

WATCH: WNBA Canada Game presented by Tangerine partner [TV spot](#)



FIRST WNBA CANADA GAME PRESENTED BY TANGERINE TO FEATURE 15 MARKETING PARTNERS

TORONTO, April 6, 2023 – The Women’s National Basketball Association (WNBA) today announced that 15 Canadian marketing partners will support the WNBA Canada Game presented by Tangerine. The WNBA’s first game in Canada will feature the Chicago Sky and the Minnesota Lynx playing a preseason game on Saturday, May 13, 2023, in front of a sold-out crowd at Scotiabank Arena in Toronto, ON. The 15 Canadian partners include presenting partner Tangerine Bank, the league’s first foundational partner in the country, and Hennessy, official spirit of the WNBA.

The WNBA Canada Game presented by Tangerine will air live in Canada on Sportsnet and TSN, and in the U.S. on WNBA League Pass. Partner activation highlights for the WNBA Canada Game presented by Tangerine include:

Tangerine Bank

- As the first foundational partner of the WNBA in Canada, Tangerine continues its commitment to women’s sports and the development of female leadership as the presenting partner of the WNBA Canada Game.
- Tangerine will develop a WNBA TV commercial that demonstrates the impact this historic game will have on generations of female athletes.
- The WNBA and Tangerine will build a larger-than-life, 3D installation of the WNBA logo that will be displayed in Toronto prior to the game as a visual representation of the growth of the sport.
- Tangerine will host a community clinic for a group of 40 young female athletes and provide fans across Canada with a chance to win courtside seats to the sold-out game.

Air Canada

- In keeping with their commitment to supporting gender equity across the Canadian sports landscape, Air Canada will launch a nationwide #ACFanFlight contest that will invite communities from across Canada to nominate a girls basketball team to win a once-in-a-lifetime trip to attend the game. The winning team, to be determined by the WNBA and Air Canada, will participate in a private basketball clinic on May 13.

Bell

- As part of their Bell for Better platform, designed to showcase Bell’s commitment to diversity, inclusion and stronger communities, Bell will host a basketball clinic for 10–12-year-old girls in Toronto.
- Fans of all ages will be able to check out an activation from May 6-7 featuring interactive games and the opportunity to win instant prizes.

Canada Goose

- Canada Goose will provide apparel to players from the Chicago Sky and Minnesota Lynx ahead of the game, and work with the WNBA on a ‘Style Your Fit’ series that will debut on WNBA and player social channels.
- Players from both teams will make an appearance at Canada Goose’s CF Toronto Eaton Centre store where fans will have the opportunity to meet and take photos with players. More information about the appearances will be available through league channels and Canada Goose’s Basecamp community at canadagoose.com.

Canadian Tire

- As an Official Partner of the WNBA Canada Game presented by Tangerine and proud champion of gender equity in sport, Canadian Tire Corporation will create a dedicated platform to celebrate female athletes.
- Canadian Tire Corporation and SportChek will also amplify this platform through an interactive fan experience on-site during the game.

DoorDash

- As the official on-demand delivery platform of the WNBA, DoorDash will bring the top women’s university basketball teams from Carleton University and the University of Alberta to attend the WNBA Canada Game presented by Tangerine.
- DoorDash will also introduce a new initiative to support girls’ basketball across Canada.
- During the game, DoorDash will host a social media contest that will provide fans with the opportunity to win prizes from home.

Mastercard

- Mastercard is the presenting partner of [WNBA Goods](#), a new retail platform designed to promote and empower Canadian female entrepreneurs through the release of limited-edition WNBA merchandise developed by 10 women-led or owned Canadian small businesses ahead of The WNBA Canada Game 2023 presented by Tangerine.

Metrolinx

- Metrolinx will promote the WNBA Canada Game presented by Tangerine through its suite of marketing assets, including train posters, digital signage at stations, and newsletters.

Michelob Ultra

- Michelob Ultra will run an interactive ad campaign in the lead-up to the inaugural WNBA game in Canada that highlights the individual power fans hold in changing the game for the promotion and visibility of women’s sports.

Nike

- Ahead of the game, Nike will host basketball leaders for a community discussion on empowering the next generation of Canadian female basketball athletes.
- Nike will also offer merchandise to fans to celebrate WNBA athletes.

Ontario Lottery and Gaming Corporation (OLG)

- As part of OLG’s proud partnership of the first WNBA game in Canada and commitment to local athletes and communities across Ontario, Ontario Lottery and Gaming Corporation (OLG) will

recognize Emily Mandamin, the first person from the Iskwewizaagegan First Nation community to earn a basketball scholarship. The recognition will include a short film about Emily’s life, in-game recognition, and the refurbishment of a basketball court Emily grew up playing on in Kenora, ON.

RE/MAX

- As an official partner of the WNBA Canada Game presented by Tangerine, RE/MAX Canada will host an all-ages fan activation featuring engaging giveaways during the game and will receive in-arena branding.

Sun Life

- Sun Life will host a Women in Leadership WNBA Fantasy Camp featuring a basketball clinic run by WNBA and NBA instructors.
- Sun Life will have in-arena signage highlighting its commitment to health and wellness and growing the game of basketball.

YouTube

- YouTube will give Canadian Creators a platform to connect with their fans and WNBA players through YouTube Shorts, an extension of “The Shorter Side of the NBA” series, which will pair WNBA players with Creators to showcase their shared passions on-and-off the court.
- In collaboration with the WNBA, YouTube will also host creator development sessions at CNCPT, an inclusive learning environment created by YouTube and HXOUSE. These sessions will give aspiring and emerging Canadian creators the opportunity to learn world-leading insights on brand building and business development, taught by WNBA talent.

The 2023 WNBA Draft presented by State Farm on Monday, April 10 at 7 p.m. ET will air live in Canada on TSN and NBA TV Canada. Former University of South Carolina forward and Mississauga-native Laeticia Amihere recently declared for the Draft.

For more information, fans in Canada can follow the NBA on [Facebook](#), [Twitter](#), [Instagram](#) and [TikTok](#), and the WNBA on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#) and [YouTube](#). Official WNBA merchandise is available at the NBA Store in Canada at [NBASore.ca](#).

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About the WNBA

The WNBA, which concluded its 26th season in 2022, is a bold, progressive basketball league that stands for the power of women. Featuring 12 teams, the W is a unique sports property that combines competition and entertainment with a commitment to diversity, equity and inclusion and social responsibility. Through its world-class athletes, the in-game fan experience, TV and digital broadcasts, digital and social content and community outreach programs, the league celebrates and elevates the game of basketball and the culture around it.

In 2020, the WNBA and the Women’s National Basketball Players Association (WNBPA) signed a groundbreaking eight-year CBA that charts a new course for women’s basketball – and women’s sports overall – with a focus on increased player compensation, improvements to the player experience, expanded career development opportunities and resources specifically tailored to the female professional athlete. Key elements of the agreement are supported through the league’s partnership platform, WNBA

Changemakers, with AT&T, the WNBA's Marquee Partner and inaugural Changemaker, as well as fellow inaugural Changemakers Deloitte and NIKE, Inc, and subsequent additions Google and U.S. Bank. During the 2020 season, the WNBA and WNBPA launched the WNBA Justice Movement forming the Social Justice Council with the mission of being a driving force of necessary change and continuing conversations about race and voting rights, among other important societal issues.

For more information, visit WNBA.com.

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