

# BAGGU®

A Sports Sponsorship Strategy in Partnership with Sue Bird

The goal of this strategic partnership between Sue Bird and BAGGU is to create a long-lasting relationship that leverages the unique strengths and audiences of each party. Joining forces allows BAGGU a platform to highlight the inclusive and unifying nature of sports that breaks the boundaries of gender, race, and background that remain within the fashion industry. This partnership will exemplify BAGGU and Sue Bird's passion for a united future. Through digital and physical initiatives, and support of the Boys and Girls Club of America, BAGGU and Sue Bird are not only breaking boundaries, but building bridges to see a brighter tomorrow.



## About Sue Bird

Sue Bird is a WNBA superstar. After a successful career at UCONN, she became 1st overall pick in the 2002 WNBA draft. She was picked up by Seattle Storm and spent her entire WNBA career there. The 5 time Olympic gold medalist retired in 2022 after securing 4 WNBA titles.

Off the court, Sue is a co-founder at Togethxr, a women-focused media company, and the Chief Strategy Officer at Deep Blue Sports + Entertainment.

## Industry Trends & Influencing Factors

### Sports figure sponsorship:

The sports sponsorship market is projected to hit \$189B+ by 2030

### Increasing WNBA viewership:

WNBA TV viewership is up 146% from 2020

WNBA is most popular amongst Generation Z and Millennials

### Mobile pop-up shops:

Lower risk, lower cost, adaptability, increased visibility

### Meaningful brand investments:

Shifting consumer preferences show a desire for value alignment, credibility, and authenticity

## Objectives

Build a long term relationship with Sue Bird

Expand BAGGU's market reach

Inspire new and old audiences to embrace positive impact and self expression

Foster the youth through donated proceeds to The Boys and Girls Club of America

## Theme & Inspiration

Inspired by the unifying nature of sports; the theme is to bridge fashion and sports by emphasizing togetherness and investing in future generations.

## Aim

Cultivate a lasting alliance that capitalizes on the distinctive capabilities and markets of each party. To bring the harmonizing essence of sports to fashion and transcend societal boundaries.



## Product Development



UCONN



Seattle Storm

"Iced Out Champ"  
Standard BAGGU \$14  
Medium Crescent Bag \$52



"Sweet Victory"  
Standard BAGGU \$14  
Crescent Fanny Pack \$48



"Acid Rain"  
Standard BAGGU \$14  
Medium Crescent Bag \$52



## The Mobile Pop-up Shop & Collegiate Tour

The BAGGU x Sue Bird mobile pop-up shop is made out of shipping containers and will stop in 5 major cities nationwide. Each stop is one week long with Sue Bird in attendance on the first Saturday in each city. The tour dates range from October 2024 until March 2025.

1st - Seattle, WA & The University of Washington  
October 12-20, 2024

2nd - Eugene, OR & The University of Oregon  
November 16-24, 2024

3rd - Austin, TX & The University of Texas  
January 11-19, 2025

4th - Columbus, OH & The Ohio State University  
February 8-16, 2025

5th - Storrs, CT & The University of Connecticut  
March 15-23, 2025 - March Madness

