

Social Media Copy:

More of my copywriting with the editing of my manager can be found on Sports Innovation Lab's socials and website from January 2023-Now:

Instagram: <https://www.instagram.com/sportsilab/>

LinkedIn:

<https://www.linkedin.com/company/sports-innovation-lab/mycompany/?viewAsMember=true>

Website: <https://www.sportsilab.com/blog>

The ROI of Women's Sports Webinar:

Invite the non-believers, the boss you need to convince, the CFO who holds the budget, ANYONE and EVERYONE who is questioning the why or how to invest in women's sports.

In order to spark as much change as possible from our third women's sports report - "The ROI of Women's Sports" - we will be hosting a webinar to break down the data step by step. Join us to hear from the team of analysts and strategists who wrote the report and deep-dive into the roadmap of how to optimize and understand investment within the women's sports ecosystem. Learn about the blueprint for brands to maximize their ROI and surpass the barriers that exist within the industry by value-investing in this explosive market. We'll break down the data so that you can break through the vicious cycle that exists in the industry... ⚡💰📺 The webinar will take place on November 8th at 1pm EST. Hope to see you there!

To learn more and get involved, download "The ROI of Women's Sports" report, join our Women's Sports Club, or check out our listings on the Snowflake Marketplace - and be sure to follow us on social media too! #SpendToChange

Gist Article Promoting Report:

- Instagram story/Twitter

A special thank you to our Women's Sports Club member @thegist for including insights of our newest report - "The ROI of Women's Sports" - in their newsletter. #SpendToChange

- LinkedIn SIL

A special thank you to our Women's Sports Club member @thegist for including insights of our newest report - "The ROI of Women's Sports" - in their newsletter. Thank you to Roslyn McLarty, Jacie deHoop, Ellen Hyslop, and the rest of the team for walking the walk, sharing the playbook, highlighting our key findings, and always bringing the industry closer together. The sky truly is the limit when it comes to the women's sports community's growth, and The Gist is an incredible example of that. Sign up for The Gist's and Sports Innovation Lab's newsletters today, follow us on social media, download "The ROI of Women's Sports" report, join our Women's Sports Club, or check out our listings on the Snowflake Marketplace to learn more and get involved.

- LinkedIn CEO

Can repost SIL's by saying: I would also like to give a personalized thank you to our Women's Sports Club member @thegist for highlighting Sports Innovation Lab's newest report - "The ROI of Women's Sports" - in their recent newsletter. Sharing these women's sports wins to brands and agencies helps communicate how fast this industry is growing and showcases how we can continue to accelerate this growth. If you care about bringing data that breaks the barriers toward investment, please share the report and place it into the hands of colleagues who aren't sure where to start on their women's sports investing journey. Thank you again to the team at The Gist. Download "The ROI of Women's Sports" report, join our Women's Sports Club, or check out our listings on the Snowflake Marketplace to learn more and get involved – and be sure to follow The Gist too! #SpendToChange

New Board Member:

We are so excited to announce that Nishat Mehta has officially joined Sports Innovation Lab's board! Nishat is currently the President of Global Products and Solution at IRI, now known as Circana, which is a market research advisor on consumer behavior. His immense knowledge and expertise within the industry will be vastly supplemental to our company's growth. Thank you so much for joining us, Nishat. We can't wait to see the work we can accomplish in this next chapter together. Good things ahead!

The Brands Behind Women's Sports Panel:

Headed to @sxsw this weekend?! Don't miss this powerhouse panel moderated by @sportsilab CEO and 4x Olympian @angela.m.ruggiero. It features @kjsfo (Director of Global Sports & Entertainment Marketing; @google), @brimmer.andrea (Chief Marketing & PR Officer; @ally), and @lauracgentile (Executive VP of Marketing; @espn & @espnw).

Don't forget to pick up your SXSW pass to access the panel, and swing by the [@fourseasons](#) in Austin on March 12th at 11:30am to hear directly from the leaders that are breaking down the barriers to achieve parity in women's sports media. Learn more on the [#SXSW](#) website.

[#SpendToChange](#) [#womenssports](#) [#womenssportsclub](#) [#WSC](#) 🌟

WSC Panel at Adweek NYC Recap:

We are so proud of the accomplishments of our Women's Sports Club, powered by Ally. Thank you to [@microsoft](#) for giving us a space to bring our "Women's Sports 2030: A Live Brainstorm" alive. We took a trip to the future and with the help of our moderator & Microsoft Garage's Envisioneer, Mike Pell. Our attendees, both in person and virtual, were able to see points of view on both the buy and sell sides of the women's sports industry. Our buy side featured SVP at Horizon Carrie Skillman and Head of Global Sports Marketing at Adobe Meredith Batcheller. On the sell side was CMO of the WNBA Phil Cook and VP of Women's Sports Programming at ESPN Susie Piotrikowski. We have heard from many about how powerful this event was for the women's sports industry. If you missed it, you can watch the recording on our LinkedIn page!

Some key takeaways are:

- Media agencies need brands to have full education on the brand and experiential agency so the media agency knows they're not exclusively looking at scale. The sell side needs money to help with scale and the buy side needs metrics to continue to make the investment.
- Women's sports has a highly engaged audience that is both creative and expressive. Modern marketing is a mix of weighing the benefits between reach and engagement respectively as well as trying to maximize both.
- Brands invest in sports because of the passion behind them. "Brands should be attending games and experiencing it for themselves," according to Horizon's Carrie Skillman. Brands need to create mutual partnerships and learn how to bring value rather than just transactional relationships.

Most importantly, this change needs to happen now. It's time to invest in the industry, network with your peers, and put our newest report, "The ROI of Women's Sports," in the hands of colleagues who need to find a place to start. The data doesn't lie. No excuses. Get started by:

- Visiting our page on the [@_snowflake_inc](#) marketplace
- Downloading our women's sports reports in our bio
- Joining the Women's Sports Club, powered by [@ally](#)

Sportsilab Panel at Adweek NYC 2023:

Sports Innovation Lab had the pleasure of hosting a panel at Advertising Week NYC yesterday. Thank you not only to the packed room of people who showed up to support women's sports and the release of our new report "The ROI Of Women's Sports," but also to our guest speakers: SIL's Co-Founder Angela Ruggiero, Google's Cultural Marketing Lead Julia Cheney, Ally's CMO & PR Officer Andrea Brimmer, and WNBPA President/LA Sparks Forward Nneka Ogwumike. The conversation that our speakers had about the data proving the return on investment within women's sports goes to show just how important it is for brands and agencies to increase their investments in the industry. That's the bottom line, and it'll help your bottom line.

Some key takeaways from this star-studded panel include:

- Nneka's advice to brands who want to get involved with women's sports is to seek out partnerships and sponsorships with the athletes, not just the teams. "Watch their games, go to games, buy their jerseys, be a real fan," said Nneka Ogwumike.
- Google is working to change their search engine algorithms in order to showcase women's sports as much as men's sports. They ran a campaign with WNBA players during the men's season to give women's sports the same footing that men's sports has. They also created a player's lounge to give WNBA players a space to network brands as well as other players at the WNBA All-Star Game.
- Going off of Angela Ruggiero's point about Sports Innovation Lab's data proving that women's sports is a valued stock that brands have to play along with and invest in, Ally's Andrea Brimmer responded by egging on the crowd by saying, "Join the Women's Sports Club and do SOMETHING!"

Learn more about women's sports data in the following ways:

- Visit our page on the Snowflake Marketplace
- Download our Reports
- Join the Women's Sports Club

Most Innovative Webinar Copy Example:

Our last [#MostInnovative](#) Meeting for the month of September - "Breaking" into Collectibles" - will dive into the wild world of collectibles. Our top analysts will take a

look at the growth of the collectibles industry across social media, reveal what sport has the highest concentration of fans who collect, analyze trends in spending, investigate the main digital platforms used within the ecosystem, and tackle how Fluid Fandom has changed the collectible space. Stay tuned to see who our collectibles guest speaker is later this week...👁️ You can sign up to watch the briefing on September 27th at 1:00pm at mostinnovative.com!

Most Innovative Webinar Speaker Copy Example:

🌟 ANNOUNCING GUEST SPEAKER BENNETT KING OF BACKYARDBREAKS 🌟

We are so excited to share that our guest for our [#MostInnovative](#) Briefing - “Breaking” into Collectibles” - is Bennett King of the world-famous collectibles company Backyard Breaks ([@backyardbreaks](#)). Bennett is a Sports Memorabilia Salesman and Breaker at Backyard Breaks. Backyard Breaks is a company that specializes in live-selling high-end sports cards and memorabilia. They sell all types of sports cards and are known as the largest and most entertaining live streamers, who stream breaks everyday on TikTok, WhatNot, and Twitch. Bennett will give us a look inside the crazy world of collectibles and “break” down this often misunderstood and extremely lucrative emerging market. Tune in TOMORROW September 27th at 1:00pm on mostinnovative.com

Newsletter Copy

Newsletter:

The Tigers and Gators Go Head-to-Head in Omaha

The Louisiana State University Tigers took on the Florida Gators in the 2023 College Baseball World Series this past weekend. LSU took the win for Game 1 in 11 innings with a score of 4-3. LSU sealed their fate when Cade Beloso hit a homerun at the start of the 11th inning, and LSU Pitcher Ty Floyd ended the game with 17 strikeouts - *the most by any LSU pitcher in the CWS*. LSU led the Championship 1-0 after the first game.

LSU looked strong in the beginning of Game 2 on Sunday with a two-run lead in the bottom of the second after Florida tied the game during the top of the inning. The Tiger’s lead in the game didn’t last long when Florida’s Ty Evans clapped back with his second home run of the day in the third. The Gators continued to dominate LSU with Florida’s Wyatt Langford five-hit performance and Jac Caglianone’s three-hit

performance. The game ended with a College World Series record broken for most runs in a game with a whopping score of 24-4 for the Gators.

It all came down to Game 3 to decide who would take home the NCAA College Baseball World Series title. LSU took Game 2 to heart and definitely showed up on Monday night in order to bring home the National Title. Game 3 started off great for Florida with Wyatt Langford hitting a home run that brought the Gators to a 2-0 lead. LSU took over from there, especially in the last three innings by scoring eight runs. LSU won the game with a score of 18-4 to avenge the 2017 CWS when Florida swept LSU. This was the Tiger's 7th CWS National Title and their first title since 2007.

NBA Draft

The 2023 NBA Draft was held on June 22 at the Barclays Center in Brooklyn, New York. As many foresaw, the 7-foot-5 Victor Wembanyama was drafted as the first overall pick to the San Antonio Spurs. He was said to be the most talked about and hyped-up pick since LeBron James in the 2003 NBA Draft.

The first round also included a decent amount of trades. The Indiana Pacers had pick No. 7 selecting Bilal Coulibaly and the Washington Wizards selected Jarace Walker at No. 8, later leading to a trade. As well as the Dallas Mavericks trading Cason Wallace and No. 10 to Oklahoma City Thunder for Dereck Lively II at No. 12.

The NBA Draft took players from all over the world, but SEC schools came in as the most popular destination with 10 draft picks. Big 10 schools followed closely behind, with eight draft picks total. The ACC continued with five and Pac-12 and Big-12 just below with four picks. 11 schools said goodbye to some of their best players after setting them up for their NBA careers. Arkansas and UCLA are at the forefront of that list sending off three players each, Arkansas having 2/3 of their players being drafted in the first round.

This year's NBA Draft was a success, and we can't wait to see what these fresh players bring to the 2024 season. Speaking of the NBA, their partner in crime, the WNBA, has their 2023 All-Star Game coming up around the corner on July 15th, 2023!

Newsletter:

WNBA All Star Game

The 2023 WNBA All-Star Game will be held this Saturday in Las Vegas, Nevada at the Michelob ULTRA Arena at 5:30pm ET. This will be the third time the home of the defending WNBA Champion, the Las Vegas Aces, will hold the event. The WNBA will also be hosting its second “WNBA LIVE” Fan Festival event, which allows fans to experience the unique entertainment and culture of women’s hoops leading up to the game.

The rosters for the teams were finalized Saturday July 8th by this year’s team captains, A’ja Wilson and Breanna Stewart. These two All-Stars were selected as team captains for the second year in a row by the fans of the WNBA. Wilson’s first pick to join her side was her teammate and Finals MVP, Chelsea Grey. Stewart’s first pick was Brittney Griner, who we didn’t get to see last season due to being detained in Russia.

The starting line-up for Team Wilson includes herself, teammates Chelsea Grey and Jackie Young, Arike Ogunbowale (Dallas Wings), and Aliyah Boston (Indiana Fever). Team Stewart’s starting line-up includes Brittney Griner (Phoenix Mercury), Jewell Loyd (Seattle Storm), Satou Sabally (Dallas Wings), and Nneka Ogwumike (Los Angeles Sparks).

Our Women’s Sports Club will be attending the event, and we can’t wait to see what else WNBA All-Star Weekend has in store. With this many star players on the court, we’re in for a treat...

Wimbledon

It’s that time of year again. The oldest and most prestigious tennis tournament in the world is back. Wimbledon has commenced, starting on July 3rd and lasting until the 16th in London. Wimbledon is one of the four “Grand Slam” major tennis tournaments and is accompanied by the Australian Open, French Open, and US Open. Wimbledon includes men’s singles, women’s singles, men’s doubles, women’s doubles, and mixed doubles.

The quarter finals for men's singles are in full swing (no pun intended), as No. 1 seed Carlos Alcaraz from Spain and No. 6 seed Holger Rune from Denmark are only on game one, fighting for the semifinals spot. No. 3 seed Daniil Medvedev from Russia is going head-to-head with unranked Christopher Eubanks from the U.S. in game three, with Eubanks in the lead. Jannik Singer from Italy and Novak Djokovic from Serbia secured their spots in the semifinals, which will take place on June 14th at 12pm ET.

The women’s singles semifinals will take place tomorrow at 8:30am and 10am ET. Unranked Elina Svitolina from Ukraine knocked off No. 1 seed Iga Swiatek during the quarter finals to lock in her spot against Marketa Vondrousova from the Czech Republic. Vondrousova, who won against the No. 4 seed from the U.S. (Jessica Pegula), is unranked as well. The United States’ Madison Keys’ underdog dream was shattered when she lost to Belarus’ Aryna Sabalenka. Sabalenka will play Ons Jabeur from Tunisia in the semifinals. Ons is the highest-ranked African and Arab tennis player in WTA and ATP rankings history.

We can't talk about Ons Jabeur without touching on Netflix's "Break Point." Break Point is a TV show that follows men and women's pro tennis players through the four Glam Slam tournaments. The show follows 12 players: Iga Swiatek, Nick Kyrgios, Frances Tiafoe, Aryna Sabalenka, Matteo Berrettini, Ajla Tomljanovic, Taylor Fritz, Maria Sakkari, Paula Badosa, Ons Jabeur, Casper Ruud, and Felix Auger-Aliassime. The only players from the show that are left in the tournament are Aryna Sabalenka and Ons Jabeur, who - as mentioned earlier - will play against each other in the semifinals match tomorrow. Tennis and Netflix fans everywhere will tune in to watch some of their favorite players battle. Unfortunately only one can move on, but this match will certainly be high-pressure, high-stakes, and one for the books.

Be sure to tune in because, if there's one thing about Wimbledon, it's that it shouldn't go unwatched! Here's the finals schedule:

- Mixed Doubles: July 13th at 11:30am ET
- Women's Singles: July 15th at 9am ET
- Men's Doubles: July 15th at 12pm ET
- Men's Singles: July 16th at 9am ET
- Women's Doubles: July 16th at 11:30am ET

Newsletter:

FIFA World Cup

The 32nd FIFA Women's World Cup began Thursday July 20th. This year's tournament is taking place in both Australia and New Zealand, which will make it the first ever co-hosted Women's World Cup. The final game is scheduled for August 20th in Sydney, Australia at Accor Stadium.

The U.S. Women's National Soccer Team (USWNT) will play their second game today, July 26th, against the Netherlands at 9pm ET. This might be ringing in some deja-vu from the 2019 Women's World Cup Finals, where the U.S. beat the Netherlands with a 2-0 score. Leading to the U.S. securing their title as champions. The U.S. is still the top ranked team in the world, and this year their goal is to lock-in their third straight World Cup title. Megan Rapinoe has also announced that she will be retiring after this NWSL season, and we don't think anyone wants to bet against her determination for her last title. Hopefully Rapinoe will be walking off the field victorious.

We are only in the group stage of the tournament, which is scheduled to come to a close on August 3rd. Round of 16 is set to take place August 5-8th, with the quarterfinals following from August 10-12th and semi-finals on August 15-16th. As mentioned, the final game will be on August 20th, with the match for 3rd place on August 19th.

This is a tournament you don't want to miss, with eight teams making their first World Cup appearance: Vietnam, Ireland, Zambia, Haiti, Morocco, the Philippines, Portugal, and Panama.

You can stream the Women's World Cup on SlingTV, FuboTV, and PeacockTV. Sling and Fubo will be streaming the games in English, while Peacock will stream in Spanish.

Speaking of soccer, we also released a report with Jung von Matt SPORTS called [FANARCHY26](#), which is the world's first and biggest data report on U.S. soccer. Learn about how to unlock the potential of the growing U.S. soccer market and how brands, businesses, and clubs can succeed leading up to the FIFA World Cup in 2026. Learn more at fanarchy26.com!