



# Winning is a habit

**THE BUSINESS OF WOMEN IN SPORTS  
2019**

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# 1.0. Participation

## Which sports are women playing?

More and more women across the UK are taking up the challenge and taking part in sporting competition at pitches, courts, pools and gyms up and down the country. But which sports are capturing the imagination?

According to our research, around a fifth (20%) of British women have taken part in swimming at a competitive level since leaving education, the most popular of any sports listed. 'Bat and ball games' are also in-vogue, with 8% of UK females playing badminton and 7% playing tennis.

Aside from being popular at competition level, swimming was also shown to be one of the fastest-growing sports among UK women. More than a quarter of those who regularly take to the water (28%) started doing so only within the last two years.

Swimming, however, is not the only growth sport in the UK. There has been a notable increase in the uptake of combat sports such as boxing, wrestling and martial arts, with the majority of female participants getting involved only within the last three years. Following the rise of female combat stars in the last decade, including Ronda Rousey and Nicola Adams, women's martial arts is carving a reputation as one of the world's most exciting up-and-coming sports.

# 1.0 Participation

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## The no show

The elephant in the room, however, is that just over half of UK women do not take part in any organised sporting activity once they have left education. This accounts for almost 20 million females across the country.

Our findings sync up with a Eurostat survey from 2014 which ranked EU nations by female participation in sport. Denmark came top of that list with more than three quarters of its women participating in some sort of sport every week. The UK placed seventh.

So why aren't more UK women getting involved?

## Mental blocks

The most notable drop-off in female sporting participation comes in the period between education and adulthood. Sport is mandated in UK schools by the Department of Education until the age of 16, but less than half (49%) of UK women keep it up once they no longer have to.

Although the above notes the biggest drop-off point, the 16-24 age group still has the lowest non-participation figures of any age demographic. Overall, combining men and women, only 33% of 16-24 year olds drop out of sports entirely leaving two thirds (67%) in this age category who stick with it.



# 1.0 Participation

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However, our research shows that participation then tails off over time, seemingly as social and economic factors hamper (or are perceived to hamper) one's ability to find time and space for activity. By the time one reaches 55 and over, non-participation is up at 50%.

Looking at all adult women involved in some kind of physical activity, 40% haven't engaged with team sports since leaving school or university. Given that opportunity, facilities and easy organisation characterise sport at school and uni, a lack of ready access appears to be a big barrier once one's education comes to an end.

Of course access doesn't tell the whole story. Our study also reveals that women, from their mid-20s onward, also see lifestyle and self-esteem factors as barriers to participation in team sports.

Inevitably, the pressures of work, family and time commitments tend to increase as we move through our 20s and beyond, making it harder for many to find space for sport in their hectic lives.

Perhaps the most telling statistic from our research was that nearly four in ten women surveyed (38%) said that they wished there were more opportunities for adult women to play sports.

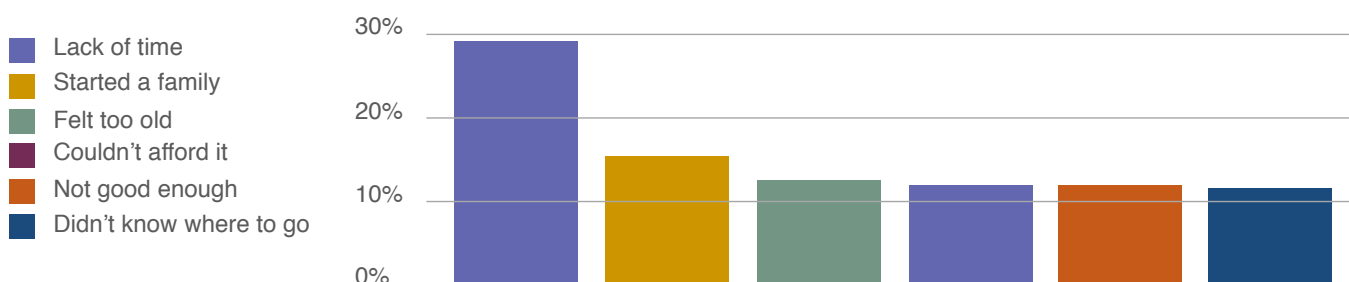
This insight is so crucial because the level of investment in sporting opportunities for women and girls has risen markedly in recent years. Indeed, 56% of our survey respondents agreed and acknowledged that fact.

Initiatives from the likes of This Girl Can and the Women's Sport Trust have been driving awareness and recognition of both everyday and elite female athletes, while significant new funding has boosted private and public organisations alike. The fact is that opportunities for women to engage with sport are there today. And through programmes such as the Laureas Awards and others like it, the scope of women's sport will only increase.

Yet the public seems to be a couple of steps behind in their understanding. And with the

## WHY FEMALE RESPONDENTS GAVE UP PLAYING TEAM SPORTS AS ADULTS

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# 1.0 Participation

knowledge gap clear, corporations and organisations need to help in the effort to enhance perception, exposure and awareness in women's sport - what exists, where, and what incentives and benefits are on offer.

We in the finance and business communities can take the lead in championing and sponsoring initiatives, at home and abroad, that open sport up to more women, not least busy, working mums.

## Mixed sports and teams

Increasing public awareness as to where and how to access female-only sporting facilities and competitions is one thing. But another key step in ramping up women's engagement in sport may lie in integration.

More than one in ten women said that they gave up sport because their friends didn't want to play, and a similar figure said they didn't know where to go to play team sports. On that basis, it stands to reason that widening the scope of athletic participation to all-inclusive, mixed-gender competition could help to drive participation up.

The theory underneath promoting mixed gender sports as a solution to more female participation

### HOW MANY FEMALE RESPONDENTS PLAY TEAM SPORTS AS ADULTS



#### DIVING IN

Swimming is the most popular participation sport among UK women, with more than a fifth of them taking part in it as an adult (20%)



#### GROUND TO MAKE UP

No other sport is practiced by more than a tenth of the population, with badminton coming closest with 8% of the female population taking part.



## 1.0 Participation

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may seem sound but, somewhat predictably, the reality is less cut and dry. The public are divided in their attitudes towards integrated sport.

Overall, 50% of the UK public don't see any reason why they wouldn't play sport against or alongside the opposite sex. But this overall number is weighted by men's enthusiasm (60% - no reason why not) versus women's (40% - no reason why not). Men were more enthusiastic than women about the prospect of mixed sports, with one in four (25%) stating it was a 'very positive' idea. Only one in five (20%) women matched that 'very positive' sentiment.

But the pivotal insights here lie in the reasons women gave for why they wouldn't want to participate in mixed sport.

Once again, the self-esteem factor rears its head as a combined 42% said they would feel self-conscious, uncomfortable or embarrassed playing sport with or against men. A significant 17% of women said that mixed sport would be too aggressive for them and even more (19%) said they feared getting hurt when competing with or against men.

Elsewhere, almost a quarter of the women surveyed (24%) said that they'd shy away from playing sports such as rugby and football for fear of being branded 'too manly'.

### WOMEN'S ISSUES WITH MIXED SPORT

**19%**

I wouldn't want to get hurt



**18%**

I would feel self-conscious



**17%**

It would be too aggressive



**17%**

I would feel uncomfortable



**12%**

I would feel embarrassed





## 1.0 Participation

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Again, a central problem here is one of perception. To counter the given concerns around injury, machismo and aggression, we need to remember that not all participation sports are (or need to be) full-contact or even contact activities. Indeed, the sport with the highest female participation in the UK (around 24% nationally) is swimming, a non-contact sport which is not just gender neutral, but also takes place in public, communal space.

Perhaps surprisingly, younger respondents were among the least enthusiastic about inter-gender sport of any kind. Among other reasons given by both genders, nearly one in five (19%) people aged 16-24, said they wouldn't feel welcomed by the opposite sex.

In an effort to combat some of the entrenched attitudes and perceptions around sport and gender, many of which are cultural and self-imposed, work is ongoing. In 2015 the English Football Association raised the age limit where boys and girls can play alongside and against each other in official FA-sanctioned competition; from 16 to 18.

Naturally, directives around equality are a solid foundation on which to build egalitarianism into youngsters' earliest exposure to sport, not to mention dismantling unhelpful perceptions around mixed sport. But after establishing policy we need education, integration stratagem, investment and opportunity if we're to maintain momentum and ensure lasting change. That effort, we feel, is not the sole responsibility of government and/or sporting bodies.

If we are to ensure female athletes have opportunities to grow and thrive in sport, the business and financial sectors need to adopt a clear and proactive position in order to facilitate progress and promote participation at all age group levels. With the right cultural alignment, mixed competition could provide a platform for women and girls to access, play and maintain an interest in sport that bodes well for future participation at both grassroots and professional levels.

Ultimately, by fostering an environment where everyone plays, everyone wins.

### GOVERNMENT DIRECTIVES

“Where separate teams exist for different sexes, it would be unlawful discrimination for a school to treat one group less favourably – for example by providing the boys' hockey or cricket team with better resources than the girls' team.”

- UK Department of Education, June 2018

# 1.0 Participation

## The price of paying sport

We have talked about perceived and personal biases and barriers to sport. But there are also, of course, very practical impediments that put sport out of reach.

The economic cost of regularly playing organised sport to a relatively high level cannot be ignored and, indeed as we saw earlier, some 13% of UK women say they gave up playing team sport in adulthood because they couldn't afford it.

A 2016 survey from Spendlytics ranked the average annual costs of sporting participation in the UK, and showed some stark truths about the level of financial commitment keen athletes have to maintain.

Golf, perhaps unsurprisingly, was the most expensive participation sport, averaging out at a

cost of £214 a month, owing to expenses such as travel, equipment, competition fees and kit. While it would be overly simplistic to blame this entirely for why just 1% of UK women have played golf in adulthood (traditional attitudes and social perceptions can't be ignored) it would be reductive to claim it doesn't have an effect.

Indeed, when participants are asked to pay up to 10% of the average UK female annual salary (just over £25,000) on playing organised sport alone, it is easy to see why participation might dwindle.

The financial impact of sport is another accessibility issue. Locating the right facilities and likeminded teammates to engage with are challenges in and of themselves. But when there's heavy costs to bear, the effort versus reward becomes extremely lopsided, and women who might otherwise embrace sport are left sat on the sidelines.

### HIGHEST ANNUAL COST OF PARTICIPATION



**£2,568**

Golf



**£1,692**

Football



**£1,056**

Cycling



**£960**

Tennis



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# 2.0.

## Fandom

### Exposure

Our research investigated the UK public's appreciation and knowledge of women's sport and female athletes. What we see is a sincere desire for women's sport to be given a higher, more accessible platform as well as a sense of the barriers-to-entry that currently exist.

Overall, less than half of UK adults (55%) have watched a female-only sporting event on TV in the last year, with the mean number of events watched working out at around two per twelve months. This is more than five times fewer than the corresponding figure for watching men's sporting events, which sits at more than eleven - that's nearly one per month as opposed to one every six months. While it can seem reductive to compare sports coverage and viewership along the lines of gender, it does reveal much about the scope of disparity between the two.



## 2.0 Fandom

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Interestingly, men are, as a general rule, watching more women's sport than women. More than six in ten (61%) men have watched a female-only sporting event on TV in the last twelve months, compared to less than five in ten (48%) women. And rather than just catching the odd women's event, men are watching female-only fixtures with more regularity. Men tuned into, on average, 2.46 female sport events in the last year, compared with women who watched, on average, 1.82 events.

The gender differences are interesting but the numbers under this microscope are small. The data presents a world of women's sport that's suffering from a lack of engagement. Naturally, this translates into a lack of general public awareness when it comes to female athletes' profiles.

### Under the spotlight

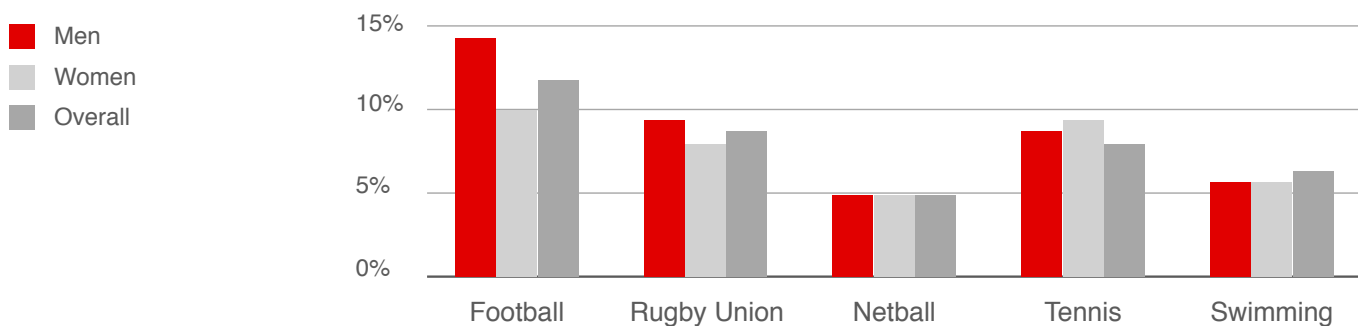
There was a salient spike in publicity for UK women's football after England women won third place at the 2015 World Cup. After years of disappointment in the men's national team - and investment via Nike and Continental Tyres - England's female players could and should have gained a strong foothold in the public consciousness.

They could and should - but didn't. Our research compounds the fact that women's football has a seriously long way to go before its stars are at the profile level of those in the men's game. Just 12% of the British public said that they would recognise the captain of the England women's football team (Manchester City's Steph Houghton). Across other sports, the number of people who would be able to recognise top female stars failed to break 10%.

It's also notable that in most sports, men's knowledge - or at least recognition - of female sport stars exceeds that of women.

### COULD YOU IDENTIFY THE ENGLAND WOMEN'S CAPTAIN/UK NUMBER ONE IN ANY OF THE FOLLOWING SPORTS?

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## 2.0 Fandom

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### Bridging the knowledge gap

So why is there such a lack of recognition for female athletes and women's sport in general? Well, there are a number of factors at play - and at the heart of matter are exposure and education.

Around a question on barriers to entry, just over a fifth (21%) of Brits surveyed admit they lack interest and 19% said they lack knowledge around women's sport. One in eight (12%) said they are unsure how and where to access female sporting coverage.

Apathy and lack of knowledge are, at least in part, symptoms of a lack of exposure which is deeply connected to the representation, or more accurately the underrepresentation, of women's sport in the media - particularly broadcast media.

A report by Women In Sport released in October 2018 supports the idea that broadcasters simply aren't giving female athletes the platform they deserve. The project studied five European markets (Greece, Malta, Romania, Sweden and the UK) to explore the visibility and representation of women's sport in media.

It was found that the UK broadcast more coverage of women's sport than three of the five

countries audited, trailing only Romania. During the peak period of July-August 2017, 10% of UK sports coverage was women's sport, and a further 11% of coverage represented mixed sport. Although the UK was lower than Romania in absolute terms, British broadcasters were lauded for presenting a greater variety of sports - tennis, golf, football and cricket - than the other five nations.

While this may temporarily cast the UK, and its representation of women's sport, in a favourable light, it is something of a drop in the ocean. If the UK is a frontrunner for dedicating 10% of its broadcast schedule to female sport, that still means 90% is focused on male sport. That fact alone demonstrates the scale of disparity, not only on UK televisions but on screens across the world.

We in the business community have the power to address and change the status quo. Through sponsorship, advocacy and applying administrative pressure we can help to represent women's sport as an attractive spectacle and media property - and give consumers across the globe more access and incentive to engage.

However, doing so needs buy-in from all sides. Including the public themselves.

**21%**

Have no interest in women's sport

**19%**

Lack knowledge around women's sport

**12%**

Are unsure how and where to access women's sport

## 2.0 Fandom

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### **Supply and demand: the uncomfortable truth**

Returning to football as an example, according to official FIFA statistics more than 3 billion people around the world watched at least three minutes of TV coverage of the 2018 men's World Cup in Russia, dwarfing the 556 million who did the same during the 2015 women's World Cup in Canada.

But consider this: when we asked the British public whether men's and women's sports should have equal coverage on TV and radio, only 13% disagreed. There's something of a contradiction here: two comparable competitions in the biggest sport on earth and one had more than five times the viewing audience of the other. People seem to appreciate the theory of equality in sport, but bringing that theory to reality will take considerable time.

When it comes to live events and fixtures, our research showed that 77% of UK consumers haven't attended a women's sporting event in the last year. This falls to 57% among 16-24 year olds, but jumps to 88% for respondents aged 45 and above. As we read earlier, the drop-off rate in participation once leaving education, paired with extremely low female spectator figures in adulthood (two thirds of women surveyed haven't attended a fixture or event of any kind in the last year), is hampering the potential growth of sport among young women. This is as true on a commercial level as it is on a human one.

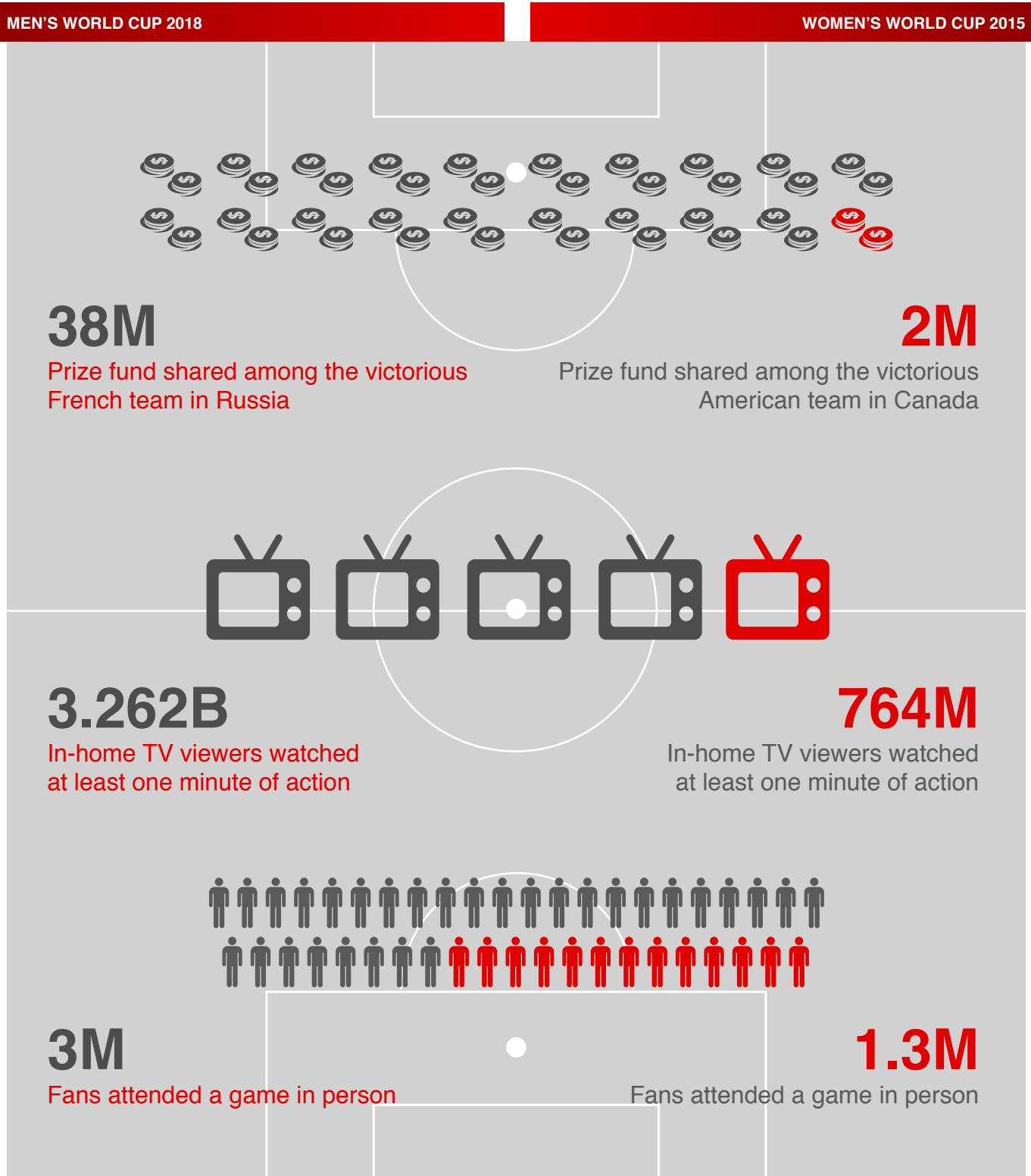
Public awareness of women's sport and people's willingness to pay to watch more of it simply aren't there. The one positive here, however, is the general public will to see women's sport achieve parity with men's. Reaching that parity can only come with time and a programme of change that inspires and encourages people to invest - emotionally, financially and culturally. come with time and a programme of change that inspires and encourages people to invest - emotionally, financially and culturally.

While it may be tempting to turn this issue into a 'chicken and egg' scenario, we believe it's much simpler than that. It is incumbent on the financial community to take proactive steps to redress the balance, both in terms of raising the profile of women's sport and making it more accessible to all.

Projects such as our sponsorship of the 2019 Laureas Awards, which promotes and extends the reach of sport and helps to harness its ability to bring people and communities together, is just one example of the kind of proactive step we urge the financial community to take. The work being done on behalf of Laureas to promote youth sport will, we believe, ultimately contribute to greater parity in the athletic community.

## 2.0 Fandom

### World Cups - a comparison



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# 3.0.

## Investment

### Sponsorship

With supply and demand firmly front-of-mind, what is the commercial and business potential of women's sport globally?

The growth in women's sport over the past two decades is undeniable. A number of global athletic bodies, along with the business community at large, have ratcheted up their level of involvement and investment in women-only competition. There is, however, some way to go if investment in women's sport is to ever reach a semblance of parity with that in men's sport.

The latest available figures on global sports sponsorship relate to the period between 2011 and 2013, where women's sporting sponsorship accounted for just 0.4% of the total funding put into sport by private sponsors.

To contextualise this, the total sponsorship fund for this period added up to around \$106.8 billion (US), of which just \$427.2 million (US) was paid into women's sport. A single male athlete, world middleweight men's boxing champion Canelo Alvarez, recently signed an 11-fight deal for \$365 million (US).





## 3.0 Investment

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Once again, exposure, interest and media coverage, and the deficiencies therein, all connect here. Broadcast coverage of female-only sport across this same three-year period represented just 7% of the globe's total sports coverage.

Some may put this down to a lack of public appetite for the product, but our research shows that's simply not the case.

A 2018 piece by Nielsen Sports pinpointed the commercial potential in women's sport. Surveying 1,000 people each from the UK, US, France, Germany, Italy, Spain, Australia and New Zealand, Nielsen identified the scale of the potential audience for women's competition in several named sports across those eight key markets.

Top four for potential new fans came out as below.

The same Nielsen survey found that three quarters of those who follow women's sport could name at least one brand associated with women's sport. Moreover, one in five said they would be more influenced by a sponsor of women's sport than they would a sponsor in men's sport.

This all points towards two things: a massive missed opportunity, and a business proposition with huge worldwide potential that the financial community can still excavate. Time and again, the women's sport audience shows that not only is it engaged, it is receptive and supportive of sponsors who are prepared to go where others won't.

When we asked UK consumers how long they believed it would take for sponsorship to become equal between the sexes, the average answer was that it will take another generation (25 years) before we see parity. More than one in four (42%) say it will never happen.

### ESTIMATED POTENTIAL AUDIENCE FOR WOMEN'S SPORT



**105M**

Football



**94M**

Mixed Martial Arts



**79M**

Extreme Sports



**72M**

Basketball



## 3.0 Investment

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### Growing parity

Research conducted in 2017 found that 83% of official sporting bodies offer equal prize money to male and female champions, up from just 70% in 2014



### Gender play gap

Top earning players in England's Women's Super League earn around £70,000 per year. England men's captain Harry Kane earns around three times that in a single week

Happily, the aforementioned Nielsen report suggests that we are seeing progress on the sponsorship front. The annual number of women's sponsorship deals announced between 2013 and 2017 increased by a solid 37%, and the average monetary value of each deal went up by almost half (49%) in that same period.

With new sponsorship and financial support the level of rewards, wages and prize money for professional female athletes have risen across the board. A 2017 report from the BBC found that out of 44 sporting bodies who control prize moneys, 83% offered equal packages to men and women (up from 70% in 2014).

Indeed, this year's Women's Football World Cup will see the overall prize pot double from \$15 million (US) to \$30 million (US), however this is still less than a tenth of the \$400 million in total prize money shared among teams at 2018's men's tournament.

Yes there is a mountain to climb, but there are paths to success.



## 3.0 Investment

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In Nielsen's 2018 survey, four women's sports were called out as having the most global potential in wooing the audience. Women's football (soccer), MMA, extreme sports and basketball.

While MMA or extreme sports may not yet enjoy the same worldwide audience as basketball or football, they are increasing their global footprint. When sponsors can help the women's division of any emerging sport to be part of the conversation in new geographies, awareness for the women's game can advance in parallel to the men's.

Emerging sports are defined by growing audiences who are hungry for more exposure for their sport, more opportunities for their athletes, and greater recognition for their champions and challengers. Creative, early, faithful sponsorship can help to provide and inspire the growth and representation that fans and athletes seek.

Where emerging sports present an exciting, early opportunity for sponsors to grow alongside the game's profile, leveraging an established men's sport might feel a little uninspired. However, it is as effective as it is logical.

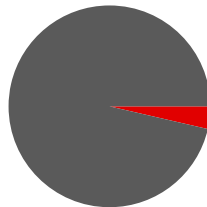
For example, The USA's National Basketball Association now captures viewers well beyond North America. Today, it boasts a global viewership of more than 1 billion people across the USA, Europe, China, Africa and Mexico.

With the men's game becoming a bigger part of the conversation in far flung corners of the globe, the NBA's sister league, the WNBA (Women's National Basketball Association) is following suit. In 2018, WNBA viewership increased in terms of numbers - 35% per game versus 2017 - and is now making ripples in those same new world markets.

**400M**

**MEN'S FOOTBALL WORLD CUP 2018**

Total prize fund



**15M**

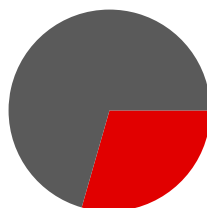
**WOMEN'S FOOTBALL WORLD CUP 2015**

Total prize fund

**2.16M**

**MEN'S US OPEN GOLF**

Champion's prize money



**900K**

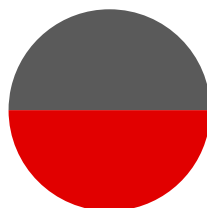
**WOMEN'S US OPEN GOLF**

Champion's prize money

**2.25M**

**WIMBLEDON MEN'S SINGLES**

Champion's prize money



**2.25M**

**WIMBLEDON WOMEN'S SINGLES**

Champion's prize money

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# 4.0.

## Future

We have explored the recent successes in female participation, exposure and investment, along with many of the cultural and social hurdles we still face. But who does the UK public believe should take responsibility for meeting and overcoming these challenges, and how do we go about affecting real change at all levels?



## 4.0 Future

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### Government

This piece of research was designed and executed to act as an independent measure of public attitudes towards women's sport in the UK; to identify the areas where increased education and funding can benefit participation and appreciation up and down the country. One of the takeaways is that around a quarter of the country (25%) believe the onus is on government to tackle inequality in sport.

The UK in particular already benefits from an extremely high level of government funding for sport, via vehicles such as the National Lottery Fund, UK Sport and Sport England. In many ways, the area in which the government has more to do to advance women's sport is in ramping up communication and helping to increase exposure.

Looking back to the 2018 Nielsen Sport report, the top three most-recognisable female team sport athletes in the UK are:

- Steph Houghton (Football) 22% recognition
- Heather Knight (Cricket) 18% recognition
- Anya Shrubsole (Cricket) 15% recognition

While these ratios are encouraging, for women's sport to truly break into the mainstream its figureheads need to resonate with more than just one fifth of the population. Governments across the world are uniquely placed to play a pivotal role in raising the profile of female sporting ambassadors - and to ensure that the investment they pump into women's sport is matched by achievement and, crucially, recognition for top participants.

### GOVERNMENT BUY-IN

“We need a radical change in the status and profile of our women's sports – especially team sports - so that women's sporting success is routinely held in the same high esteem as that of men's.”

- UK Prime Minister Theresa May, 2017

## 4.0 Future

### Sporting associations

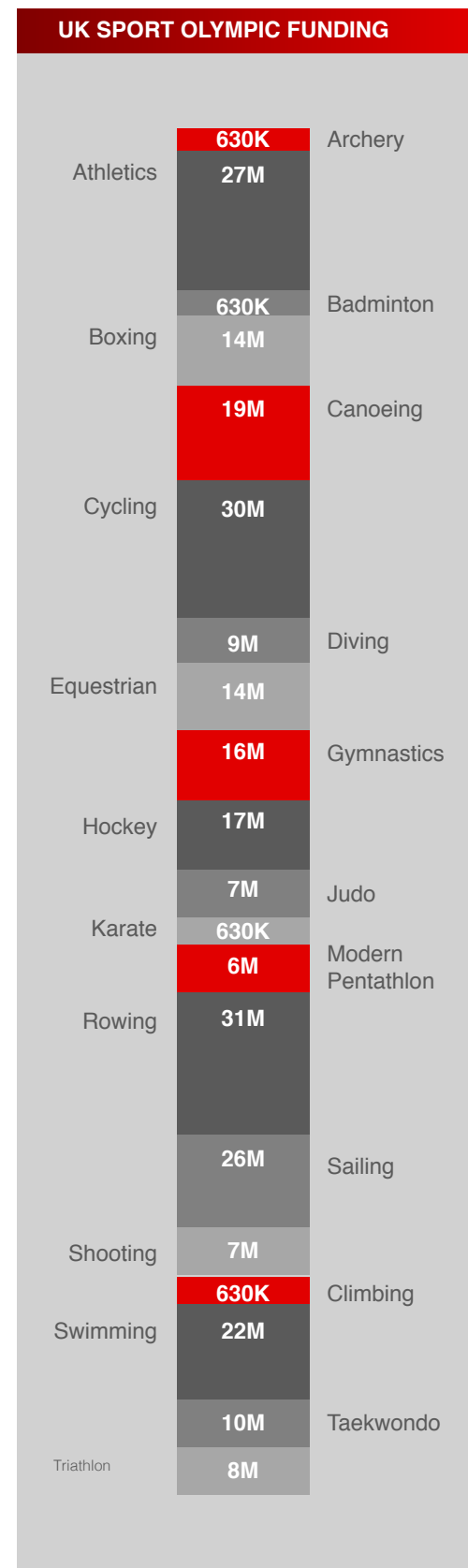
In many ways, the associations that govern sports in their respective nations are the gatekeepers to equality for female athletes. Almost four in ten (39%) of the UK adults we spoke to said it was up to organisations such as the Football Association to tackle inequality in sport. This was an even higher proportion than said the government should take the lead.

Globally, governing bodies are taking measures to even the scales. If only a little. From 2020, UEFA has vowed to increase its funding to women's football by 50% in a drive to make football Europe's biggest female sport.

It sounds impressive but this increase equates to around £2.4 million in actual monetary value per year - and this amount is to be shared across an entire continent. It's hard to imagine that a nation, such as the UK, can really move the needle in the women's half of the beautiful game on the strength of even 10% of that pot. If the aim is to establish youth player and feeder networks; raise awareness awareness; ramp up participation and lobby for more representation then much more is required. According to our figures, female participation in UK football currently is just 3%.

While UEFA's gesture is undoubtedly a positive, we believe a more concerted and joined-up campaign of investment and sponsorship is required to accelerate the increase in female representation in football, and in our collective sporting consciousness.

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## 4.0 Future

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### Sponsors

As for-profit organisations, we as sponsors have a responsibility to identify opportunities that not only provide brand exposure and income potential, but that fulfil our corporate responsibilities and help to bridge gaps in society.

Women's sport is an area of significant public and government concern, but its potential growth and as-yet-untapped audience makes it prime for investment and brand exposure. We need to broaden our horizons to not simply support established sports and athletes, but also to champion and drive attention to emerging sports and markets if we are to maximise a commercial potential that's currently lying dormant.

Globally, the number of women's sport sponsorship deals increased by 47% between 2013 and 2017, with the average deal size rising by 38% during this period. For MUFG's part, our association with the Laureas Awards is merely the beginning of our journey.



## 4.0 Future

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### Broadcasters

There is a fundamental disconnect between women's sport and the public: potential viewers and fans are simply unaware of how and where to access female sporting events on TV or radio.

While it may seem easy to say that women's sport has less exposure due to a lower audience, that audience cannot possibly grow unless a larger spotlight is allowed to shine on women's sport and its premier competitions. We mentioned earlier that women's sport coverage accounts for around 7% of total broadcast sports coverage - but there are notable exceptions.

The BBC reports that around 30% of all its sports coverage shows female competition, and in 2017 the corporation committed to streaming 1,000 extra hours of live women's sport online each year, including a debut for live Women's Super League football. An Insure 4 Sport report from 2017 also found that women's hockey was more widely watched in the UK than men's - most likely a response to Team GB's first ever Olympic gold medal in Rio 2016.

Our research has shown that interest is on the up but progress is being suppressed as a result of broadcaster skepticism and the 'chicken and egg' dilemma. If media outlets are prepared to have more faith in women's sport, then public attention, interest and participation will follow. With more than just one fifth of the population. Governments across the world are uniquely placed to play a pivotal role in raising the profile of female sporting ambassadors - and to ensure that the investment they pump into women's sport is matched by achievement and, crucially, recognition for top participants.

"I recognise the progress that has been made. But women's sport on television still remains too much of a novelty. We are still surprised - or grateful even - to see it appear on terrestrial channels and this does need to change.

"Equality means visibility. Whoever we are, we have the right to be inspired by diversity in sport that shows the best in all of us. I urge sports bodies, broadcasters, and the wider media to do better. It's 2019 and it's about time women's sport was shown on television without a second thought"

- UK Minister for Sport Mims Davies MP, February 2019



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# 5.0.

## Conclusion

We at MUFG believe that we are at one of the most exciting moments in the history of women's sport; standing in the blocks and waiting for starting pistol to fire on a new era of trailblazing growth, expansion and innovation.

If we in the corporate sponsorship world can work in conjunction with grassroots sporting bodies, elite athletic institutions, media and government then together we can enhance reach, exposure and investment in female athletic endeavour. In starting that journey, we can begin to build sport into a fairer and more equal society - and vice-versa.

In sponsoring the Laureas Awards ahead of International Women's Day 2019, we are taking our first step towards this goal, championing sport in all its forms and recognising it as a vehicle that unites people and creates opportunities for fans and athletes, businesses and brands.

Our drive towards true athletic equality starts today.

