



CASE STUDY BUILT FOR GROWTH

The Opportunity:

As the Professional Women's Hockey League continued its rapid growth, its commercial operations were evolving alongside the league. With an expanding team footprint and a growing sponsorship portfolio, the PWHL saw an opportunity to build on its existing processes with a more connected and scalable commercial infrastructure.

Working collaboratively with Two Circles, the PWHL implemented KORE Partnership Intelligence to centralize contract management, inventory tracking, reporting and workflows across the league. More recently, the PWHL expanded this technology ecosystem with KORE Activate, further connecting sponsorship sales and activation as the organization continues to grow.

"As the PWHL has expanded, having a centralized commercial platform has enabled us to scale our sponsorship operations while maintaining consistency across the league. KORE has given us the structure, visibility and workflows needed to support our continued growth."

**— Chelsea Purcell, Vice President, Partnerships,
Professional Women's Hockey League**



Together, the PWHL and Two Circles evolved the league's commercial operating model to support continued growth across five key areas:

Centralized Commercial Operations



Bringing sponsorship contracts, inventory and commercial information together within a centralized platform gives teams a consistent source of information across the league.

2

Connected Sales & Activation

KORE Sponsorship & Partner Sales and KORE Activate connect the sales and activation lifecycle, ensuring every sponsorship commitment is clearly visible from sale through fulfillment.

3

Automated Commercial Workflows

Configurable workflows support collaboration across Sales, Activation, Finance, Legal and Leadership, with notifications and approvals helping teams stay aligned throughout the commercial process.

4

Scalable League Infrastructure

The commercial framework developed alongside the league's expansion has provided a repeatable foundation that can be extended as new clubs are added, supporting consistency while allowing the PWHL to continue evolving its operations.

5

Executive Reporting

Custom reporting provides league leadership with visibility into sponsorship inventory, contracts and multi-currency revenue across U.S. and Canadian operations.

Business Impact:

Through its work with Two Circles and KORE, the PWHL has continued to evolve a repeatable commercial operating model designed to scale alongside the league. KORE Sponsorship & Partner Sales and KORE Activate provide a connected technology ecosystem supporting contract management, inventory, approvals, reporting and activation.

As the league has expanded, this shared framework has supported the onboarding of new clubs while maintaining consistency across commercial operations. Today, connected workflows and reporting provide greater visibility across departments and give the PWHL a flexible foundation that can continue evolving with the league.



BUILT FOR GROWTH
PWHL

Get in touch to explore how the right commercial technology platform can help your organization scale sponsorship operations. Contact hello@twocircles.com

