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The Latest from SFIA
January 17, 2024

- Have your voice heard! In less than 10 minutes, you can provide valuable insight and feedback to help SFIA with our...

- Unlock New Business Opportunities in Sports & Rec Funding! sfia.org - Annually, billions of dollars are earmarked specifically for sports & rec projects. That's where SFIA and our partnership...

- Trends in Team Sports Report Now Available -- FREE for SFIA Members sfia.org - SFIA has released its 2023 U.S. Trends in Team Sports Report, which examines participation and market trends...

- Reeplayer and MLS Innovation Lab Redening Sports Media reeplayer.com - Reeplayer teamed up with MLS Innovation Lab by Major League Soccer to standardize sports media and...

- MLS Admits Six Sports Tech Startups to Accelerator and Details Apple TV Docuseries sportspromedia.com - MLS has formally taken the wraps off its accelerator programme, inviting...

- Franklin Sports CFX Pro Batting Glove Series More Than Just a Standard Batting Glove sgbonline.com - Franklin Sports, the official batting glove of MLB and a manufacturer/retailer in...

- Adidas Drops SS24 Melbourne Tennis Collection sgbonline.com - Adidas dropped its SS24 Melbourne collection, marking the start of...

- Asics x Naruto Unisex Shoe Hits the Street sgbonline.com - Following the release of three exclusive styles in 2022, including two Gel...

- Puma x Coperni Redene Tech Footwear With 90SQR sgbonline.com - Puma and Coperni redefined the limits of tech-driven footwear design...

- Dolphins-Chiefs NFL Wild Card Game Delivers Record Audience for Peacock yahoo.com - The NFL delivered for NBCUniversal streamer Peacock on Saturday as the...

- Adidas Recodes A 30-Year Icon with Predator 24 sgbonline.com - Adidas will release the latest footwear style in its Predator franchise the...

- Show Them the Money: Record NWSL Media Deals Fueling Record Player Contracts frontofficesports.com - First came the big-time media money for the NWSL. Now, here come...

- Inter Miami's World Tour is Good For Business. Is it Good for the Team? frontofficesports.com - Inter Miami will travel to El Salvador this week to kick off the club's...

- Diamond Sports Agrees to Deal With Amazon, Sinclair, Debt Holders frontofficesports.com - When ESPN's MegaCast approach to college football's national...

- Can a Paywall Work for the NFL Playos? Peacock Will Find Out frontofficesports.com - NBCU faces viewership concerns and future bidding competition, as...

- Is the NCAA Getting Serious About NIL? sportico.com - Last week may have signaled a new era for the NCAA and its complex...

- Census Bureau Sees Core 2023 Holiday Retail Sales Growth in Line With Ination sgbonline.com - U.S. Census Bureau data released Wednesday shows that overall December...