

CASTING A VISION FOR FEMALE ATHLETES AND FANS OF WOMEN'S SPORTS IN OKLAHOMA



Health & Wellness

Education & Career Opportunities

Social & Cultural Impact



A VISION FOR THE FUTURE OF GIRLS AND WOMEN'S SPORTS IN OKLAHOMA

In Oklahoma, women are essential to both business and sports. Our vision for the future of women's sports in Oklahoma is one that clearly demonstrates our commitment to making a positive impact in the community by providing programming, policies and mentorship specifically for young girls.

- Be a state that leads in providing opportunities for female athletes
- Support policies and programs that lead to positive social and economic impact for future generations
- Be a community that invests in female athletes because it's a worthy endeavor
- Seek to effect sustainable improvement to the development of women's sports



HEALTH & WELLNESS

Engaging in sports provides girls with **essential skills** that foster confidence, teamwork, and leadership while promoting health and breaking down societal stereotypes.

KEY BENEFITS

- *Higher self-esteem*
- *Overall improved physical and mental health*
- *Reduced risky social behaviors*

"I've always channeled what I felt emotionally into skiing – my insecurities, my anger, my disappointment. Skiing was always my outlet, and it worked."

Lindsey Vonn



HEALTH & WELLNESS: SELF-ESTEEM



Boost in Confidence



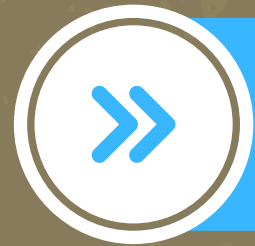
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Better Self-Image



Less Time on Social Media



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HEALTH & WELLNESS: PHYSICAL & MENTAL



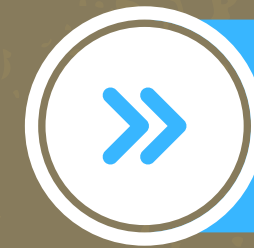
Better condition



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Form life-long healthier habits



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Happier



HEALTH & WELLNESS: REDUCED RISK



Lower tobacco & drug use



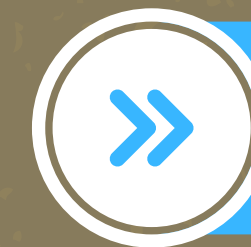
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Less dating violence & victimization



Lower sexual risk behaviors



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EDUCATION & CAREER

Engaging in sports provides girls with **essential skills** that foster confidence, teamwork, and leadership while promoting health and breaking down societal stereotypes.

KEY BENEFITS

- **Improved attendance & grades**
- **Increased probability of going to college**
- **Better long-term career outcomes**

"I've thought of all the reasons why I might be the wrong person to do this. 'You're too small, you're too this, you're too that.' The truth is if I can change the game, literally, for any of those girls, it's worth it. Because it's really not about me. It's about them and the future of the sport."

Jen Welter - First Woman Coach in the NFL



EDUCATION & CAREER: ATTENDANCE & GRADES



Translatable skills



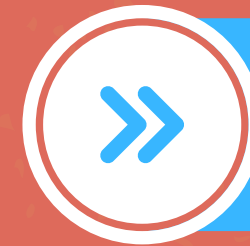
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Lower drop-out rates



More time studying



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EDUCATION & CAREER: GOING TO COLLEGE

- Positive view of attending school
- Aspirations for a degree
- Applicants are well-rounded



EDUCATION & CAREER: CAREER OUTCOMES

🎾 More achievement oriented [LEARN MORE](#)

🎾 Development of leadership skills

🎾 Powerful way to empower women in the workplace [LEARN MORE](#)



SOCIAL & CULTURAL

Engaging in sports provides girls with **essential skills** that foster confidence, teamwork, and leadership while promoting health and breaking down societal stereotypes.

KEY BENEFITS

- *Role models & powerful examples*
- *Builds character for living a well-rounded life*
- *Increased visibility and representation*

"Never underestimate the power of dreams and the influence of the human spirit. We are all the same in this notion: The potential for greatness lives within each of us."

Wilma Rudolph



SOCIAL & CULTURAL: ROLE MODELS & EXAMPLES



Increased media coverage



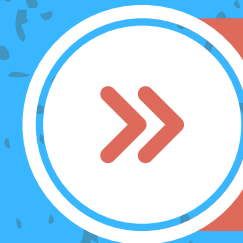
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Highly motivational



Represent inspiration and resilience



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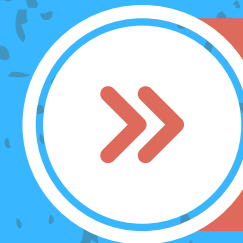
SOCIAL & CULTURAL: BUILDING CHARACTER

🏀 Mental toughness



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🏀 Resilience, grit, and leadership



LEARN MORE

🏀 Overcoming obstacles



SOCIAL & CULTURAL: VISIBILITY & REPRESENTATION



Women who look like them



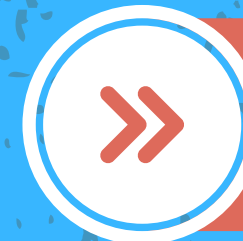
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Motivation to get involved



Platforms to advocate
advancements and changes



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IS 25-013 FUTURE OF PROFESSIONAL WOMEN'S SPORTS IN OKLAHOMA



END OF SECTION 1

PLEASE PAUSE PRESENTATION FOR Q&A

ECONOMIC CASE: WHY WOMEN'S PRO SPORTS MATTER

Women's professional sports are on the rise.

While 2024 marked a true breakout year for women's sports, 2025 is already proving to be the year brands double down within the dynamic realm of female athletics.



Jocelyn Alo

- Professional women's sports produce meaningful economic activity and spillovers for local communities and state economies; the market is growing. [BMO Economics+1](#)
- Global revenue for elite women's sports is growing rapidly – [BMO Economics](#)
- Women's sports produce local economic activity via ticketing, hospitality, sponsorships, and media rights. [BMO Economics+1](#)
- The US women's sports market is primed for strong growth. [McKinsey & Company](#)
- In 2024, televised WNBA, NCAA women's basketball, and NWSL games accumulated approximately 370 million viewer-hours, a 430% increase from 2021. The 2024 WNBA regular season viewership grew by 170% from the previous year. [New Day Studio](#)

ECONOMIC CASE: WHY WOMEN'S PRO SPORTS MATTER

Global brands are deepening their investment in women's sports.

*"We're seeing an accelerating cycle of investment in women's sports that's reshaping the marketplace."
Bob Lynch, Founder and CEO of SponsorUnited*



- **Increased Investment in Sponsorship Dollars**

SponsorUnited

- **Authentic and scalable partnerships**

SponsorUnited

- **Projected investment growth**

ESPN



Kate Milligan

ECONOMIC CASE: WHY WOMEN'S PRO SPORTS MATTER

Women's Sports Team Transaction Valuation & ROI Growth
(Most recent vs. initial transaction value, 2019-2025 – estimated in \$M)

Women's Sports venture	Most recent valuation (Estimated or implied)	Initial valuation (Expansion fee or implied post money)	Elapsed time (Estimated months)	ROI (Multiple)
WNBA Golden State Valkyries	\$500M (Jun 2025)	\$50M (Sept 2023)	21	10X
WNBA Las Vegas Aces	\$250M (Jun 2025)	\$1.7M (Feb 2021)	52	147X
WNBA Liberty	\$420M (Jun 2025)	\$12M (Jan 2019)	76	35X
WNBA Chicago Sky	\$210M (Jun 2025)	\$10M (Jun 2023)	24	21X
NWSL expansion fees	\$110M (Jan 2025)	\$2M (June 2021)	43	55X
LOVB Volleyball	\$450M (Nov 2024)	\$28M (Oct 2020)	49	16X
Unrivaled 3x3 Basketball	\$175M (Nov 2024)	\$7M (Nov 2023)	12	17.5X
NWSL San Diego Wave	\$120M (Oct 2024)	\$2M (Jun 2021)	40	60X
NWSL Seattle Reign	\$78M (Oct 2024)	\$3.9M (Dec 2019)	58	19.9X
NWSL Angel City FC	\$250M (Jul 2024)	\$2M (Apr 2021)	39	125X
NWSL Bay FC	\$125 (Sept 2024)	\$53M (Apr 2023)	17	2.3X

Women's Sports ROI: 145x Returns
Drive Investment Growth



Parker Goins

Investing in professional women's sports teams and leagues is a good bet as franchise fees and valuations have skyrocketed over the last few years.

ECONOMIC CASE: WHY WOMEN'S PRO SPORTS MATTER

New and emerging women's professional sports leagues in the United States

- Professional Women's Hockey League (PWHL) 2024
- United Soccer League (USL) Super League 2024
- Pro Volleyball Federation (PVF) 2024
- Athletes Unlimited Softball League (AUSL) 2025
- Unrivaled (Basketball) 2025
- Women's Lacrosse League (WLL) 2025
- Women's Elite Rugby (WER) 2025
- League One Volleyball (LOVB) 2025



Micha Hancock

ECONOMIC CASE: WHY WOMEN'S PRO SPORTS MATTER

Local economic impact case model.

What a pro women's sports team can do for a community:

- 2,500 fans/game
- 15 games
- Ticket sales and in-stadium spending
- 10% of fans = tourists



Yazmeen Ryan

- **Direct local spending**
 - = \$4,250,000
- **Total economic output (with multiplier 1.8)**
 - = \$7,650,000
- **Estimated annual sales-tax revenue (illustrative)**
 - = \$612,500 taxable base
- **At 6% combined sales tax**
 - = \$36,450 in sales tax collected (approximate)

Not included:

- One-time stadium construction impact
- Broadcast/media rights, sponsorship valuations, or league-level revenues
- Spillover long-term effects (e.g., increased youth sport participation leading to long-term health savings or productivity gains)

SOCIAL ECONOMIC ROI: BEYOND DOLLARS

- Increased civic pride and visibility of female role models (boosts youth participation)

The Guardian



- Health care savings from more active youth (fewer chronic disease risks)

ScienceDirect



- Educational gains translate to higher lifetime earnings for women – compounding social benefits



Jenna Hessert

SUMMARY

The time for professional women's sports is here!

- **Parity/Equity**
- **Great health and wellness benefits**
- **Beneficial life-long skills**
- **Viable sports entertainment products that fans love**
- **Great and growing value of women's pro sports teams and leagues**
- **Oklahoma should lead the way**



"I've learned you can always achieve more than you thought you could...you realize that you can push yourself much further than you ever thought, and you can make the impossible happen."

Venus Williams

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- Ernst & Young (2020). Making an Impact: The Economic Case for Women's Sports.
- U.S. Soccer Federation (2019). 2019 FIFA Women's World Cup™ Economic Impact Report.



OTHER RELEVANT RESOURCES LINKS

[Benefits – Why Sports Participation for Girls and Women](#) – Women's Sports Foundation

[7 Reasons to Get Your Daughter Involved in Sports, According to Science](#) – Penn State University PRO Wellness

[Facts and figures: Women in sport](#) – UN Women's Knowledge Hub

[Let Her Play: The Role of Sports in Empowering Girls](#) – Medium, Psychology of Workplaces

[How Sports Impacts The Lives Of Girls And Women Long After Their Playing Days Are Done](#) – GBH

[Empowering Girls: How Sport Participation Builds Confidence](#) – Play Like A Girl

[Women's Sports Foundation – Impact Report](#) – Women's Sports Foundation

[Girl Power: Impact of Professional Women's Sport](#) – BMO Economics

[Sports Benefit Girls In Many Ways](#) – Children's Medical Group

[Why a female athlete should be your next leader](#) – E&Y

[She Plays, She Inspires: Female Athletes As Role Models](#) – Yahoo Sports

[The Role of Female Role Models in Inspiring Girls to Play Sports](#) – Accelerate Sport

[Study Says Female Athletes Are Inspiring Girls to Take Up Sports](#) – Beyond Sport

[The impact of athlete role models on youth development and sports participation](#) – Sport Finance Literary Academy