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Sports/Fitness Blogger Campaign

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Introduction:

Unmatched is revolutionizing women's basketball. The league, which was co-founded by WNBA stars Breanna Stewart and Napheesa Collier, is giving athletes a much-needed competitive platform in the offseason. The league's 3-on-3 format enables players to maintain their peak performance without having to travel abroad. The league positions itself as a leader in women's sports by championing player equity and offering competitive compensation. Based in Miami, Florida, Unrivaled boldly declares that it's time for women's basketball to take center stage on its terms.

Basketball-loving, tech-savvy young people and millennials (ages 18 to 35) constitute the majority of Unrivaled's strategic target group. The league's 3-on-3, fast-paced structure appeals to fans who seek shorter, more intense content, and its emphasis on well-known WNBA players like Sabrina Ionescu and Angel Reese appeals to a largely female audience, particularly young women and girls who look up to these athletes as role models. Unrivaled appeals to people who appreciate equality, empowerment, and integrity in sports by providing a forum that supports equitable athlete compensation and gives women's voices a greater influence. With its headquarters in Miami, the league capitalizes on the city's thriving sports scene and stands as a major entertainment destination, guaranteeing nationwide exposure through media alliances with TNT, TruTV, and streaming on MAX.

Digital Platform:

An excellent fit for this blog post is [Just Women's Sports](#), a prominent website devoted to highlighting the experiences of female athletes. The website is ideally suited to discuss Unrivaled Basketball's revolutionary influence because of its dedication to offering in-depth coverage of women's sports and its loyal audience of passionate supporters and business leaders. By collaborating with Just Women's Sports, the blog might connect with a dedicated audience that supports the advancement of women and empowerment in sports.

Pitch:

Subject: Unrivaled: The Game-Changing Offseason League for Women's Basketball

Hi Claire,

I hope everything is going well for you! I've been watching your coverage of the NCAA tournament, and I found your analysis of South Carolina's lack of dominance in the first half to be really insightful. I am offering a blog post that would be ideal for Just Women's Sports because of your knowledge of women's basketball and the wonderful work you do with The Late Sub.

As March Madness draws attention to women's basketball, I wanted to highlight Unrivaled Basketball's 3-on-3 league, a groundbreaking platform that offers WNBA players the chance to compete at an elite level from the comfort of their country while simultaneously providing player-first support and financial stability. The blog analyzes how Unrivaled is transforming

women's basketball's offseason by providing players with a \$50,000 championship bonus, an \$8 million pay pool, and an average compensation of nearly \$200,000.

This article would resonate deeply with your passionate supporters and align perfectly with Just Women's Sports' objective of enhancing women's basketball narratives. Would love to have it hosted on your website, and I'll email the post for your approval or to discuss changes!

I'm excited to know what you think about this collaboration!

Best,

Jaychele Nicole

Publicist, Unrivaled Basketball

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Blog:

Unrivaled: The Offseason League Women's Basketball Has Always Needed



Every offseason for decades, WNBA players have had to make the tough decision to either play abroad for financial security or risk their careers stalling. Currently, around 70% of WNBA

players compete abroad during the offseason to supplement their earnings ([ESPN, 2023](#)). However, that method has long been associated with difficult travel, the possibility of injuries, and poor visibility. Now, that cycle is finally ending because of Unrivaled Basketball.

A New Standard for Women's Basketball Salaries

Unrivaled, in contrast to previous options, is putting player welfare and financial growth first. With an \$8 million wage pool and an equity stake for players, the league pays its players an average salary of nearly \$200,000 ([CBS Sports, 2025](#)). This amount means that elite athletes are sticking in the United States and developing their brands there while receiving compensation on par with WNBA supermax wages.

The \$50,000 Game-Changer

Unrivaled made a significant first when they revealed that every member of the winning team would get a bonus of \$50,000 ([ESPN, 2025](#)). The bonus is a statement as well as an incentive. Financial instability, significant injury risks, and delayed payouts are typical disadvantages of overseas contracts. However, Unrivaled is demonstrating that players may succeed without leaving their homes with this new compensation system.

This \$50,000 reward further solidifies Unrivaled as a competitive, sustainable, and financially feasible alternative to the overseas route, matching or surpassing some WNBA wages. It's an unprecedented time for women's basketball that has the potential to change the trajectory of the game.

The League Women's Basketball Deserves

Unrivaled, a player-first initiative co-founded by Breanna Stewart and Napheesa Collier, isn't simply another league. Its 3-on-3 structure guarantees an exciting, quick-paced experience that fits perfectly with current trends in sports entertainment. More significantly, it gives WNBA players time to recover, financial security, and the opportunity to remain local while maintaining their competitive edge.

Women's basketball players have had to forgo comfort in favor of money for far too long. Unmatched is demonstrating their deservingness of both.