How Brands Are Showing Up at WNBA All-Star Weekend

The WNBA All-Star weekend is back in Las Vegas in a big way, and brands are on board. For the first time, this weekend’s All-Star Game will air in primetime on ABC, tipping off at 8:30 p.m. ET on Saturday from the Michelob Ultra Arena. In addition to the game, which features team captains A’ja… https://www.adweek.com/convergent-tv/how-brands-are-showing-up-at-wnba-all-star-weekend/