**Female Fan Nation Opportunity**

**PROBLEM:**

For athletes, gameday starts when they take the field. For fans, gameday is a ritual that lasts year round, from pre-season, to postseason, to offseason. But if you’re a female fan, you’re left out of the rituals. Whether it’s accessing tickets, finding team apparel that you’d actually wear, or learning about the VIP events.

Plain and simple, women fans want to get in the game, but gameday wasn’t made for women.

**APPROACH:**

Female Fan Nation gives women a home for the teams they love and place to go for all their gameday needs.

**SOLUTION:**

We’re the only sports community that puts the female perspective first – connecting women via exclusive events like VIP receptions at the ballpark, athlete meet & greets, and pre-game private shopping experiences over the shared fandom of their hometown teams. We are curating the most relevant content to consume, fan fashion to purchase and access to the most unforgettable events.

No matter the team, sport, or ritual, Female Fan Nation is the place where when women cheer, they’re the loudest voice in the arena.

**ACTION:**

We’ve already done activations at the Rose Bowl and Super Bowl, and given brands like Sephora, New Balance and DSW first-time access to the $30 billion dollar female sports fan market .

Get in the game!

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