

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

Siroos. Elyasi¹, Seyyed Abbas. Biniiaz^{2*}, Mehdi. Naderi Nasab³


¹ PhD Student of Sport Management, Department of Physical Education and Sport Sciences, Qazvin Branch, Islamic Azad University, Qazvin, Iran

² Assistant Professor of Sport Physiology, Department of Physical Education and Sport Sciences, Qazvin Branch, Islamic Azad University, Qazvin, Iran



³ Assistant Professor of Sport Management, Department of Physical Education and Sport Sciences, Qazvin Branch, Islamic Azad University, Qazvin, Iran

* Corresponding author email address: abbas.biniiaz1351@gmail.com

Editor

Hussein OMAR Alkhozahé
Professor, Department of Sociology,
Al-Balqa' Applied University, Salt,
Jordan
huss1960@bau.edu.com

Reviewers

Reviewer 1: Ali Akbar Soleymanian
Associate Professor of Counseling Department, Bojnord University, Iran. Email:
Soleymanian@ub.ac.ir
Reviewer 2: Farideh Dokanehi Fard
Associate Professor, Counseling Department, Roudehen Branch, Islamic Azad
University, Roudehen, Iran. Email: f.dokaneifard@riau.ac.ir

1. Round 1

1.1. Reviewer 1

Reviewer:

In the sentence "Women's sports historically have faced systemic neglect," please provide specific historical examples or data to substantiate this claim, enhancing the introduction's credibility.

The sentence "Sponsorship plays a crucial role in the development and sustainability of sports" should be supported with references or examples illustrating how sponsorship has directly influenced specific women's sports.

The sentence "Early female athletes faced substantial resistance" needs specific examples or case studies to illustrate the types of resistance faced by female athletes historically.

Include statistical data or recent studies that quantify the participation rates of women in different sports globally to provide a more robust analysis of the current state.

The section on gender bias could benefit from contemporary examples of bias in media coverage or sponsorship deals to highlight ongoing challenges more vividly.

The statement "The disparity in sponsorship between men's and women's sports remains significant" should be backed with recent financial data comparing sponsorship levels in men's and women's sports.

Provide specific examples of successful sponsorships by the listed key players (e.g., Nike, Adidas) to illustrate their roles and impact.

Clarify the distinctions between different types of sponsorships with examples, such as how corporate sponsorship differs from governmental sponsorship in terms of funding and objectives.

The section on case studies should include detailed analyses of how these sponsorship deals were structured and their outcomes, to offer practical insights.

Authors revised the manuscript and uploaded the document.

1.2. Reviewer 2

Reviewer:

The statement "Initiatives and movements advocating for gender equality have gained momentum" would benefit from examples of such initiatives and their impact on women's sports sponsorship to provide context.

Clarify the rationale behind selecting a 15-year publication window. Why was this specific timeframe chosen, and how does it impact the review's findings?

The search terms "Women's sports sponsorship" and "Sponsorship trends in women's sports" could be expanded to include variations such as "female athlete sponsorship" and "women's sports marketing" to ensure comprehensive literature coverage.

Provide a more detailed description of the thematic analysis process, including how themes were identified and categorized. This will enhance the reproducibility of the study.

Elaborate on the strategy of leveraging social media by providing examples of successful campaigns that have increased sponsorship for women's sports.

Discuss the potential challenges of relying on digital platforms and social media for sponsorship, such as the digital divide or platform-specific audience reach.

The sentence "These movements have raised awareness about the inequalities and challenges faced by female athletes" should be supported with specific examples of social movements and their impact on sponsorship.

The recommendation for media quotas should include a discussion on potential challenges or resistance to implementing such quotas and how they could be addressed.

The conclusion should succinctly summarize the key findings and explicitly state how they contribute to the existing body of knowledge on women's sports sponsorship.

Authors revised the manuscript and uploaded the document.

2. Revised

Editor's decision: Accepted.

Editor in Chief's decision: Accepted.