



**PROMOTING *SPORTS & FITNESS***  
**PARTICIPATION AND INDUSTRY VITALITY**



# WHO WE ARE

SFIA is the premier trade association that is committed to supporting our member companies and promoting a healthy environment for the sporting goods industry by providing access to thought leadership, advocacy and public affairs, research, and member services.





***MEMBERSHIP***

# MEMBER BENEFITS

- Annual Research Reports
- Access to Single Sport Reports and Events
- Exclusive Events and Monthly Webinars
- Industry Voice on Capitol Hill
- Support on Trade and Legal Issues
- Access to Sport-Specific Councils
- Industry Connection and In-Person Presentations
- Integrated Marketing

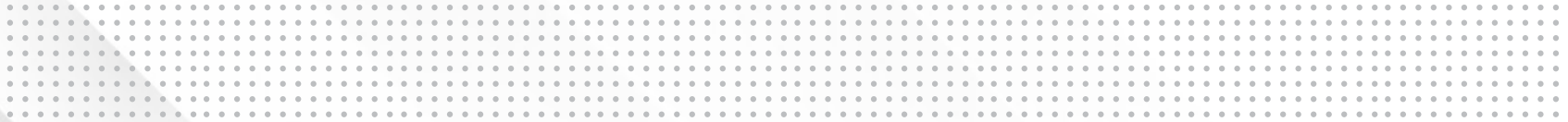




# ***EVENTS***



# EVENTS TIMELINE



**MARCH**

National Health Through  
Fitness Day



**APRIL**

Team Sports Rules  
Conference



**JULY**

Start-Up  
Challenge



**OCTOBER**

Industry Leaders  
Summit

# INDUSTRY LEADERS SUMMIT

**Get in front of the top executives in the sports and fitness industry**

Network, connect, and learn about market trends and insights across the consumer landscape from the key executives during this multi-day event.

SFIA events like ILS allow our members to engage and communicate in the best interest of the sports and fitness industry with:

- C-Suite Executives
- Government Leaders
- Athletes





# NATIONAL HEALTH THROUGH FITNESS DAY

**JOIN SFIA ON CAPITAL HILL TO PROMOTE THE PHIT ACT DURING NATIONAL HEALTH THROUGH FITNESS DAY**

Every March, SFIA is joined by influential celebrities, industry executives, and sports & fitness experts to actively advocate for lifestyle policies on Capitol Hill.



# START-UP CHALLENGE

**Connecting the most innovative start-ups in sports with venture capital firms and industry leaders**

Since 2016, SFIA has helped find the next great disruptor in the sports and fitness industry. SFIA members have the opportunity to find out about these companies early by becoming judges of the Start-Up Challenge and connecting with the founders. Previous Start-Up Challenge finalists include Tonal, FlexIt, Nix, and Asensei. This event happens every July.



# TEAM SPORTS RULES CONFERENCE

**A discussion on team sports rules, standards, and regulations**

The Team Sports Rules Conference serves as a unique forum for leading governing bodies to express their views on where the industry is going, and the impact new product standards have on the future of health and safety in sports. This event happens biennially in April.





# ***RESEARCH***



# INDUSTRY INSIGHTS

Released on an annual basis with new insight and analysis, SFIA industry research provides members the informative tools necessary to drive critical decision-making.

## REPORTS INCLUDE:

- Sports and Fitness Participation
- State of the Industry
- Manufacturers Sales by Category
- U.S. Trends in Team Sports
- Tracking the Fitness Movement

Should a presentation be required for your internal strategy session, SFIA can create a customized presentation for your company. We'll even present it for your company!

These reports and services are **included in membership packages**

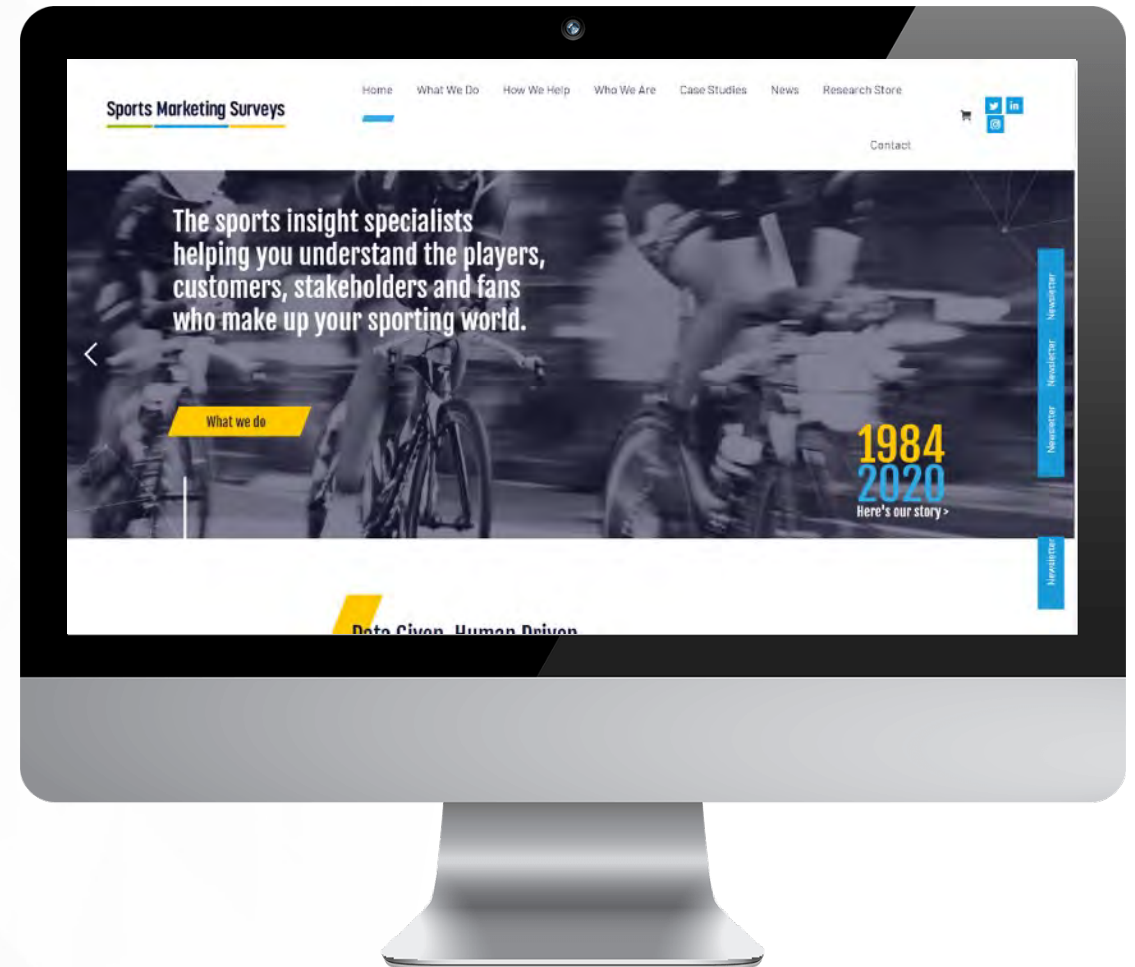


# CUSTOM RESEARCH

In conjunction with our partners at Sports Marketing Surveys, SFIA offers our members affordable, custom research projects to fit their unique situation or criteria.

Each project is scoped to your specific needs and a price for the research is provided in advance to aid in budgeting and cost control. Discounted rates provided to members.

Contact Alex Kerman at [akerman@sfia.org](mailto:akerman@sfia.org) or more information.





## ***ADDITIONAL MEMBER BENEFITS***



# PUBLIC POLICY

## THE VOICE FOR SPORTS & FITNESS ON CAPITOL HILL

SFIA's in-house lobbyist gives the sports & fitness industry an omnipresent voice on Capitol Hill to fight for the issues that matter most to members. Lobbying efforts include ensuring that proper regulations are in place, regulating trade and tariffs, and pushing for regulation that promotes industry growth.

For questions about our lobbying efforts, please contact Senior Vice President for Government & Public Affairs, Bill Sells at [bsells@sfia.org](mailto:bsells@sfia.org)

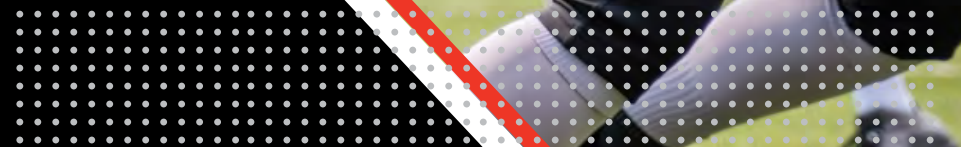




# Personal Health Investment Today (PHIT) ACT

## A Way to Reduce Your Physical Activity Expenses, Saving You 20-37%

The PHIT Act will allow flexible spending accounts (FSAs) and health savings accounts (HSAs) to pay for youth sports fees, sports and exercise equipment, health club memberships, fitness classes, and outdoor recreation.





# COMPLIANCE & STANDARDS

## STAYING COMPLIANT TO PROTECT YOUR BRAND

Sports and fitness may be recreational activities for most, but they come with a complex set of safety protocols and product compliance guidelines. SFIA helps members navigate these multifaceted issues to keep you at the forefront of standards and minimize potential product liability.

SFIA's relationships assists members navigate the complex world of compliance and standards





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### LEGAL & GOVERNMENT

**NOCSAE**



### SPORTS & GOVERNING BODIES

**NCAA**



International  
Olympic  
Committee

**FIFA**



WORLD FEDERATION OF THE  
SPORTING GOODS INDUSTRY

# SPORT COUNCILS

## CONTRIBUTE TO THE DISCUSSION ON RULES AND PARTICIPATE IN SPORT-SPECIFIC COUNCILS

Catered to an individual sports' requirements, SFIA Sports and Rules Councils meet throughout the year to discuss rulebooks, participation, equipment, youth activity and “grow-the-game” opportunities. Member involvement provides valuable insights that direct business decisions and deliver opportunities to make an impact on the sport.

- SFIA Sport Councils meet throughout the year and collaborate to:
- Collectively address sport-specific problems across all council members
- Create an equal voice among all members regardless of size
- Solve industry problems such as equipment, labeling specs, NCAA/NFHS standards
- Develop networking between members within your segment







# TRADE AND TARIFFS THOUGHT LEADERSHIP

**We work tirelessly to help you improve  
your bottom line**

As the preeminent leader in sport and fitness, SFIA focuses on solving time-sensitive issues in the industry through lobbying and guidance. As a member of SFIA, your business will receive consulting services as well as benefit from our lobbying efforts in Washington D.C.



# INTEGRATED MARKETING

- Partner at events
  - Engage via digital and web channels
  - Co-branded social media content
  - E-newsletter integration
  - Research report sponsorship
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# CURRENT MEMBERS

Our current members are leaders in their respective fields in the sports and fitness industry.  
Here's a sample of the 700+ members we currently serve:





➤ **THANK YOU** ◀