



**G I R L S  
A C A D E M Y**

***GENERAL  
OVERVIEW***

# *The Atlantic*

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“The Summer of 2019 changed girl’s beliefs about who can be a leader and a hero in America.”



GIRLS ACADEMY OVERVIEW

# A MOMENT IN TIME THAT HELPED SPARK AN UNSTOPPABLE MOVEMENT



**TIME 100**  
MOST INFLUENTIAL PEOPLE

Tonight, I'd like to raise a glass to a new era in sports. An era when the women's game is finally getting the attention it deserves. The talent, the narratives, the personalities. Women's sports has it all.

**PATRICK MAHOMES,**  
TIME 100 MOST INFLUENTIAL PEOPLE (2024)  
NWSL KC CURRENT PART OWNER



**GIRLS ACADEMY OVERVIEW**

# **WOMEN'S SPORT HAS WELL & TRULY ARRIVED**



## **Popularity Surge**

Booming growth across viewership, attendance, participation, and media coverage.

## **Desirable Demographics**

Diverse, engaged, and skewing toward younger generations.

## **Beacon of Change**

Advocating for gender equality, empowerment, diversity, and wellness.

## **Untapped Potential**

A growth stock still in its infancy stage.

# ***SOCCKER IS THE #1 DRIVER***

**Women's sports will eclipse \$1B in US revenue in 2024 for the first time, with soccer the primary contributor at 43%**

DELOITTE

- ▶ **GLOBAL POPULARITY:** Soccer's widespread appeal extends to women's soccer in the U.S., where it enjoys immense popularity.
- ▶ **US WOMEN'S NATIONAL TEAM EXCELLENCE:** The U.S. women's national team is the world's best, setting the standard with multiple World Cup and Olympic titles while also leading the fight for equal pay and status.
- ▶ **HIGH-PROFILE ATHLETES:** Women's soccer features many high-profile athletes who have become household names, significantly influencing media attention and fan engagement both on and off the field.
- ▶ **MEDIA MOMENTUM:** Media coverage of women's soccer has surged highlighted by the NWSL's \$240 million deal with ESPN, CBS, Prime, and Scripps.

# GRASSROOTS IS THE CRUCIAL UNDERPINNING FORCE

Investing in the grassroots of the sport is born out of a belief this will make the “single biggest difference” to the women’s game.



**TOM CORBETT,**  
BARCLAYS HEAD OF SPONSORSHIP



## GIRLS ACADEMY OVERVIEW

# ***BENEFITS OF GRASSROOTS SOCCER***

- ▶ **CULTURAL SHIFT:** Grassroots engagement normalizes girls' and women's participation in sports, challenges gender stereotypes, and fosters cultural support for women's sports.
- ▶ **FAN BASE CULTIVATION:** Early soccer involvement in childhood cultivates a dedicated fan base, fostering lifelong passion and support for women's soccer.
- ▶ **CHARACTER DEVELOPMENT:** Youth sports teach vital skills like teamwork, discipline, leadership, and time management while promoting physical activity and a healthy lifestyle.
- ▶ **FOUNDATION OF THE TALENT PIPELINE:** Professional excellence is only as good as the grassroots foundation on which it is built and the need for structured pathways from grassroots to professional levels is essential.
- ▶ **ADDRESSABLE COMMUNITY:** Soccer's nationwide grassroots infrastructure provides a vast and accessible audience for the sport and brand partners.





# *WELCOME TO THE GIRLS ACADEMY*

The **ONLY** development  
community dedicated to the  
female soccer player.







# GIRLS ACADEMY COMMUNITY BY THE NUMBERS

**1**

▶ GENDER FOCUS

**114**

▶ MEMBER CLUBS

**16,000**

▶ PLAYERS

**6**

▶ AGE GROUPS  
EXTENDS U13 -U19

**648**

▶ TEAMS

**3**

▶ NATIONAL  
EVENTS

**768**

▶ COLLEGE CAREERS  
LAUNCHED IN 2024

**#1**

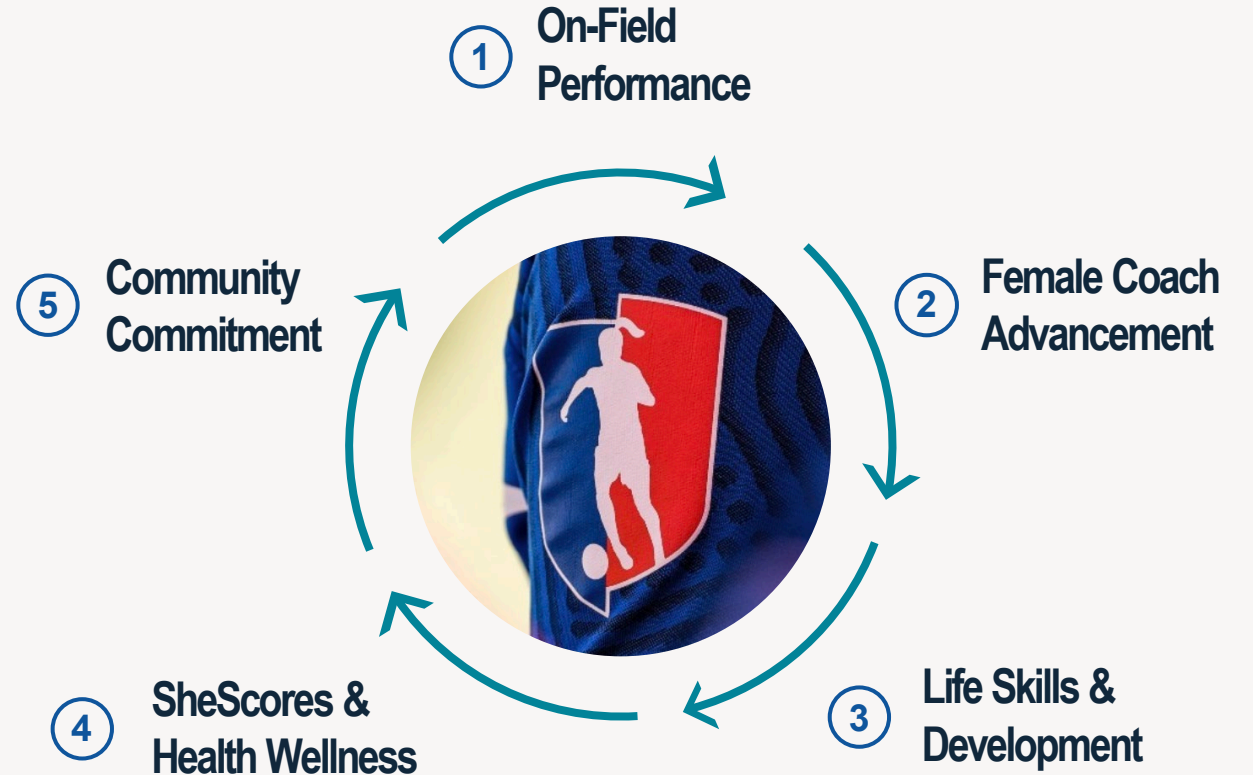
▶ NWSL 2024  
DRAFT PICK

# PURPOSE IS EVERYTHING

“We wholeheartedly believe that the GA purpose is our superpower. Our mission is to empower players pursuit of excellence as an athlete and a person. We believe this is accomplished through a holistic community commitment to five core elements...”



**PATRICIA HUGHES,**  
COMMISSIONER, GIRLS ACADEMY





# ① ON-FIELD PERFORMANCE

GA IS RECOGNIZED FOR ON-FIELD EXCELLENCE AND ADHERENCE TO HIGH LEVEL COACHING, TRAINING, AND COMPETITION STANDARDS.

Commitment to standards is a shared vision of the GA member clubs to create impactful On-field experiences for the development of the individual athlete.

#1 NWSL DRAFT SELECTION ALLY SENTNOR  
GA ALUMNA



## ② FEMALE COACH ADVANCEMENT

**ONLY 27% OF ALL YOUTH SOCCER COACHES ARE WOMEN, CONTRIBUTING TO LOWER PARTICIPATION AND RETENTION RATES OF YOUNG FEMALE ATHLETES WHO LACK VISIBLE ROLE MODELS AND TAILORED MENTORSHIP.**

The GA is currently the leading the way with more registered female coaches than any other top tier league, but enhanced initiatives to support female coach advancement remains is a top priority. Initiatives include:

- Development of technical on-field coaching sessions, programs, workshops etc. that advance skill-building, expertise, and practical application
- Inspirational storytelling campaigns that play a crucial role in changing perceptions, inspiring more girls to pursue coaching, elevating the status of female coaches, and breaking down perceived challenges and gender norms.



# ③ SHESCORES HEALTH & WELLNESS

HOLISTIC HEALTH AND WELLNESS IS ESSENTIAL FOR YOUNG ATHLETES, NOT JUST FOR PEAK PERFORMANCE, BUT FOR LONG-TERM WELL-BEING. THE GA SHESCORES HEALTH & WELLNESS INITIATIVE PRIORITIZES THREE CORE ELEMENTS:



## Female Health

Female players face unique health and performance challenges related to puberty, menstrual cycle dysfunction, female athlete triad, micronutrient deficiencies, breast health, growth and maturation, pelvic floor health, ACL injuries, RED-S, patellofemoral pain, burnout and stress.



## Mental Health

Young girls are more prone than their male counterparts to mental health issues such as anxiety and depression due to societal pressures, relational aggression, and biological factors.



## Body Positivity

Body shaming and body positivity are significant issues in girls' soccer, impacting players' self-esteem, performance, and overall well-being.



## GIRLS ACADEMY OVERVIEW

# ④ LIFE SKILLS AND DEVELOPMENT

**“94% OF C-SUITE WOMEN PLAYED SPORTS AT THE YOUTH LEVEL AND 54% AT THE COLLEGIATE LEVEL SO, YOU CAN SEE HOW SPORTS CREATES A PIPELINE OF BUSINESS LEADERS.” KATIE COURIC MEDIA**

GA’S commitment to the holistic character development embraces several elements that provide support and empower young women to develop the life skills that will help them succeed throughout their adult years.



### Advisory Panel

GA Advisory Panel is a structured program that provides players a voice in the growth of the GA.



### Leadership

In person and digital experiences focused on leadership skill development.



### Alumnae Network

The GA community lives well beyond the direct playing years, and the GA LinkedIn alumnae group provides lifetime professional networking and development support.

## GIRLS ACADEMY OVERVIEW

# 5 COMMUNITY COMMITMENT

**GA CLUBS & PLAYERS DEMONSTRATE A STRONG DESIRE TO SUPPORT THEIR LOCAL COMMUNITIES - AN INITIATIVE THE GA IS EMBRACING NATIONALLY.**



- ▶ RISE Soccer Club donated new or slightly used soccer items to Sports Quest Ministries/ orphans in Mexico
- ▶ Seattle Reign Academy teams packed ice bags to support Feed My Starving Children
- ▶ NYSC AP Reps organized a fundraiser for St. Jude's Children's Research Hospital.
- ▶ SDA AP members held a club-wide toy drive to donate to the Syracuse Upstate Medical Center Golisano Children's Hospital.
- ▶ Tophat Gold and Navy teams organized a food drive to give to a local food pantry.
- ▶ LA Surf supported a Breast Cancer Awareness campaign



**GIRLS  
ACADEMY**

***THANK YOU!***