



## The Latest from SFIA

March 29, 2023



### DON'T FORGET TO REGISTER: April 17-18 Team Sports Conference

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

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### SFIA Releases New Research on Sports and Fitness Product Categories' Sales Figures

**sfia.org** - The report tracks U.S. wholesale revenues in sporting goods and fitness equipment, athletic footwear, sports apparel...

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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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### 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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### Manufacturers Report: Active Lifestyle Market Grew 4.3 Percent In 2022

**sgbonline.com** - Product sales in the sporting goods, fitness, and related recreation markets...

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### Congress to Hold First NIL Hearing Wednesday as New NCAA President Seeks Oversight, Antitrust Exemption

**cbsports.com** - NIL is finally allowing athletes to be paid, but its unregulated nature is causing...

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### USA Swimming Extends Speedo Partnership Deal Through 2024

**sgbonline.com** - USA Swimming reported it extended its partnership with Speedo...

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### IHRSA Applauds the PHIT Act to Improve Americans' Health & Fitness

**athletechnews.com** - The IHRSA has recently lauded the introduction of the PHIT Act...

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### NWSL Sets New Opening-Week Attendance Record

**sportspromedia.com** - The NWSL has broken its opening-week attendance record after...

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### Flag Football Gets More Structure with Key Partnership Deal

**sgbonline.com** - RCX Sports, the official operating partner of NFL Flag, inked a new...

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### College Sports in 'Crisis' Amid 'Easy to Abuse' NIL Rules, say Notre Dame Officials

**sportspromedia.com** - College athletics is "in crisis" and faces "threats on a number of fronts"...

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### NFL Expands Rule Against Misuse of Helmet; Guardian Caps Required in Regular Season, Postseason

**nfl.com** - The NFL unveiled two safety-related measures on Tuesday at the Annual League...

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### NFL Rule Changes 2023: Jersey No. 0 is Back, Personal Foul Penalties Clarified, One Date for Roster Cutdowns

**cbsports.com** - One of the many uses for the NFL Annual Meeting is for the league to hear...

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### Women's March Madness Viewership is Up, While Men's Declines

**frontofficesports.com** - Women's March Madness viewership continues to skyrocket with this...

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### Footwear Market in APAC Size is Set to Grow by USD 55.92 Billion from 2021-2026; The Growing Demand for Athletic Footwear Boosts the Market

**prnewswire.com** - The footwear market size in APAC is estimated to grow by USD 55.92 billion...

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### K-Swiss Announces Official Footwear Sponsorship of the Inaugural Pickleball Slam

**prnewsire.com** - Iconic American heritage and performance Tennis brand K-Swiss is thrilled to...

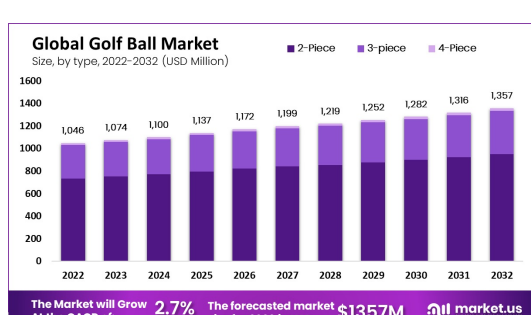
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### NFL and RedBird Capital Partners Announce Formation of a New Venture to Deliver NFL Sunday Ticket to Commercial Establishments

**businesswire.com** - The National Football League and RedBird Capital Partners today...

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### Golf Ball Market Size to Reach USD 1356.6 Bn by 2032: North America Dominates with 35% of the Market Share

**globalnewswire.com** - The global golf ball market was valued at USD 1,046.2 Million in...

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