



To The Editor,

I am writing on behalf of my client, the WNBA, about an intriguing research project that was recently released and aligns wonderfully on your stance of boosting local economy, promoting female-run businesses, and amplifying community involvement and collaboration. "Beyond The "Business Case" For The WNBA: A Strategic Perspectives Approach for League Sustainability" is a study on the future of the WNBA and practices to ensure the longevity of this and other professional female sports.

Our research highlights the significant progress the WNBA has made, evidenced by the record 3.09 million viewers for the 2024 draft, the highest in our 28-year history. However, sustaining this momentum requires a multifaceted approach.

Key findings from our study emphasize the importance of leveraging social, economic, and cultural capital. By strengthening partnerships with the NBA, we can generate promotional momentum and enhance game-day revenue. Additionally, our unique summer schedule presents opportunities for community engagement through family-friendly activations, which, coupled with lower ticket prices, can foster generational support for the sport.

Despite generating \$60 million in revenue in 2023, the WNBA recognizes the need to close the financial gap with the NBA. Attracting significant sponsorships and partnerships, improving player compensation, and supporting player development are crucial steps toward economic stability. Initiatives like partnerships with major brands such as Prada, Skims, Glossier, and Wilson exemplify our efforts to generate additional revenue and opportunities for our players and teams.

In conclusion, the WNBA is committed to sustaining and enhancing its growth by implementing strategic initiatives that address economic, social, and cultural aspects. We appreciate platforms like Dallas Innovates that spotlight our journey and challenges. Together, we can ensure a bright and sustainable future for women's basketball.

Sincerely,
Emma Barnhouse
Director of Marketing
Women's National Basketball Association (WNBA)