



# PTTOW! SPORTS

TRENDS  
AND  
INSIGHTS



# A NOTE FROM PTTOW!

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The inaugural **PTTOW! Sports Summit** featured conversations and ideation sessions with culture-shapers and senior leaders from a wide array of industries, all through the lens of sports and its rising impact on culture and business.

This report was designed to give you a glimpse into some of the Sports Summit moments you may have missed and help you carry the connections and lessons learned through the remainder of 2024 and beyond.

Leverage this document as a resource tool: Scan the sessions, explore the links, and feel free to pass along to friends and colleagues.

With love,  
Your Friends at PTTOW!



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# GAMECHANGERS ON THE MAINSTAGE

PTTOW! got the inside scoop from key players who are changing the way we look at sports. Get your sneak peek below.

## TODAY & TOMORROW: A LOOK INTO THE NBA



**NBA Commissioner Adam Silver** shared how technology has driven the NBA forward and how new ways of exploring collaborations and media partnerships will continue to forge the road ahead.

**Adam Silver, NBA Commissioner**

**Leonard Armato, CEO, Management Plus Enterprises**

## THE GOLDEN AGE OF SOCCER



Did you know that the World Cup final draws 1.5 billion viewers worldwide—far surpassing the 150 million who watched the Super Bowl? **Jason Wagenheim** shared intimately on his own personal journey into the world cup sport while giving us a line of sight into the impact of fútbol around the world.

**Jason Wagenheim, CEO, North America, Footballco**

## THE FUTURE OF SPORTS MEDIA & STORYTELLING



Esteemed members dove deep into the newest platforms for sharing the stories surrounding sports and talked creative ways to get engagement in a busy space that is only getting busier.

**Rich Kleiman, Co-Founder & CEO, Boardroom**

**Nigel Sylvester, Professional BMX Athlete, Content Creator and Forbes "30 under 30"**

**Tom Garfinkel, Vice Chairman, President & CEO, Miami Dolphins**

**Desiree LeSassier, President, Sports & Entertainment, Stonesway**



# GAMECHANGERS ON THE MAINSTAGE

## SPORTS TO DRIVE HUMANITY FORWARD



Sports superstars unpacked the power of influence and the importance of using our platforms for progress with legends leading the way.

Tim Ellis, CMO & EVP, NFL

Taylor Townsend, WTA Pro Tennis Player & 2024 Grand Slam Champion

Diana Taurasi, WNBA All-Time Leading Scorer, 3x Champion, 11x All-Star, MVP, & 6x Olympic Gold Medalist

Marni Schapiro, GM, Global Advertising, Cash App + Afterpay

## A MOMENT OF MEDITATION WITH TRUE VOICE



We took a moment to relax, get centered and get focused for the challenges and opportunities that lie ahead.

Ashley Larkin, Head of Wellness, True Voice



## HARLEM GLOBETROTTERS



It's always a good time when the Harlem Globetrotters are in the house!

Keith Dawkins, CEO, Harlem Globetrotters

Jahmani "Hot Shot" Swanson

Brawley "Cheese" Chisholm

Latif "Jet" Rivers



## CHAPTER 1

# TAPPING INTO COMMUNITY

### *FEATURED SUMMIT SESSIONS:*

**THINK TANK: A TEAM SPORT**  
MENTAL WELLNESS  
& CREATING COMMUNITY

**THINK TANK: TAKE ME OUT  
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# A TEAM SPORT

## MENTAL WELLNESS & CREATING COMMUNITY

TAPPING INTO COMMUNITY



**QUANTASY**

+ ASSOCIATES

**WILL  
CAMPBELL**  
CEO



FEATURED MEMBERS:



NIANTIC



PELOTON



"A recent study found that nearly one third (31%) of the world's adult population, 1.8 billion adults, are physically inactive. That is, they do not meet the global recommendations of at least 150 minutes of moderate-intensity physical activity per week."  
– [Source: World Health Organization](#)

"Wellness isn't just about individual self-care; it's about the strength and connection we find in community. When we come together to support each other's mental health, we create spaces where everyone can thrive. That's the power of wellness rooted in community—it's a team effort."  
– Will Campbell // CEO // Quantasy + True Voice



# TAKE ME OUT TO THE BALL GAME

## THE POWER OF LIVE EVENTS & EXPERIENTIAL INTEGRATION

TAPPING INTO COMMUNITY



**SiriusXM**

**KELSEY KANE**  
VP, BRANDED ENTERTAINMENT



FEATURED MEMBERS:



“Across all generations, the share of U.S. adults who say they exercise or play sports at least once per week has steadily risen since early 2023. The number of Americans making regular trips to professional sporting events grew considerably during the same period, too. Even Gen Z adults, a historically sports-hesitant bunch, are getting in on the action: The cohort is increasingly engaging with most major sports leagues and media properties.” – [Source: Morning Consult Pro](#)

“For millions of diehard sports fans, attending sporting events can be almost a religious experience. Whether it’s tailgating with multiple generations of family & friends, to meeting a favorite player, to seeing their team claim a mind-blowing victory, or getting to attend a bucket-list championship game – find creative ways to elevate those unforgettable moments, and your brand will be embedded in fans’ core memories forever. Capture those experiences and amplify them across audio, video, and social to see the ripple effect magnify for your brand.”  
– Kelsey Kane // VP, Branded Entertainment // SiriusXM Media



# GLOBAL APPROACH & THE WHOLE WIDE WORLD

## A FOCUS ON THE POWER OF NON-NORTH AMERICAN AUDIENCES

TAPPING INTO COMMUNITY



“The global sports industry will achieve annual revenues of US\$260 billion by 2033

- Sports industry currently generates US\$159 billion in annual revenue
- Market expected to grow by five per cent each year between now and 2033
- More than half (55 per cent) of the top 20 sports organisations are projected to outperform the market”

– [Source: Sports Pro](#)

FEATURED MEMBERS:

UNiDAYS

\$ Cash App + afterpay



VAUNT



## CHAPTER 2

# POWERING THE FUTURE

### FEATURED SUMMIT SESSIONS:

**TOWN HALL:  
LADIES IN THE LIMELIGHT**  
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# LADIES IN THE LIMELIGHT

## THE BREAKTHROUGH OF WOMEN IN SPORTS & WHERE TO PLACE YOUR BETS



 WASSERMAN  
THE COLLECTIVE  
**THAYER  
LAVIELLE**  
MANAGING DIRECTOR

“I came away from PTTOW Sports inspired by the incredible smarts and thoughtfulness in the rooms. From a Spark Session with Wasserman client and basketball legend, Diana Taurasi, to our town hall on women in sports / women’s sports, it is clear that there will continue to be marked interest in the Women’s Sports industry. Since many asked, I wanted to provide a link to our research page on The Collective’s website with some of our latest reports:

[A Global Overview of Female Fans of Sports](#) - 72% of women surveyed across 30 countries are avid sports fans!

[The Athena Pledge: Why Invest In Women’s Sports?](#)

[The New Economy of Sports](#) - NWSL & WNBA women’s sports teams values will grow by at least \$1.6B in the next 3 years.

As The Collective is squarely focused on creating solutions, rationale, tools, content, campaigns, activations and relationships to drive investment to women, please never hesitate to reach out and let me know if we can help arm you and inform you for your key decisions.”

FEATURED MEMBERS:

**Mondelēz**  
International  
SNACKING MADE RIGHT

**elf**  
eyes.lips.face.



**UNITED STATES  
OLYMPIC & PARALYMPIC  
COMMITTEE**



# LADIES IN THE LIMELIGHT

## THE BREAKTHROUGH OF WOMEN IN SPORTS & WHERE TO PLACE YOUR BETS

(CONTINUED)



**DECISION-MAKING PRIORITIES** - Brands are looking for Women's sports properties who are uniquely positioned to serve as a bridge to influential demographics, to maximize exposure and leverage athletes' personal brands to significantly enhance their partnership's impact.

- 48% of brand-decision makers identified brand alignment as the top priority, followed by historical performance (41%) and cost (38%).
- Brands view investments in women's sports investments as a powerful way to connect with influential and growing audiences such as women, multicultural/diverse communities, and Gen Z.
- The primary drivers influencing decisions are content visibility, athlete access, and IP usage.
- When evaluating a women's sports partnership, alignment between the brand's target audience and the property's fanbase is the most critical factor for decision-makers, along with the ability to quantify ROI and ensure brand value.

**KEY CHALLENGES IN WOMEN'S SPORTS INVESTMENT:** Perception of unproven business returns and limited audience reach remains a significant obstacle for brands considering investment in women's sports. There's a crucial gap in the availability of robust, long-term data that demonstrates clear financial outcomes. Brands need better industry-wide metrics, case studies, and longitudinal research to help bridge this gap, making women's sports an easier sell to internal stakeholders and ensuring sustained investment in this growing sector.

- 57% of surveyed brand-decision makers cited unproven business returns and 49% lack of total reach awareness as the primary barriers to investing in women's sports.
- 78% of brand decision-makers who encountered internal resistance reported that industry data & insights were essential for gaining internal support.



# ACCEPTANCE LETTER

POWERING THE FUTURE

## THE CHANGING LANDSCAPE OF COLLEGE ATHLETICS & THE NEW NIL PARADIGM



“The Post used public records to request NIL records from 56 public universities in major college sports conferences. Though most schools refused to release any information, reporters ultimately obtained and analyzed records encompassing \$125 million in deals from 14 Division I public schools. The result is an unprecedented look into the first three years of the NIL economy - a period of financial chaos, legal confusion and secret deals in the fierce competition for top players.”

– [Source: The Washington Post](#)

FEATURED MEMBERS:

AMERICAN EAGLE



captiv8



# POWERED BY FUTURE TECH FOR THE W AI, ESPORTS, BETTING & THE ATTENTION ECONOMY

POWERING THE FUTURE



“While television used to be the de facto form of social currency, it’s on the way out for esports and gaming fans. Only 33% of Dota 2 survey respondents said they regularly watch TV shows. Instead, they’re tuning into digitally-native content, with 71% regularly watching videos online and 68% consuming livestream content on a daily basis.

Esports, meanwhile, has become the new appointment programming for the younger generations... These dedicated fans, unlike the generations before, are excited for what’s next for both esports and gaming, too: 62% of fans say they live for cutting-edge technology, and 35% of fans are very or extremely interested in next-gen gaming experiences like cloud gaming, VR/AR, and more. These characterizations make esports audiences hotbeds for innovation and embracing tools to help them realize their fandom in new ways.” – [Source: ESL](#)

FEATURED MEMBERS:

ESL  
FACEIT  
GROUP

∞ Meta

MATTHEW BERRY'S  
FANTASY LIFE



# INSPIRED BY TRADITION, INVESTING SOMETHING NEW

POWERING THE FUTURE

## CREATING INNOVATION, NEW PROPERTIES & SCALE



**PAUL RABIL**  
CO-FOUNDER & PRESIDENT

FEATURED MEMBERS:



“Two weeks ago we officially announced the launch of the [Women’s Lacrosse League \(WLL\)](#), a new women’s professional league set to debut at our 2025 Championship Series. In partnership with the world’s top women’s lacrosse players, ESPN, and sponsors like Whirlpool, we’re excited to bring fans a premier tournament showcasing the Olympic Sixes format. The WLL has been years in the making. From our first partnership with the pros in 2019, to building our girls youth lacrosse business, to the creation of our women’s media brand, Unleashed, and the 2024 women’s All-Star exhibition at the Championship Series, we’ve been laying the groundwork for this moment. This is a new league, funded by the PLL, immediately integrated into our existing business operations, production and distribution, and is poised to generate new audience and commercial value. For more details on this historic launch, follow [The WLL](#) on Instagram, check out coverage on [FIRST TAKE](#), CNBC’s [FAST MONEY](#), [ESPN](#), [Sportico](#), [SBJ](#), [Front Office Sports](#), [Inside Lacrosse](#), and [USA Lacrosse](#).” – Paul Rabil // Co-Founder & President // Premier Lacrosse League (PLL)



## CHAPTER 3

# EVOLUTION OF SPORTS IN CULTURE

### *FEATURED SUMMIT SESSIONS:*

**THINK TANK: EXTRA POINT**  
BRAND COLLABS &  
ATHLETE ENTREPRENEURS PROVE ROI

**THINK TANK:**  
**HOME RUNS & RUNWAYS**  
THE INTERSECTION OF SPORTS,  
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**TOWN HALL: WHAT TO WATCH NOW**  
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CREATION & STREAMING RIGHTS



### BRAND COLLABS & ATHLETE ENTREPRENEURS PROVE ROI



FEATURED MEMBERS:



“Brands that work with athlete influencers experience engagement rates more than twice as high as those that team up with traditional influencers. Additionally, athlete influencers reach about 23% more of their followers with each social media post – engagement which underscores the genuine significance of their influence on consumers. Separate studies also show that fans of athletes tend to be exceptionally loyal and deeply connected to their sporting idols. This loyalty translates into a 164% higher likelihood of making a related purchase after athlete endorsement. Due to the emotional bond fans share, they frequently view athlete’s endorsements as trustworthy and aspirational as opposed to influencers from, say, reality television.

– [Source: The Drum](#)



# HOME RUNS & RUNWAYS

## THE INTERSECTION OF SPORTS, FASHION & COLLECTIBLES

EVOLUTION OF SPORTS IN CULTURE



PAC SUN



“At Pacsun, we believe the intersection of fashion, sports, music, and the arts is where culture truly comes alive. It’s not just about trends; it’s about creating a space where young people feel seen, heard, and inspired. These worlds are the heartbeat of youth culture globally and the foundation for building communities that empower the next generation to express themselves authentically.”  
– Briane Olson // CEO // PacSun

BRIANE OLSON  
CEO

FEATURED MEMBERS:





# HOME RUNS & RUNWAYS

## THE INTERSECTION OF SPORTS, FASHION & COLLECTIBLES

(CONTINUED)

“The global sports apparel market has been growing rapidly, driven by increasing health consciousness and a surge in participation in physical activities like running, hiking, and yoga. The global sports apparel market, valued at USD 209.56 billion in 2023, is expected to grow at a CAGR of 5.2% from 2024 to 2033, reaching USD 347.91 billion by 2033.” – Source: GlobeNewswire



**THE REALEST**

**SCOTT KEENEY**  
FOUNDER & CEO



“**MARKET:** Collectibles are on pace to become a trillion dollar market within a decade, creating completely new revenue streams that teams and athletes will want to take ownership of.

**STORYTELLING & AUTHENTICATION:** The value of memorabilia derives from storytelling and authentication. By tapping into fans’ emotions and telling compelling stories about each unique item, fans get to connect with teams and athletes in a tangible way through a connection that lives on forever, and is authentic.

**SUSTAINABILITY:** Memorabilia allows sports organizations to not only connect with their fan base, but also drive sustainability initiatives by upcycling items in unique and captivating ways; often from material that otherwise would have been discarded.

**MISC:** Memorabilia opens up a new world of revenue and fan engagement opportunities for athletes and sports organizations: It’s an underutilized, turn-key opportunity that sits right on top of what they are already doing.”

– Scott Keeney // Founder & CEO // The Realest



# WHAT TO WATCH NOW

EVOLUTION OF SPORTS IN CULTURE

## SPORTS STORYTELLING, CONTENT CREATION & STREAMING RIGHTS



**Audacy**  
**PAUL SUCHMAN**  
CMO

FEATURED MEMBERS:

**MAXIMUM EFFORT**

**UNITED AIRLINES**

**HARLEM GLOBETROTTERS**

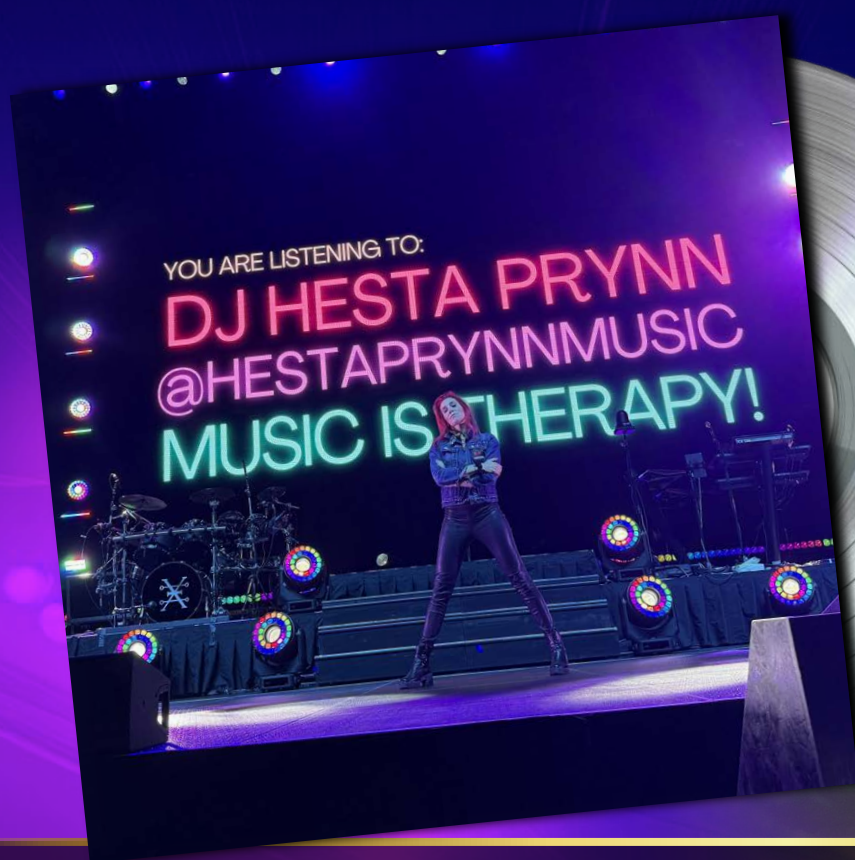
“105.3 million people in the US will watch live sports via digital this year, up from 95.5 million last year, per our September 2024 forecast. The number of people watching sports will stay roughly the same over the next few years. But the number of digital viewers is increasing as the number of traditional pay TV viewers shrinks.” – Source: eMarketer

“Sports audio creates incredible environments for brands to meet fans. Listeners are deeply engaged with their favorite shows, hosts and teams, and brands that successfully leverage the power of fandom with contextual messaging and ads created specifically for these environments will break through and realize exceptional outcomes.”  
– Paul Suchman // CMO // Audacy



# PTTOW! SPORTS

## OFFICIAL PLAYLIST



HESTA  
PRYNN

Big Thanks to DJ Hesta Prynn who brought us great vibes to close out the inaugural **PTTOW! Sports Summit**.

Huge shout out to our friends at

**SiriusXM**

for bringing the party to life with us!

© SOUNDCLLOUD LINK CURATED BY [DJ HESTA PRYNN](#)  
FOLLOW HER ON INSTAGRAM! [@HESTAPRYNNMUSIC](#)



## A TEAM SPORT // MENTAL WELLNESS & CREATING COMMUNITY

- © Prioritize Mindfulness:
  - [Download True Voice](#)
  - [If you're in LA, check out WalkGoodLA](#)
- © Read About The Benefits: [Mental Health Benefits of Exercise and Physical Activity](#)
- Incorporate Play:
  - [Pokémon GO! GO! GO! The Impact of Pokémon GO on Physical Activity + Related Health Outcomes](#)
  - [Safe In Our World and Niantic Team Up To Create The Positive Play Guide](#)

## TAKE ME OUT TO THE BALL GAME // THE POWER OF LIVE EVENTS & EXPERIENTIAL INTEGRATION

- © Dive Into Fandom: [The Sports Audio Report from SiriusXM Media, GroupM, and Edison Research](#)
- © Get Ready To Activate:
  - [Experiential Marketing At Sports Events Helps Turn Fandom Into Brandom](#)
  - [Activating Sports Events – The Ultimate Balancing Act](#)
  - [How Can Brands Learn From a Season of Exceptional Experiential Marketing](#)
  - [How Brands Are Ramping Up Tours and Tailgating Events for Football Fans](#)

## GLOBAL APPROACH & THE WHOLE WIDE WORLD // A FOCUS ON THE POWER OF NON-NORTH AMERICAN AUDIENCES

- © Unlock New Markets:
  - [A Global Gold Rush Is Changing Sport](#)
  - [Engaging Global Sports Fans With AI](#)
  - [Game-Changing Moves: How League Expansion Is Helping Unlock Growth Opportunities In Sports](#)
- © Widen Your Lens:
  - [How Chinese Brands Are Leveraging Sports Marketing To Go Global](#)
  - [Inside ASEAN's Sports Boom: Seamus O'Brien On How Global Brands Can Score Big In The ASEAN Region](#)
  - [Why U.S. Sports Teams Like The Chicago Bulls Are Betting On International Audiences For Growth](#)



## LADIES IN THE LIMELIGHT // THE BREAKTHROUGH OF WOMEN IN SPORTS & WHERE TO PLACE YOUR BETS

- ◎ [Check Out How Others Are Winning: Cadbury's Snacking Made Right](#)
- ◎ [Tune In: Listen To The Latest in Women's Sports](#)
- ◎ Learn More:
  - [Women's Sports Foundation](#)
  - [From The Shadows To The Spotlight](#)
  - [What's Next For Women's Sports: Fueling Growth By Proving Value](#)
  - [Women's Sports Fandom Is Moving From "A Moment" To Mainstream](#)
- ◎ Infuse Impact Into Your Org: [Winning With Women's Sports: Executing The KickGlass Marketing Playbook](#)

## ACCEPTANCE LETTER // THE CHANGING LANDSCAPE OF COLLEGE ATHLETICS & THE NEW NIL PARADIGM

- ◎ Start Your Training:
  - [College Athletes & The NIL: A New Marketing Frontier](#)
  - [Ultimate NIL Marketing & Brand Guide for High School & College Athletes w/ Jordan Rogers, Former Nike Director, episode 246 of The Gabby Reece Show](#)
  - [How Marketers Choose College Athlete Influencers](#)
- ◎ Making Waves: [Audacy is the College Basketball Tournament MVP \(Most Valuable Platform\)](#)
- ◎ Keep An Eye On The Horizon:
  - [College Athletes Are Getting Closer To Becoming Employees. What Would Happen Next?](#)
  - [NIL in College Football: Here's What You Need To Know, And What's Next](#)



## FUTURE TECH FOR THE W // AI, ESPORTS, BETTING & THE ATTENTION ECONOMY

### © Stay In The Know & Subscribe:

- [Everyone's A Gamer: A Monthly Digest For The Gaming & eSports Curious](#)
- [FutureMinded: Navigating the Complexities of Digital Business](#)

### © Embrace Tech:

- [Newzoo's Global Games Market Report 2024](#)
- [The CIO's Guide to Leveraging AI to Get More Out of Your IT And Marketing Dollars](#)
- [Ecommerce Strategy: CMO's Outlook on The Future of Digital Commerce](#)
- [The Evolution of Reputation Management – How AI is Shaping the Future of Branding Success](#)

## INSPIRED BY TRADITION, INVESTING SOMETHING NEW // CREATING INNOVATION, NEW PROPERTIES & SCALE

### © Explore What's New & What's Next:

- [Future Of Sports: Leagues Of Their Own](#)
- [More Investors Are Putting Their Money In Women's Sports Teams](#)
- [How Sports CMOs Are Turning Teams Into Lifestyle Brands and How Their Roles Are Changing](#)
- [The Future of Sports Marketing: Hyper Personalisation and Inclusivity in Sports](#)



## EXTRA POINT // BRAND COLLABS & ATHLETE ENTREPRENEURS PROVE ROI

© See Their Power Off Court:

- [10 Best 2024 Olympic Athlete Collaborations](#)
- [Fashion-Forward Athlete Partnerships](#)
- [Why Athletes Are Champion Influencers](#)
- [Why Every Athlete Should Think Like a Startup Founder](#)

© Jump In:

- [Athlete & Sports Team Sponsorships Are Becoming Bigger Business For Brands](#)
- [How Partnerships Between Athletes & Brands Are Beginning to Resemble Influencer Deals](#)
- [The Year Ahead 2025: The Sports Sponsorship Evolution Marches On](#)

## HOME RUNS & RUNWAYS // THE INTERSECTION OF SPORTS, FASHION & COLLECTIBLES

© Dig In: [Fashion In LA by Krista Smith](#)

© See How Worlds Collide:

- [Sport And Fashion 'Seeks To Unite Cultures'](#)
- [The Evolution Of Fashion's Obsession With Sports](#)
- [Tommy Hilfiger's & Women's Formula 1 Racing](#)
- [NFT Trading Cards 2024: The Ultimate Collector's Guide](#)

© Avoid FOMO: [Brands Are Missing Out On The \\$4 Billion Women's Sports Merch Market](#)



## WHAT TO WATCH NOW // SPORTS STORYTELLING, CONTENT CREATION & STREAMING RIGHTS

- © Amplify Voices: [The Power of Storytelling in Sports Leadership](#)
- © Find Your Fans:
  - [Fandom Runs Deep: The Latest Audacy Sports Fandom & Advertiser Impact Study](#)
  - [Forever Fans: Where to Reach the Sports Diehards](#)
  - [The Best Season to Make Major League Connections with Sports Fans](#)
- © Check Out How The Olympics Changed The Game:
  - [Gold-Medal Marketing: Crafting Heartfelt Ads for The Olympics](#)
  - [Thanks To Raygun's Breaking, Simone Biles & Snoop Dogg – The Olympics Redefined Content Creation](#)





# THANK YOU

We're here to support you all-year-round. Reach out to your membership lead for connections to subject matter experts and/or fellow members who can help you tackle your biggest business challenges, as well as our community of world class coaches who can help you reach your limitless potential.

Your Friends at PTTOW!