



**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 & Discounted Single Sport Reports
- Exclusive Events – Discounted Registration
- Monthly Webinars
- Access to Sport-Specific Councils
- Access to the Pro Deal Marketplace
- Industry Connections & Introductions
- Crisis Management – [See Case Study](#)
- All-Access to Online Member Portal & Content Library
- Industry Voice on Capitol Hill
- Support on Trade and Legal Issues
- Integrated Marketing (Newsletter, Website & PR)
- Professional Service Discounts – [See Here](#)
- In-Person Presentations
- Sports & Recreation Grants Database





# *EVENTS*



# EVENTS TIMELINE



**APRIL**

Team Sports Rules  
Conference



**JULY**

Start-Up  
Challenge



**NOVEMBER**

Super Regional  
Events

# 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 every April in conjunction with the National Collegiate Athletic Association (NCAA) and the National Federation of State High School Associations (NFHS). SFIA also hosts Sport Specific Council meetings here.



# 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 Reeplayr, Supersapiens, FlexIt, Nix, and Asensei. This event happens annually.





# SUPER REGIONAL EVENTS

**Brings the sports and fitness industry  
together to help build community**

Super Regionals are open to SFIA members, preferred/agency partners, and invited guests to learn about the State of the Industry, critical business matters to members and their region, consumer insights, and to hear from industry leaders who are shaping their sport, team, or business category.

SFIA events like Super Regionals allow our members to engage and communicate in the best interest of the sports and fitness industry.





# *RESEARCH*



# INDUSTRY INSIGHTS

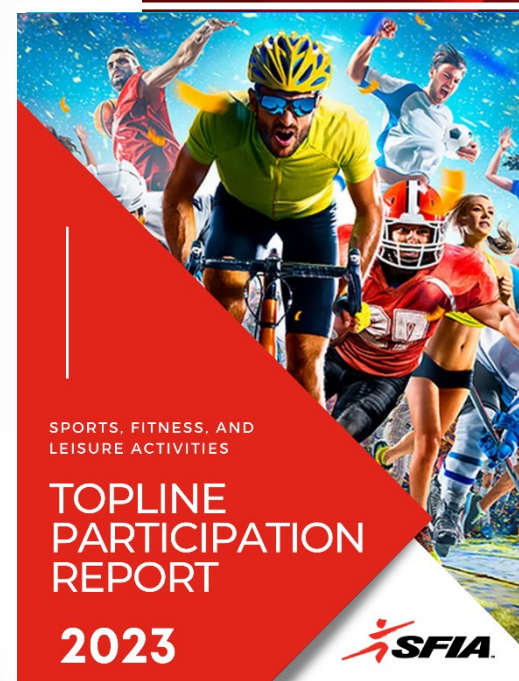
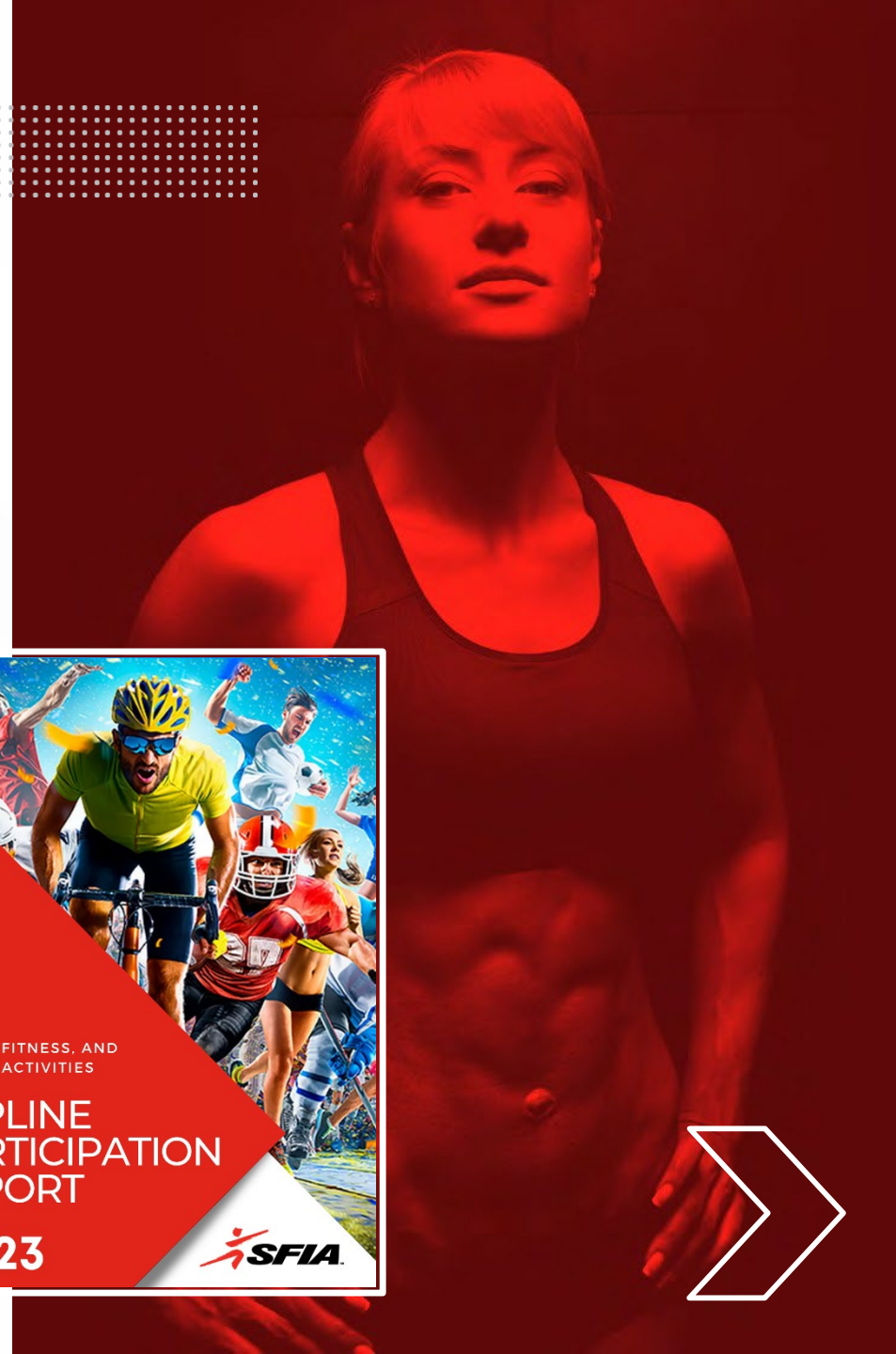
Released on an annual basis with new insight and analysis, SFIA industry research provides members the informative tools necessary to drive critical decision-making.

## REPORTS INCLUDED WITH MEMBERSHIP:

- Sports and Fitness Topline Participation
- State of the Industry
- Manufacturers Sales by Category
- U.S. Trends in Team Sports
- Tracking the Fitness Movement
- 91 Single Sport Reports (Discounted for Members)
- State of Pickleball: Participation & Infrastructure Report (Discounted for Members)

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 all membership types**

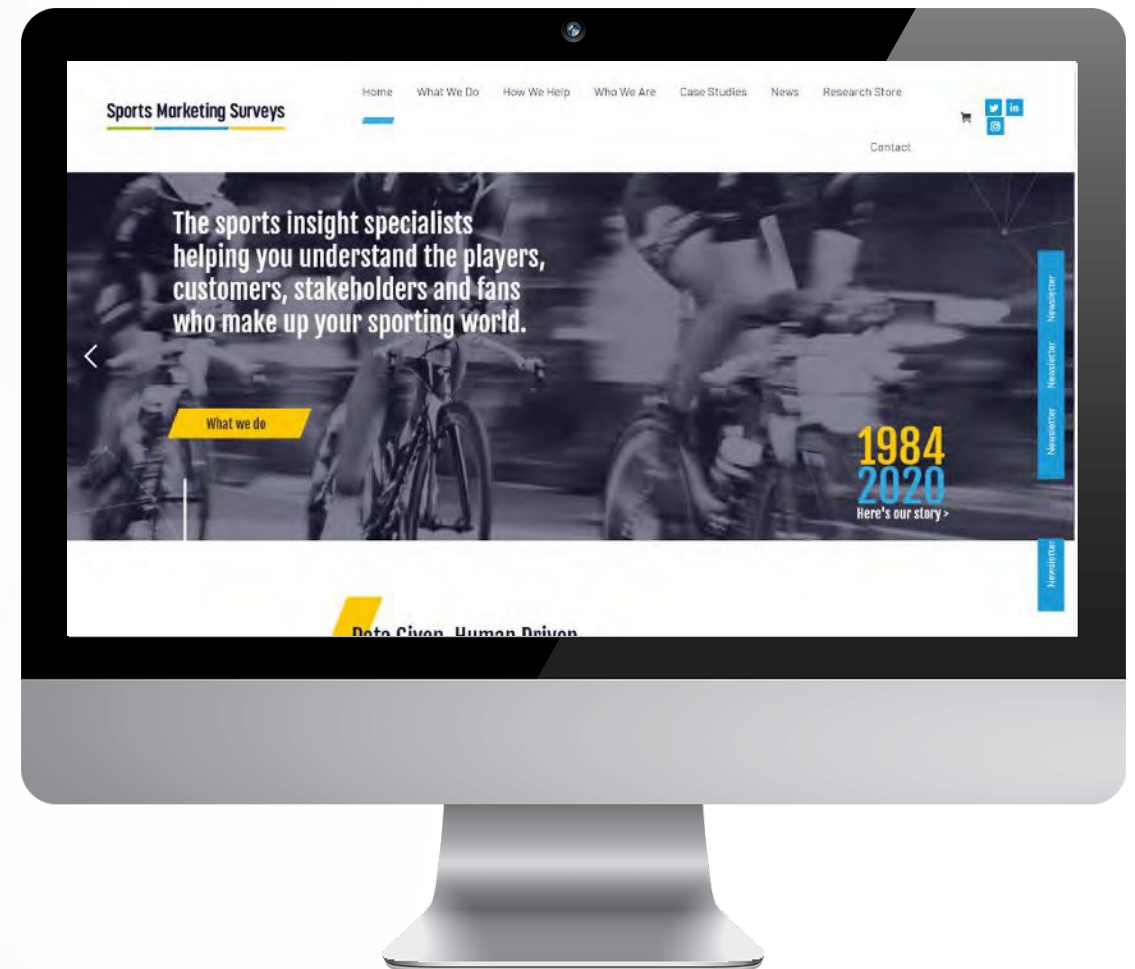


# CUSTOM RESEARCH

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***



# SFIA Pro Deal Marketplace

## Giving Your Employees Access to Product Discounts

The SFIA Pro Deal Marketplace gives you & your employees DISCOUNTED (up to 60%) access to thousands of sports & fitness related products.

SFIA Members can also offer their own products to sell.



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

## LEGAL & GOVERNMENT

**NOCSAE**<sup>®</sup>



## SPORTS & GOVERNING BODIES

**NCAA**<sup>®</sup>



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 & 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





# GOVERNMENT RELATIONS & 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)



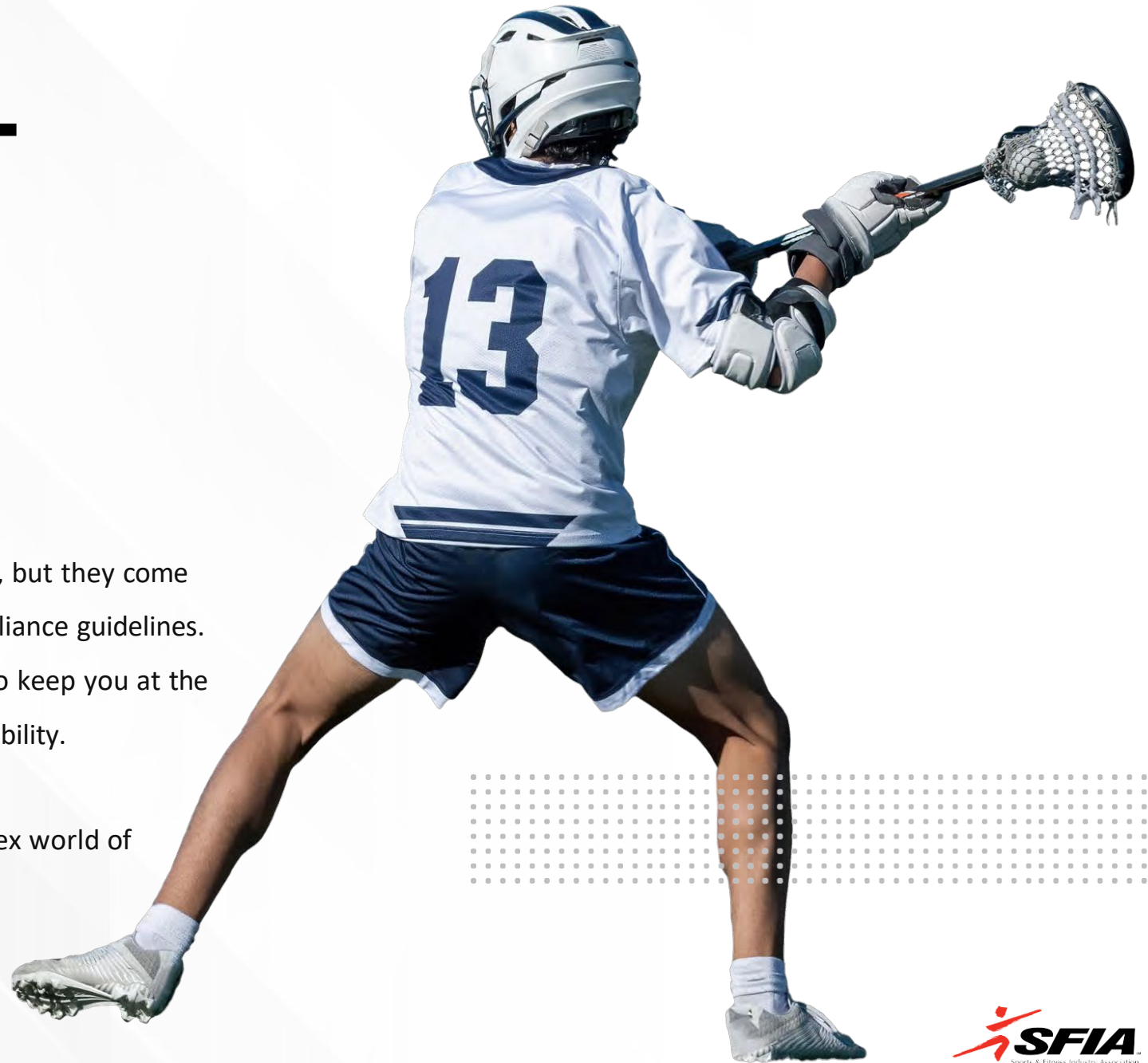


# GOVERNMENT RELATIONS

## ASSISTING MEMBERS TAYING 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

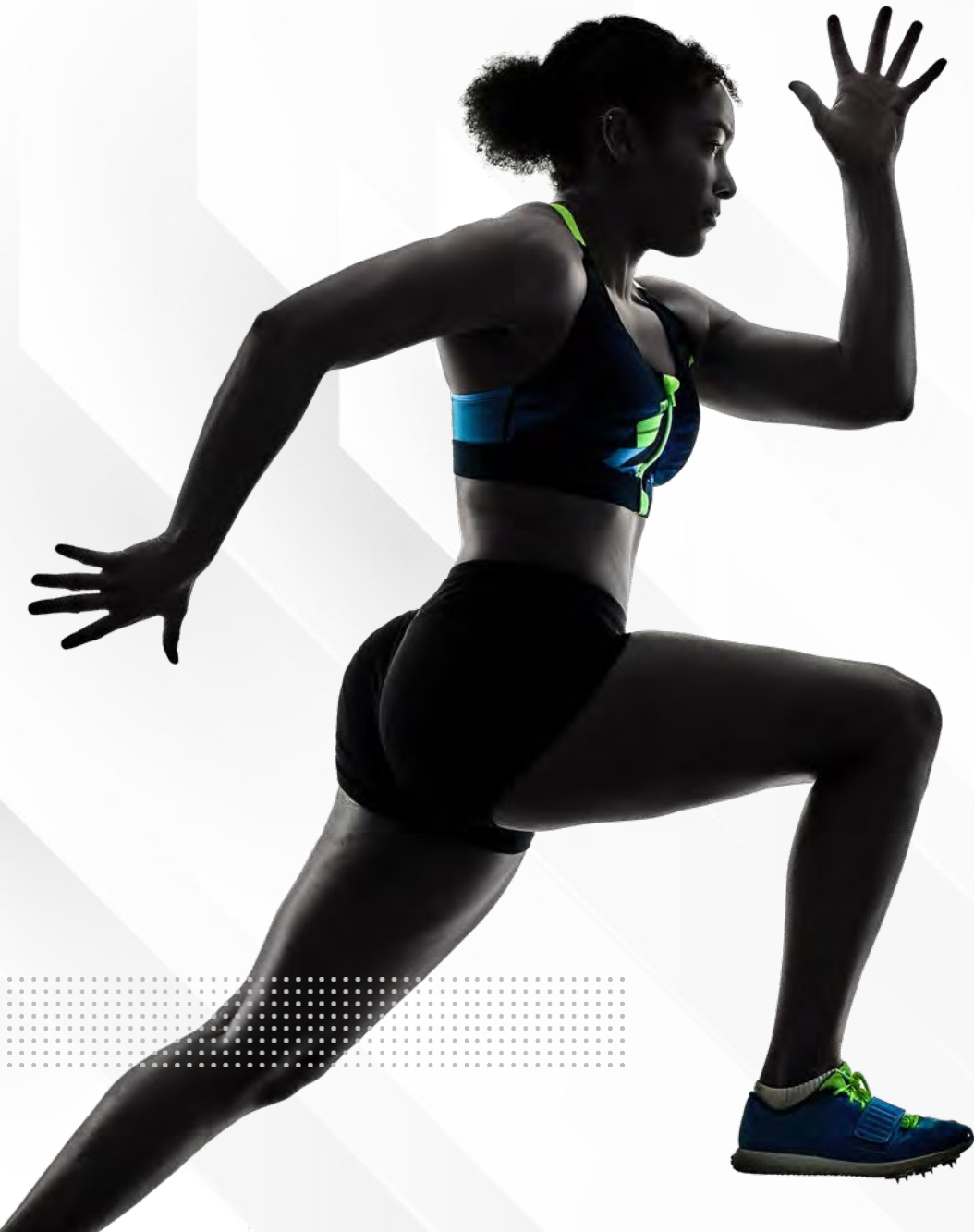


# SPORTS & RECREATION GRANTS DATABASE

## ACCESS LOCAL & STATE GRANT INFORMATION

This SFIA database is searchable by sport, recreation activity, type of facility, dollar amount and location to help you navigate the billions of dollars in grants awarded to states & local communities and identify how the funds will be invested in sports & recreation projects before the RFP is issued.






# 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
  - Preferred Partnership
- 



# 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** ◀