



The Latest from SFIA

February 21, 2024



Agenda & Sessions Announced for April 2024 Event - Join Us!

sfia.org - Sessions for the April 15-16 Team Sports Conference in Indianapolis, hosted by SFIA, NFHS, and NCAA are confirmed...

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sfia.org - The SFIA Sports & Recreation Project Database gives you an edge by providing information on projects at the...

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Congress Encouraged to Work With USTR to Improve Section 301 Tariff Exclusion Process

sfia.org - A Congressional Research Service (CRS) report recommends Congress engage with the USTR to develop and...

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COMPLIMENTARY WEBINAR: Navigating CA's Statutory Traps - Avoid Penalties, Fines and Headaches in 2024

sfia.org - Join Buchalter for an insightful webinar where we'll delve into the most pressing legal challenges and topics facing...

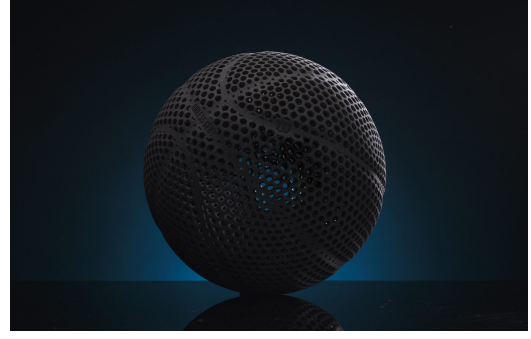
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Spenco Launches Golf Stability™ Insoles

sfia.org - Spenco, a leader in premium innovative footcare products, recently launched a...

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Wilson Introduced an Airless Basketball for \$2,500. We Had Questions

frontofficesports.com - KJ Martin was about to take the court for the second round of...

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Caitlin Clark Becomes Fanatics' Top-Selling College Athlete in NIL Era, By a Chasmic Margin

sports.yahoo.com - Caitlin Clark can do a lot of things. Including sell merchandise. The same...

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ESPN, Athletes Unlimited Renew Multiyear Rights Agreement

sportico.com - ESPN and Athletes Unlimited have reached a new multiyear rights renewal...

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Super Bowl LVIII Sponsor Media Value and Brand Visibility Sees 7% Boost from Prior Years in Relo Metrics Analysis of Broadcast, Streaming and Social

businesswire.com - Data on sponsor brand success during the Super Bowl LVIII broadcast...

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Tonal Partners With Spartan Race US to Strengthen More Than 50,000 Participants

businesswire.com - Tonal, the smartest strength training system and first personalized approach...

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EXEC: Brands Act Fast on PFAS Changes as EPA Proposes New National Rules

sgbonline.com - Liberated Brands (Liberated) announced that starting with Spyder...

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January U.S. Census Bureau Retail Data Shows Consumers 'Still Engaged'

sgbonline.com - Data released by the U.S. Census Bureau on February 15 reportedly signal...

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NFL and Transfer Portal Effect: More College Players Eschewing the NFL Draft

sports.yahoo.com - The NFL Draft Combine begins next week, the official start of a familiar...

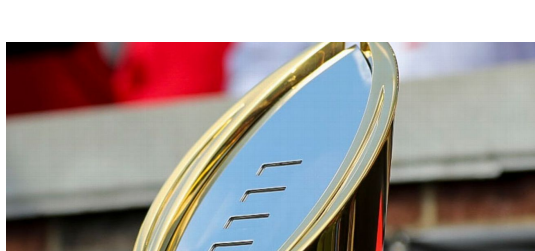
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NHL Sets Attendance Records With MetLife Stadium Series Games

frontofficesports.com - Sixteen years into the NHL's run of outdoor games, the league is...

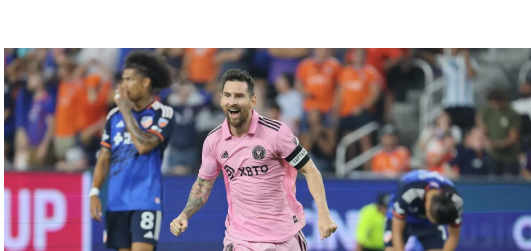
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CFP Unanimously Approves 5+7 Model for New 12-Team Playoff

espn.com - The College Football Playoff board of managers unanimously approved a model...

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Inter Miami, MLS Will Lean Into Messi Effect for 2024 Season

sportico.com - Major League Soccer kicks off the 2024 season on Wednesday with a match...

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EXEC: Footwear Brands are Ramping Up Factory Orders

sgbonline.com - Early January 2024 numbers from Yue Yuen Industrial (Holdings) Limited, the...

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Sources: Amazon Paying a Record \$120M to Stream an NFL Playoff Game

frontofficesports.com - Out of the Big Four tech giants, Amazon is the most ambitious about...

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NGF Measures Off-Course Consumers in Latest Golf Participation Report

sgbonline.com - The National Golf Foundation (NGF) released its latest golf participation figures...

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NCAA Committee Approves New Double Contact Rule for Women's Volleyball

athleticbusiness.com - The NCAA Playing Rules Oversight Panel approved allowing...

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