

# SEATTLE STORM



*Promoting Excellence & Social Change through Teamwork & Partnership*



For the first time in franchise history, the Seattle Storm ownership group is expanding to include a select group of qualified, passionate investors who share our organization's values and sense of community. Proceeds of the equity raise will fund the construction of the Center for Basketball Performance and provide working capital for the team.



# SEATTLE STORM: A HISTORY OF SUCCESS





# ONE OF THE MOST SUCCESSFUL SPORTS FRANCHISES IN HISTORY

- **4 WNBA championships**
- **18 playoff appearances in 23 seasons**
- **Home to 28 Olympians and 2 Olympic coaches**





## ONE OF THE MOST SUCCESSFUL BUSINESS FRANCHISES IN THE WNBA

- **Ticket sales growth exceeding 300%**
- **Corporate partnership revenue increasing by 200%**
- **Consistently one of the top performing teams in the league in revenue delivery**

\* Data represented for period 2014-2022



## ONE OF THE MOST CIVICALLY-ENGAGED FRANCHISES IN SPORTS

- A track record of active engagement by both players & ownership to advocate for social change
- Storm program: Force4Change
  - Supports social justice and social responsibility
- Storm program: Believe in Women
  - Recognizes local women who make a positive contribution to our community
- Storm program: Youth Hoops
  - Supports youth basketball development in the community



**WOMEN'S SPORTS:  
THE MARKET IS EXPLODING**





# THE GROWTH IN WOMEN'S SPORTS (Spending)

BY THE NUMBERS:

## INVESTMENT *in* WOMEN'S SPORTS



Brands that invested in women's sports saw an **increase in engagement and spending** from fans.



**+2700%**  
VISA



**+1100%**  
Nike



**+1075%**  
Budweiser

SOURCE: Sports Innovation Lab Report



**\$25M**

The Premier Hockey Federation's investment over three years in player salary and healthcare benefits<sup>1</sup>



**\$24M**

USWNT players reached a settlement with U.S. Soccer in pay discrimination lawsuit<sup>1</sup>



**\$1.1M**

Trinity Rodman's contract with Washington Spirit makes her the highest-paid player in the NWSL<sup>2</sup>

SOURCES: <sup>1</sup>The Athletic | <sup>2</sup>ESPN





# THE GROWTH IN WOMEN'S SPORTS (Viewership)



## INCREASE IN VIEWERSHIP

**+216%**

2021 NWSL  
Championship  
(since 2019)<sup>1</sup>

**+63%**

2021 WNBA Finals  
(since 2020)<sup>2</sup>

**+46%**

Women's College  
Basketball  
(since last season)<sup>3</sup>

SOURCES: <sup>1</sup>The Hill | <sup>2</sup>NWSL | <sup>3</sup>ESPN



## 4.1M VIEWERS

2021 NCAA Division I Women's College Basketball Championship game between No. 3 Arizona and No. 1 Stanford — most-viewed since 2014<sup>1</sup>



## 3.54M VIEWERS

US-Canada women's gold medal hockey game had more viewers than any NHL game this season, and was the second most watched hockey game in United States since 2019<sup>2</sup>



## 1.2M VIEWERS

2021 Women's College World Series between No. 1 Oklahoma and No. 10 Florida State, set a viewership record — up 10% from 2019<sup>3</sup>



## 1.19M VIEWERS

2021 NCAA Volleyball Championship between No. 4 Wisconsin and No. 10 Nebraska set a viewership record — up 71% from 2021, and 119% from 2019<sup>4</sup>

SOURCES: <sup>1</sup>ESPN | <sup>2</sup>The Athletic | <sup>3</sup>NWSL





# THE GROWTH IN WOMEN'S SPORTS (Audience)



## ATTENDANCE

**27,248**

Number of people in attendance at OL Reign vs. Portland Thorns, setting the NWSL single-game attendance record<sup>1</sup>

**18,755**

Number of people in attendance at the 2021 NCAA Volleyball Championship between No. 4 Wisconsin and No. 10 Nebraska, breaking the championship attendance record<sup>2</sup>

**48.8%**

Percentage of women competitors at Tokyo 2020 — a 10.9% increase from Rio 2016<sup>3</sup>

**45%**

Percentage of women competitors at Beijing 2022<sup>4</sup>

SOURCES: <sup>1</sup>SportsPro Media | <sup>2</sup>The Columbia Dispatch | <sup>3</sup>NYT | <sup>4</sup>IOC



espnw



**THE INVESTMENT:  
CENTER FOR BASKETBALL PERFORMANCE**



# SEATTLE STORM

CENTER FOR BASKETBALL PERFORMANCE

BE  
THE  
STORM  
SEE THE STORM

2010

2004

Double story windows connect the indoor courts to the exterior courts, where the Storm plans to host community-based 3X basketball tournaments in the summer.



# SEATTLE STORM





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