



## The Latest from SFIA

March 22, 2023



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**sfia.org** - This conference will bring together key organizations and governing bodies for a comprehensive event to....

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### SFIA Presses for Intervention in West Coast Ports Contract Talks to Avoid More Disruption

**sfia.org** - Despite recent assurances that commerce would flow through west coast ports without labor disruptions...

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### Congress Re-introduces PHIT Act to Reduce Costs of Sports and Activity

**sfia.org** - The Personal Health Investment Today (PHIT) Act was re-introduced in the U.S. Senate and House of Representatives...

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### March 30th Corsearch Webinar: The Evolving Online Space

**sfia.org** - With the explosion of platforms such as TikTok and Instagram, how can brands take advantage of the commercial...

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### The DICK'S Sporting Goods Foundation Grants US\$1.5 Million to Renovate Sports Space for Youth in Under-Resourced Communities

**pnnewswire.com** - The Local Initiatives Support Corporation and The DICK'S Sporting...

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### Spalding Adds AR, Interactive 3D Manuals to Momentous EZ Basketball Hoop Assembly Instructions

**sportsbusinessjournal.com** - Spalding is utilizing augmented reality and interactive 3D...

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### MLB Open to Tweaking Rule Changes Before Season

**frontofficesports.com** - Major League Baseball might tweak its major rule changes just before...

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### Fanatics and NHL in 10-Year Deal for On-Ice Uniforms, Authentic Jerseys Supplier

**sgbonline.com** - The National Hockey League and its longstanding partner Fanatics...

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### Women's Basketball and College Football Dominate the NIL Industry in 2022-23

**pnnewswire.com** - SponsorUnited reports NIL deals surged 146% year-over-year, as...

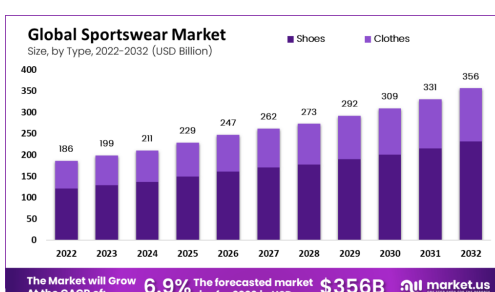
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### Study: Active Fan Content Engagement Set to Increase Over Rest of Decade

**sportspromedia.com** - More active engagement from fans, extra mobile consumption and...

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### Sportswear Market Size to Surpass USD 356 billion by 2032, Thanks to Rise in Outdoor Activities and Sports

**gloablenews.com** - According to Market.us, the sportswear market size is...

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### World Baseball Classic Will Return in 2026 Commissioner Confirms

**mlb.com** - The World Baseball Classic will take the global stage again in 2026, and players are...

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### \$2.9 Trillion U.S. Consumer Retail Market is Set for Repositioning, Reports Circana

**npd.com** - Consumer demand is declining across nearly every U.S. discretionary general...

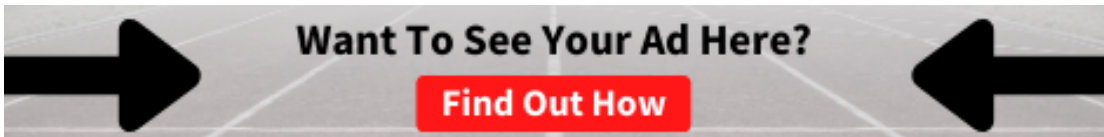
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### Angel City FC's Alyssa Thompson Set a New Standard for Girls in Soccer

**si.com** - While going head to head with male players in an MLS youth academy, the 2023...

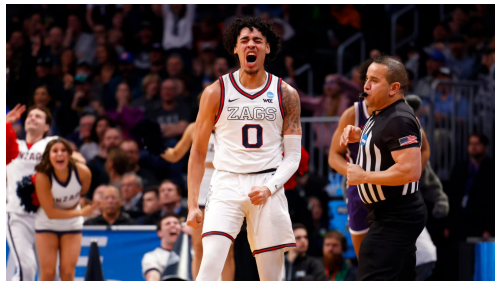
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### Tennis Apparel, Footwear, and Accessories Market Size in US to Increase by USD 208.5 Million between 2022 & 2027

**pnnewswire.com** - The tennis apparel, footwear, and accessories market in US is...

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### Bleacher Report: Top 50 Prospects Entering NCAA Tournament's Second Weekend

**nba.com** - With the NCAA Tournament in its second week, Bleacher Report's Jonathan...

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### Rory McIlroy Supports Proposals to Limit Ball Distances

**espn.com** - Proposals to limit the distance golf balls travel when struck by elite players have...

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### Golf Apparel, Footwear, and Accessories Market in US to Grow at a CAGR of 5.18% from 2022 to 2027

**pnnewswire.com** - The size of the golf apparel, footwear, and accessories market in US is...

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