GOALS announces Ally as presenting sponsor for ‘The Business Case For Women’s Sports’ podcast

Ally to also sponsor GOALS’ ‘A Day In The Life’ content series in an effort to increase day-to-day media coverage of women’s sports

PITTSBURGH, PA (June 22, 2023) – GOALS, a start-up marketing & sponsorship agency that is fully dedicated to growing women's sports, today announced Ally Financial Inc. (NYSE: ALLY), a purpose-driven financial services company and a leading supporter of women’s sports, will serve as the presenting sponsor of GOALS’ flagship women’s sports business content: *The Business Case For Women’s Sports* podcast.

GOALS and Ally share the core fundamental belief that it’s good business to invest in women’s sports, and the purpose of this relationship is to demonstrate the business value and social impact opportunities that exist within the women’s sports industry. With Ally’s investment as the show’s presenting sponsor, the podcast will now become a weekly offering, doubling the podcast’s reach and offering.

“We know women’s sports still receive a miniscule proportion of sports media coverage - and the business side of women’s sports receives even less,” said Caroline Fitzgerald, Founder of GOALS and the host of *The Business Case For Women’s Sports*. “Ally understands that in order to grow the women’s sports industry, we must be able to learn about the industry and share best practices. It’s an honor to work with their team to grow the amount of coverage given to the business side of women’s sports.”

Launched in 2020 by GOALS, *The Business Case for Women's Sports* is the leading podcast that exclusively covers the business side of women's sports. The show features digestible interviews with leaders in women's sports to spotlight topics like data insights, marketing strategies and sponsorship deals. Shortlisted as one of the best sports business podcasts in 2021 and 2022 by the Sports Podcast Awards, the podcast is available across every major global audio platform, and has featured several star-studded guests, including former Olympians, Angela Ruggiero & Natalie Hinds, Title Nine CEO, Missy Park, Just Women's Sports CEO, Haley Rosen, Carolyn Braff from Gatorade, Founder of The Sports Bra Women's Sports Bar, Jenny Nguyen, women’s sports journalist, Erica Ayala and more.

In addition to sponsoring the GOALS podcast, Ally will also serve as the presenting sponsor of the *A Day in the Life at GOALS in Women’s Sports* content series. This series takes followers behind the scenes of what it’s like working at a women’s sports start-up and showcases happenings within women’s sports like key events, brand activations and the day-to-day work that helps move the needle forward towards equity in sports.

"We’ve seen such a positive impact on our business, and the sports industry as a whole, since we pledged to reach parity across our paid media spending in men’s and women’s sports within five years,” said Stephanie Marciano, head of sports marketing at Ally. “And much of that impact comes directly from being intentional with our dollars and investing in media beyond major networks like GOALS, establishing year-round visibility to women’s sports, not just during the big moments.”

“The women’s sports industry changed for the better the moment Ally announced their 50/50 pledge in June of 2022,” said Caroline Fitzgerald. “Ally is leading the charge to create true equity in sports and has set a new standard for how brands can show up to support women in sports.”

To learn more about GOALS, visit www.goals-sports.com. To learn more about Ally’s 50/50 pledge to reach equal spending in paid advertising across women's and men's sports programming over the next five years, and their "Watch the Game, Change the Game" campaign, visit watchtochange.com.

About GOALS
GOALS is a start-up women’s sports marketing and sponsorship agency that is fully dedicated to growing women’s sports. Guided by a core, data-driven belief that women’s sports are the most exciting trend in the sports industry right now, GOALS works to show brands, networks, and investors that it's good business to invest in women's sport. GOALS does this by working with professional women’s sports team & organizations to help them earn more revenue by signing corporate sponsorships, working with brands to project manage new or existing sponsorships within women's sports, and by creating unapologetic & educational content, including the production of our flagship show: ***The Business Case For Women's Sports*** podcast.

For more information visit www.goals-sports.com

About Ally Financial
Ally Financial Inc. (NYSE: ALLY) is a financial services company with the nation’s largest all-digital bank and an industry-leading

auto financing business, driven by a mission to “Do It Right” and be a relentless ally for customers and communities. The company serves more than 11 million customers through a full range of online banking services (including deposits, mortgage, point-of-sale personal lending, and credit card products) and securities brokerage and investment advisory services. The company also includes a robust corporate finance business that offers capital for equity sponsors and middle-market companies, as well as auto financing and insurance offerings. For more information, please visit www.ally.com and follow @allyfinancial.

For more information and disclosures about Ally, visithttps://www.ally.com/#disclosures.

For further images and news on Ally, please visithttp://media.ally.com.

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