



# The Latest from SFIA

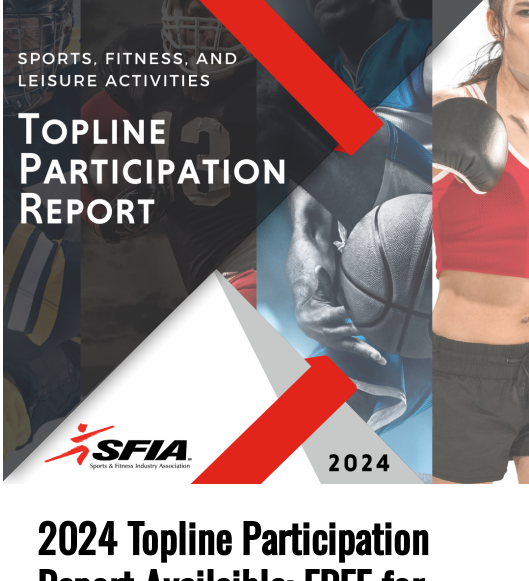
March 27, 2024



## JUST WEEKS AWAY: Line Up Set for April 15/16 Event - Register Today!

**sfia.org** - Don't forget to register for the April 15-16 Team Sports Conference, taking place in Indianapolis, hosted by SFIA...

[Register Here](#)



## 2024 Topline Participation Report Available: FREE for Members!

**sfia.org** - SFIA has released the 2024 Topline Participation Report, the industry's essential reference document for sports participation...

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## SFIA Excelsior Program: April 5 Application Deadline for 2024 Associates

**sfia.org** - The SFIA Excelsior program is for emerging leaders from diverse communities engaged in the sports & fitness...

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## Limited Time Free Database Access: Advanced Notice of Project Spending!

**sfia.org** - With local governments investing billions of dollars into sports and recreation facility construction and redevelopment...

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## Navigating Reputational Risks in the Sports and Fitness Industry

**sfia.medium.com** - In the dynamic world of sports and fitness, reputational risks loom...

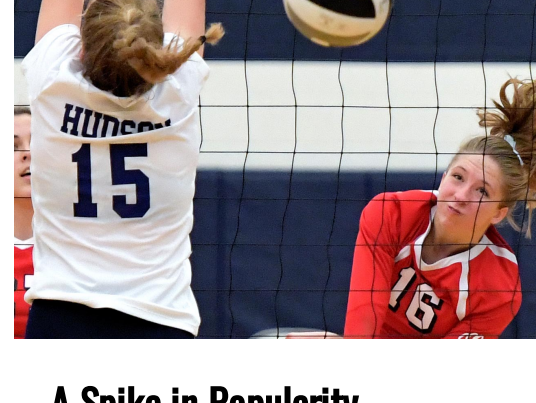
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## SFIA, NFHS, and NCAA to Hold 2024 Team Sports Conference in Indianapolis Next Month

**athleticbusiness.com** - The SFIA, in collaboration with the NFHS and the NCAA, will host...

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## A Spike in Popularity

**formula4media.com** - Volleyball has long been a leading female team sport and the enthusiasm...

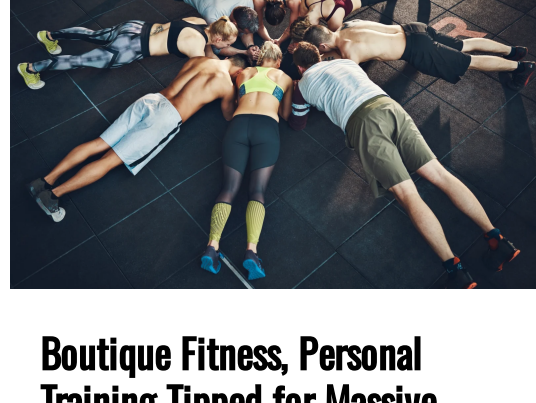
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## Dick's SG Foundation Donated \$1.75 Million Last Year

**sginews.com** - The sum accounted for over 14,000 grants, including 5.6 million in...

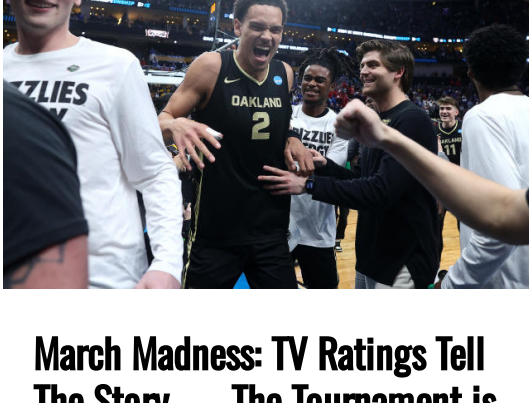
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## Boutique Fitness, Personal Training Tipped for Massive Growth in the Gen Z Era

**athletechnews.com** - The health & fitness club market is projected to reach \$302 billion by 2034...

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## March Madness: TV Ratings Tell The Story — The Tournament is Perfect As is

**sports.yahoo.com** - We entered the 2024 NCAA tournament hearing that the men's game...

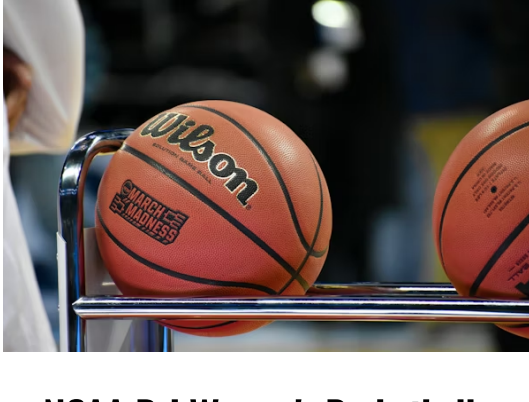
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## Caitlin Clark Expected to Influence the WNBA the Way Tiger Woods Changed Golf

**thegistsports.com** - Caitlin Clark is leading Iowa through March Madness as she broke...

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## NCAA D-I Women's Basketball Tournament Off To Record-Breaking Start

**athletechnews.com** - NCAA Division I Women's Basketball Championship attendance and...

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## NFL Owners Approve Massive Revamp to Kickoff Play

**espn.com** - NFL owners approved a massive revamp of the kickoff play Tuesday, opting...

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## NFL Owners Unanimously Approve a Rule That Bans The Hip-drop Tackle

**apnews.com** - The NFL is eliminating the hip-drop tackle. NFL team owners on Monday...

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## Retail Sales Hold Steady Through February, But Price Remains a Pressure Point, Reports Circana

**circana.com** - Prioritized discretionary shopping patterns may signal broader retail shifts...

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## 'An Expensive Game': March Madness and NIL Collectives are Intertwined

**frontofficesports.com** - Last season, after Northwestern reached the second round of...

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## MLB Team Values 2024: Yankees Rule at \$7.9B, Average up 12%

**sportico.com** - Major League Baseball introduced several on-field rule changes last season...

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## EXEC: U.S. Shoppers Are Under the Influence of Influencers

**sgbonline.com** - You probably remember walking through the mall with friends, and everyone...

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## Midweek Special: NFL Planning Two Christmas Games on a Wednesday

**frontofficesports.com** - The NFL is coming back with force for Christmas 2024, even after...

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## No Vote, for Now: Why Private Equity's NFL Wait Continues

**frontofficesports.com** - Every other U.S. major league has done it. There is a need for it. But the...

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