vital stakeholders in the sponsorship landscape, as they provide the platforms for broadcasting and promoting women's sports. Increased media coverage helps attract sponsors by showcasing the popularity and reach of women's sports (Jin, 2017; Kończak, 2022).

**Non-Profit Organizations:** Various non-profits and advocacy groups work to promote women's sports and secure sponsorships. These organizations often collaborate with corporate sponsors to launch campaigns and initiatives aimed at empowering female athletes (Harkness et al., 2018).

**Athletes:** Individual athletes are also key players in the sponsorship landscape. High-profile female athletes often secure personal sponsorship deals, which can significantly boost their visibility and financial stability. These athletes serve as brand ambassadors, leveraging their popularity and influence to attract sponsorships (Aanal, 2023; Turelli, 2023).

### 4.3. Types of Sponsorship

Sponsorship in women's sports can be categorized into several types, each with unique characteristics and benefits:

**Corporate Sponsorship:** This is the most common type, involving financial support from companies in exchange for brand exposure and marketing opportunities. Corporate sponsors often provide funding for events, teams, and individual athletes, as well as promotional activities such as



advertising and social media campaigns (Posbergh et al., 2022).

**Governmental Sponsorship:** Governments may provide financial support for women's sports as part of broader initiatives to promote health, fitness, and gender equality. This type of sponsorship often involves funding for infrastructure, training programs, and international competitions (Karimzadeh et al., 2024).

**Non-Profit Sponsorship:** Non-profit organizations and foundations can also sponsor women's sports. These sponsors typically focus on social impact, supporting programs that promote participation, development, and empowerment of women through sports (Harkness et al., 2018; Ihnat, 2021; Jin, 2017).

**In-Kind Sponsorship:** Instead of financial support, in-kind sponsors provide goods and services. This can include sports equipment, apparel, training facilities, and other resources essential for athletes and teams (Kończak, 2022).

**Media Sponsorship:** Media companies may sponsor women's sports by providing coverage and promotional support. This type of sponsorship helps increase the visibility and popularity of women's sports, attracting additional sponsors and fans (Kończak, 2022; Posbergh et al., 2022; Santos et al., 2019).

#### 4.4. Case Studies of Successful Sponsorship Deals

Several case studies illustrate successful sponsorship deals in women's sports, highlighting best practices and the potential for significant impact:

**Women's Tennis Association (WTA):** The WTA has secured major sponsorship deals with global brands like Rolex, SAP, and Porsche. These partnerships have provided substantial financial support and enhanced the visibility of women's tennis through advertising and events (Wheaton & Thorpe, 2018). The WTA's strategic approach to sponsorship, focusing on long-term relationships and mutual benefits, has been instrumental in its success.

**U.S. Women's National Soccer Team:** The U.S. Women's National Soccer Team has benefited from high-profile sponsorships with companies like Nike, Coca-Cola, and Visa. These deals have provided essential funding for training and competitions, while also promoting the team through extensive marketing campaigns (Gemar & Pope, 2021). The team's success on the international stage has further attracted sponsors, showcasing the commercial viability of women's soccer.

**WNBA and AT&T:** The Women's National Basketball Association (WNBA) secured a landmark sponsorship deal with AT&T, making the telecommunications giant the official sponsor of the league. This partnership has brought significant financial support and media exposure, helping to raise the profile of women's basketball in the United States (Cooky et al., 2013).

**Nike and Female Athletes:** Nike has been a prominent supporter of female athletes across various sports. The company's sponsorship deals with athletes like Serena Williams and Megan Rapinoe include financial support, personalized training programs, and marketing campaigns that highlight their achievements and advocate for gender equality in sports (Posbergh et al., 2022).

#### 4.5. Comparative Analysis with Men's Sports Sponsorship

Despite the positive trends and successful case studies, sponsorship in women's sports still lags behind men's sports in several key areas:

**Financial Investment:** Men's sports receive significantly higher levels of financial investment from sponsors. This disparity is evident in the size of sponsorship deals, prize money, and overall funding for men's sports leagues and events. For example, the sponsorship revenues for men's professional leagues like the NFL and NBA far exceed those of the WNBA and other women's leagues (Gemar & Pope, 2021; Kavoura et al., 2017; Posbergh et al., 2022).

**Media Coverage:** Men's sports enjoy more extensive media coverage, which in turn attracts more sponsors. The lack of visibility for women's sports in mainstream media limits their appeal to potential sponsors and reduces their marketability (Aanal, 2023; Jin, 2017; Kim et al., 2017). This creates a cycle where low media coverage leads to less sponsorship, which further diminishes media interest.

**Public Perception:** Public perception and interest in men's sports are generally higher, driven by long-standing cultural and societal norms. This higher interest translates into greater commercial opportunities for men's sports, including higher ticket sales, merchandise revenue, and sponsorship deals (Kończak, 2022).

**Strategic Focus:** Sponsorship strategies for men's sports often involve larger and more integrated marketing campaigns, leveraging the popularity and extensive reach of men's sports to maximize brand exposure. In contrast, sponsorship strategies for women's sports are frequently smaller in scale and less integrated, focusing more on niche markets and specific demographics (Kim et al., 2017).

Despite these challenges, there are significant opportunities for growth in women's sports sponsorship. The increasing recognition of gender equality, the rise of social movements, and the demonstrated commercial potential of women's sports suggest a positive trajectory. By adopting more strategic and inclusive sponsorship approaches, stakeholders can enhance the visibility and financial stability of women's sports, contributing to broader goals of gender equality and social empowerment.

In conclusion, the sponsorship landscape for women's sports is characterized by both progress and challenges. While there have been notable successes and increasing recognition of the value of investing in women's sports, disparities in financial investment, media coverage, and public perception persist. Addressing these issues requires a concerted effort from all stakeholders, including corporate sponsors, sports organizations, media outlets, and athletes. By leveraging the unique strengths of women's sports and adopting more strategic sponsorship approaches, it is possible to create a more equitable and supportive environment for female athletes.

## 5. Opportunities for Growth

### 5.1. Potential Markets and Untapped Opportunities

The landscape of women's sports sponsorship is rife with potential markets and untapped opportunities that can drive growth and equity. As societal attitudes shift towards gender equality, there is a burgeoning market for brands that align themselves with women's empowerment. Emerging markets in Asia, Africa, and Latin America present significant opportunities for growth. These regions have seen increased participation in women's sports, driven by improved access to sports facilities and changing cultural attitudes (Karimzadeh et al., 2024).

In addition to geographical expansion, niche sports that have traditionally received less attention, such as women's rugby, cricket, and combat sports, are ripe for sponsorship. These sports offer unique engagement opportunities for brands willing to invest early and establish a strong presence. For example, sports like women's surfing and skateboarding have gained popularity and media attention, particularly with their inclusion in the Olympic Games (Wheaton & Thorpe, 2018).

Furthermore, there is a growing market for digital and interactive sports experiences. E-sports and virtual competitions provide new platforms for sponsorship, especially targeting younger audiences who consume sports

content differently than traditional viewers (Rahmani et al., 2024; Taheri, 2023). These digital platforms offer innovative ways for sponsors to engage with fans through personalized and interactive content.

### 5.2. Strategies for Attracting Sponsorship

Attracting sponsorship for women's sports requires strategic approaches that emphasize the unique value propositions of these sports. One effective strategy is to highlight the growing fan base and increasing media coverage of women's sports. Brands are more likely to invest when they see tangible evidence of audience engagement and return on investment (Kim et al., 2017).

Building strong brand partnerships is essential. Women's sports organizations can benefit from long-term partnerships with brands that share their values and commitment to gender equality. For example, the Women's Tennis Association (WTA) has successfully partnered with global brands like Rolex and Porsche, which have a vested interest in promoting women's sports (Wheaton & Thorpe, 2018).

Leveraging social media and digital platforms is another key strategy. Social media campaigns that feature female athletes and tell compelling stories about their journeys can attract sponsors looking to connect with socially conscious consumers. Engaging content, such as behind-the-scenes videos, athlete takeovers, and interactive fan experiences, can drive engagement and attract sponsorship (Kończak, 2022; Posbergh et al., 2022; Santos et al., 2019).

Additionally, offering flexible sponsorship packages that cater to different levels of investment can attract a wider range of sponsors. Smaller companies or local businesses may be more willing to invest if they can see the direct impact of their sponsorship on the community and the sport (Jin, 2017; Kim et al., 2017; Mumcu & Lough, 2021; Santos et al., 2019).

### 5.3. Role of Media and Digital Platforms

Media and digital platforms play a crucial role in amplifying the reach and impact of women's sports. Increased media coverage can significantly enhance the visibility of female athletes and attract sponsorship. Traditional media outlets, such as television and print, still hold substantial influence, but digital platforms are increasingly becoming the primary source of sports content for many fans (Aanal, 2023; Cooky et al., 2013).

Social media platforms like Instagram, Twitter, and TikTok offer unique opportunities for female athletes to

build their personal brands and engage directly with fans. These platforms allow athletes to showcase their personalities, training routines, and personal lives, creating a more personal connection with their audience (Posbergh et al., 2022). This direct engagement can be highly attractive to sponsors looking to leverage the influence and reach of these athletes.

Moreover, digital streaming services and on-demand content have revolutionized how sports are consumed. Platforms like YouTube and Twitch provide avenues for live streaming events, behind-the-scenes content, and athlete vlogs, offering sponsors innovative ways to reach their target audiences (Rahmani et al., 2024). The use of analytics and data-driven insights can also help sponsors measure the impact of their investments and tailor their marketing strategies accordingly.

#### 5.4. Impact of Social Movements

Social movements such as #MeToo and gender equality campaigns have had a profound impact on the sponsorship landscape in women's sports. These movements have raised awareness about the inequalities and challenges faced by female athletes, prompting brands to take a stand and support women's sports as part of their corporate social responsibility (Antunovic & Hardin, 2013).

Brands are increasingly recognizing that sponsoring women's sports aligns with broader societal values and can enhance their reputation among consumers. Campaigns that promote gender equality and women's empowerment resonate with today's socially conscious audiences, making sponsorship of women's sports a strategic move (Ihnat, 2021). For instance, Nike's "Dream Crazier" campaign, featuring female athletes overcoming stereotypes and achieving greatness, garnered widespread acclaim and highlighted the potential of women's sports sponsorship to drive social change (Posbergh et al., 2022).

These social movements also provide a platform for advocacy and policy change. Organizations advocating for women's rights in sports can leverage the momentum from these movements to push for more equitable funding, media coverage, and support for female athletes. This advocacy can lead to systemic changes that benefit women's sports in the long term (Davoudzadehmoghaddam et al., 2024; Karimzadeh et al., 2024).

#### 5.5. Policy Recommendations and Advocacy

To fully realize the potential of women's sports sponsorship, several policy recommendations and advocacy strategies should be considered:

**Equal Funding and Resources:** Governments and sports organizations should ensure equal funding and resources for women's sports. This includes investing in infrastructure, training facilities, and grassroots programs that promote female participation in sports (Eime et al., 2020).

**Media Quotas:** Implementing media quotas that mandate a certain percentage of sports coverage dedicated to women's sports can help increase visibility and attract sponsorship. This can be enforced through regulatory bodies and supported by incentives for media companies (Cooky et al., 2013).

**Corporate Incentives:** Governments can provide tax incentives or subsidies to companies that sponsor women's sports. This can encourage more businesses to invest in women's sports and level the playing field in terms of financial support (Blinde et al., 1993).

**Educational Programs:** Developing educational programs that highlight the importance of gender equality in sports can raise awareness and change societal attitudes. These programs can be implemented at all levels of education and supported by campaigns that promote female role models in sports (Karimzadeh et al., 2024).

**Transparency and Accountability:** Sports organizations should implement transparent and accountable processes for distributing sponsorship funds. This includes clear reporting on how funds are used and ensuring that female athletes and teams receive their fair share of sponsorship revenue (Rahmani et al., 2024).

**Advocacy and Collaboration:** Advocacy groups and sports organizations should collaborate to push for policy changes that support women's sports. This includes lobbying for equal pay, better working conditions, and greater recognition of female athletes' achievements (Antunovic & Hardin, 2013).

In conclusion, the opportunities for growth in women's sports sponsorship are vast and multifaceted. By tapping into emerging markets, leveraging digital platforms, and aligning with social movements, stakeholders can drive significant progress. Policy recommendations and advocacy efforts are crucial to creating a more equitable and supportive environment for female athletes. Through concerted efforts from all stakeholders, the sponsorship landscape for



women's sports can be transformed, contributing to broader goals of gender equality and social empowerment.

## 6. Discussion

### 6.1. Interpretation of Findings

The findings of this narrative review point out to the significant progress and persistent challenges in the sponsorship landscape for women's sports. The analysis reveals that while there have been notable successes and increased corporate interest, disparities in funding, media coverage, and public perception remain substantial. The increasing recognition of women's sports' commercial and social value suggests a positive trajectory, yet structural inequalities continue to hinder growth.

The current sponsorship landscape shows promising trends with more brands aligning their sponsorship strategies with gender equality and social responsibility goals (Posbergh et al., 2022). However, the financial investment in women's sports is still considerably lower than in men's sports, limiting the resources available for female athletes and teams (Cooky et al., 2013). The role of digital platforms and social media has emerged as a critical factor in enhancing visibility and engagement, providing new opportunities for sponsorship and fan interaction (Rahmani et al., 2024; Taheri, 2023).

### 6.2. Implications for Stakeholders

**Athletes:** Female athletes stand to gain significantly from increased sponsorship, which can provide essential financial support, enhance training facilities, and improve overall career sustainability. Enhanced visibility through sponsorship can also help female athletes build personal brands, increasing their marketability and post-career opportunities (Kim, Walker, Heo, & Koo, 2017).

**Sponsors:** For sponsors, investing in women's sports offers both commercial benefits and alignment with social responsibility objectives. Brands can leverage the growing popularity of women's sports to reach diverse and engaged audiences. Successful sponsorships can enhance brand loyalty and reputation among socially conscious consumers (Posbergh et al., 2022).

**Policymakers:** Policymakers play a crucial role in creating an equitable environment for women's sports. By implementing policies that ensure equal funding, promote media coverage, and provide incentives for corporate sponsorship, policymakers can help bridge the gap between

men's and women's sports (Molnár & Bullingham, 2022). Advocacy and regulatory measures are essential to foster a supportive infrastructure for female athletes.

### 6.3. Future Research Directions

Future research should focus on longitudinal studies to track the evolution of sponsorship trends in women's sports over time. Empirical research that quantifies the economic impact of sponsorship on women's sports can provide more concrete evidence to support advocacy efforts. Additionally, exploring the role of emerging technologies, such as virtual reality and blockchain, in enhancing sponsorship engagement and value can offer innovative insights.

Research should also investigate the intersectionality of gender with other factors such as race, socio-economic status, and geography to understand the diverse experiences of female athletes and identify targeted strategies for different groups. Collaborating with industry stakeholders to conduct applied research and case studies can further bridge the gap between theory and practice.

## 7. Conclusion

This review highlights the evolving sponsorship landscape for women's sports, emphasizing both progress and persistent challenges. Key findings include the increasing corporate interest in women's sports, the critical role of digital platforms in enhancing visibility, and the impact of social movements on sponsorship dynamics. However, significant disparities in funding, media coverage, and public perception remain barriers to growth.

The review points out to the need for a strategic and collaborative approach to sponsorship in women's sports. By leveraging the unique strengths of women's sports, adopting inclusive sponsorship strategies, and advocating for equitable policies, stakeholders can drive substantial progress. The potential markets and untapped opportunities identified in this review suggest that the future of women's sports sponsorship is promising, provided that concerted efforts are made to address existing inequalities.

All stakeholders—athletes, sponsors, policymakers, and media—must work together to create a more equitable and supportive environment for women's sports. Sponsors should recognize the commercial and social value of investing in women's sports, while policymakers must implement and enforce policies that promote gender equality in sports funding and media coverage. Media outlets should

commit to providing more extensive and fair coverage of women's sports to enhance visibility and attract sponsorship.

In conclusion, empowering women in sports through strategic sponsorship not only benefits female athletes and teams but also contributes to broader societal goals of gender equality and social justice. It is imperative that we continue to advocate for and invest in women's sports to ensure a more inclusive and prosperous future for all athletes.

### Authors' Contributions

Authors contributed equally to this article.

### Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

### Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

### Acknowledgments

We would like to express our gratitude to all individuals helped us to do the project.

### Declaration of Interest

The authors report no conflict of interest.

### Funding

According to the authors, this article has no financial support.

### Ethical Considerations

Not applicable.

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