

# SEASON RECAP

OVER THE PAST 6 WEEKS, WE HAVE...

## SHOWCASED INCREDIBLE COMPETITION, PLAYED AT THE HIGHEST LEVEL



**75 Hours** of live coverage across ESPN & CBS Sports Network



**Global distribution** via Olympic Channel, ESPN International, Regional Sports Networks, & Wave.tv



5 Features on **SportsCenter Top 10**



**36,200 Trees Planted** via the Aspiration Round the Bases Program



**95** Cat Osterman strikeouts



**300 ft** on Jordan Roberts' final game home run

## EMPOWERED ATHLETES TO BE LEADERS

- ✓ 98% of league **registered to vote**
- ✓ Over \$150,000 committed to Athlete Causes **non-profit partners**
- ✓ Hosted 6 athlete-led Friday Night Lights discussions, tackling issues from **racism, gender equality in sports, and voting**
- ✓ Partnered with **Little League** and **Girl Scouts of America**, inspiring the next generation

## SHARED OUR STORY WITH AN AVID FAN BASE

**250M**

Total in-season media impressions

**2.8M**

Total social media engagements

**1,139+**

Total hours of content watched on YouTube

**1.3M**

TikTok Video Likes

**143K+**

Total social media followers

**170%**

Follower growth, outpacing all competitors over the 5 week period

**4x**

Increased draft viewership over the course of the season

## KEPT THE ATHLETES SAFE & HEALTHY

**62** They thought of literally everything, from keeping us safe from COVID to training facilities, just the partners that they had. Everything was absolutely top notch."

**Cat Osterman**, on spending 47 days behind 'The Shield'

## PROMOTED ATHLETES UNLIMITED IN WAYS NEVER DONE BEFORE

**First Women's Pro Softball Trading Card Set developed with TOPPS.** Fifth most popular on-demand box set sold in 2020.

**First Women's Pro Softball Deal with DraftKings.** Over 60,000+ fans participated in the free-to-play pool.

First Pitch participants included **Billie Jean King, Natalie Portman, Bill Murray, and Advisory Board Member Abby Wambach.**

AND HAD  
A TON OF  
FUN

