



WORLD WOMEN'S SNOOKER TOUR
PARTNERSHIP OPPORTUNITIES

The World Women's Snooker (WWS) Tour is growing rapidly, and we have a range of exciting sponsorship opportunities for your company to join our journey and to help support women and girls around the world to play our sport.

Learn more about the WWS Tour and the fantastic exposure available for your company through supporting women's snooker!





WWW.WOMENSSNOOKER.COM



WHY SUPPORT WOMEN'S SNOOKER?

The WWS Tour has seen a significant increase in global exposure and fan interest over the past decade with key milestones including:

- In 2021 became an officially recognised qualifying pathway to the mixed gender professional World Snooker Tour.
- Close links to WST helping to deliver greater opportunities for female players including at the World Mixed Doubles, Champion of Champions and Shoot Out on live television.
- In 2024 hosted its biggest ever World Championship in China, with matches played in professional conditions and watched by over 175 million viewers in China and 1.5 million viewers on western platforms.

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Research from the Women's Sport Trust in 2023 shows the positive outcomes available to brands who sponsor women's sport with 24.5 million adults in the UK alone now aware of any women's sport sponsorship in the UK.

Key findings include:

60%

agree that sponsors should invest both in the men's and women's side of a sport that they support.

63%

of women agree that brands sponsoring a sport should give the same level of coverage in advertising to men's and women's teams.

29%

think more favourably of companies or brands that support women's sport through their sponsorship, compared to 17 per cent that support men's sport.

16%

of the UK population are more likely to buy from a brand that sponsors women's sport, compared to 13 per cent that sponsor a men's sport.

Through our links to the WPBSA and WST we can offer additional negotiable benefits including event tickets (excluding Triple Crown events).

BRAND EXPOSURE

Through its close links to the professional World Snooker Tour and as a part of the wider WPBSA Group, the WWS Tour offers significant exposure to partner brands.

 **45,000**

Direct reach to its own social media following including over **45,000** unique Facebook followers and **7,500+** X followers.



**2.6 MILLION
FACEBOOK
FOLLOWERS**

Wider exposure through the World Snooker Tour with over **2.6 million** Facebook followers, over **689k** Instagram followers and **220k** X followers.

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Unprecedented demand for live women's snooker.

 **175
MILLION**

In 2024 over **175 million** people watched coverage of the World Women's Snooker Championship in China via the Huya platform, with an additional **1.5m** via YouTube/Facebook.

 **10
MILLION**

In 2020, footage of the Women's Tour Championship from the Crucible Theatre was the second most viewed video across World Snooker Tour platforms during the calendar year and has received over 10m views and **150k** likes.

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BRAND EXPOSURE

The World Women's Snooker Tour receives national and international media coverage including:

BBC
NEWS

BBC World News Channel – which has a reach of more than 300 million people TV/
World Service Radio – which has a reach of more 40 million listeners for the English language service

BBC
ONE

Live BBC1 coverage of Women's Day during the professional World Championship each year

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BBC

BBC coverage on regional TV, radio and online



虎牙直播
HUYA.COM

抖音

Live streaming in China via Huya and Douyin



National / international newspapers / radio



Extensive social media within snooker sector and beyond. In 2019 Reanne Evans was featured by CNBC as part of their flagship sports show 'The Leadership League'.

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SPONSOR OPPORTUNITIES

There are currently several ways that you can support the WWS Tour including:

- Exclusive WWS Tour Sponsorship
- Event title sponsorship and naming rights to major world ranking tournaments
- World Ranking Sponsorship
- Tour partnership to include regular social media promotion
- Extensive online media exposure
- And much more!

“WOMEN’S SNOOKER IS EXPERIENCING UNPRECEDENTED GROWTH, WITH AN INCREASE IN PARTICIPATION, VIEWERS, AND PROFESSIONAL OPPORTUNITIES.”

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CONTACT US

If you or your company would like to take advantage of this unique opportunity and sponsor the WWS Tour, please contact us!



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