

PWHL x NetApp Partnership



Ben / NetApp

SPORTS PARTNERSHIP LEAD



52.5%

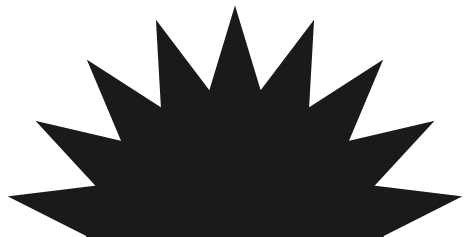
PWHL drew 1.22M total fans across its first two seasons, with Season 3 averaging 8,457 per game — up from 5,500 in Season 1. Season 2 alone saw 737,455 fans, a 52.5% surge. Partnership portfolios grew 50% YoY, merch sales doubled, and expansion to 8 teams brought 10,000+ combined season ticket deposits before puck drop.

NetApp: Intelligent Data Infrastructure Leader

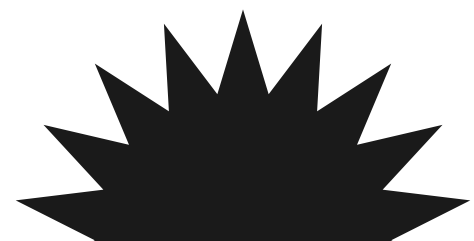


B2B Brand Repositioning

NetApp is repositioning as an "intelligent data infrastructure company" — not just storage. Named a Gartner Magic Quadrant Leader for Enterprise Storage (2025), with a \$4.1B all-flash array revenue run rate and \$21B+ market cap. INSIGHT 2025 featured NFL and 49ers client keynotes — sports is central to their brand storytelling.



PWHL Fan Demograph ics: The B2B Decision- Maker Pipeline



Professional & Digital-First

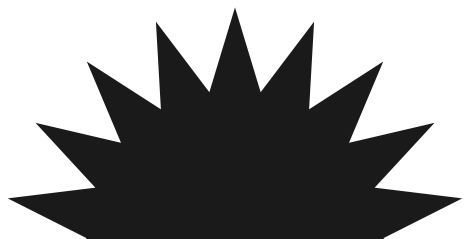
3.7M Canadian adult fans — on par with CFL in just 2 seasons. 30% under 35 (vs. 23% NHL-only), 46% female / 54% male cross-gender appeal, and fans are 10% more likely to hold professional positions. Digital-first consumption with higher streaming rates across all age groups. Ranked #1 in inaugural Harris Poll Canada.

The Women's Sports Market Opportunity



Market Acceleration

Deloitte projects global women's sports revenue reaching \$2.35B in 2025, up from \$1.88B in 2024. McKinsey identifies a \$2.5B market opportunity with sponsorship growing 50% faster than men's leagues. 86% of sponsors report ROI that met or exceeded expectations. Commercial revenue alone surpassed \$1B globally for the first time in 2024.



Activation Framework

Broadcast Analytics Hub

NetApp-powered real-time data overlays for PWHL broadcasts, driving fan engagement and second-



AI Performance Dashboards

Leverage NetApp's AI-ready infrastructure to deliver player analytics dashboards for



Fan Data Ecosystem

Build a unified fan data platform targeting PWHL's digital-first, professional audience — NetApp's core



The Case for Early Investment: First- Mover in Women's Sports Infrastruct

ure



Category-Defining Partnership

Sponsorship in women's sports is growing 50% faster than men's leagues. With PWHL expanding to Seattle and Vancouver (10,000+ deposits) and setting attendance records (21,105 at Bell Centre), early partners lock in premium positioning before category saturation.

Contact

Let's Build the Future of Women's Sports Data Together

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