

The Latest from SFIA July 18, 2024



DEADLINE TOMORROW: Apply to Compete in the Start-Up **Challenge!**

sfia.org - Apply by July 20 for the chance to pitch your start-up to 100+ industry executives, investors, and thought leaders...

Apply Here



NEW DATA Team Sports, Individual + Pickleball Data Out!

sfia.org - The SFIA has released the first series of 2024 Single Sport Reports, including 28 individual sport reports from...

Download Here



NEXT WEDNESDAY, 7/24: Chicago Super Regional w/ **Wilson Sporting Goods**

sfia.org - Don't Miss SFIA's Chicago Super Regional, cohosted with Wilson Sporting Goods, taking place next week ...

Register Here



Thursday, August 1 Supply Chain Webinar - FREE for Members

sfia.org - Global businesses continue to face major supply chain disruptions as a result of strict enforcement of new laws...

Register Here



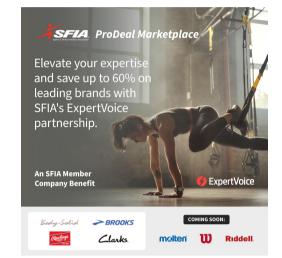
SFIA START-UP CHALLENGE Ċ **DEADLINE: JULY 20**



An SFIA Interview with Youth Sports Champion, **Congressman Chuck** Fleischmann

sfia.org - Congress is full of people who support youth sports, but few step up to lead ...





SFIA Member Benefit Includes Exclusive Discounts on Top Brands!

sfia.org - Activate your free membership as an SFIA member company employee and get...





Sport-Brella Launches Sol-**Breeze Shelter**

sfia.org - Sport-Brella, the leading brand of high-quality outdoor shelter solutions, is launching a...





New NFHS Officers, Board Members Elected for 2024-25

nfhs.org - Bob Lombardi, executive director of the PIAA, is the new president of the National...

Read Here



Deloitte Sees BTS Spending Flattening Amid Financial Concerns

sgbonline.com - According to the recently released 2024 Deloitte



TeamSnap and Premier Lacrosse League Partner to Supercharge the Growth of Youth Lacrosse

prnewswire.com - TeamSnap today announced its partnership with the Premier Lacrosse...

Back-to-School Survey, back...





FIRST SERIES AVAILABLE!

SINGLE **SPORT REPORTS**



A 'Seismic Shift' for Women's Sports: WNBA Lands \$2.2 **Billion Rights Deal**

frontofficesports.com - The WNBA's reported 11-year, \$2.2 billion media-rights deals with...

Read Here



Women's Sports Merch is a \$4 Billion Market, but Supply Isn't **Meeting Demand**

frontofficesports.com - An hour after Caitlin Clark was drafted to the WNBA's Indiana Fever in...





U.S. Census Bureau Reports 1.3 **Percent YoY Growth for June Core Retail Sales**

sgbonline.com - The U.S. Census Bureau reported June retail sales data that reflected...

Read Here



Physical Tickets are Making a Comback – At a Price

sportico.com - Having been replaced by apps, physical tickets are finding a second life...





Everything You Need to Know About NIL in 2024



There's a Pickleball Video Game Now

nbcnews.com - Launching Wednesday, PPA Pickleball Tour 2025 is a testament to the...

thegist.com - NIL has taken college sports by storm - and women are cashing in more...



Read Here





RCX Sports Launches Foundation to Promote **Diversity, Equity and Inclusion** in Youth Sports

prnewswire.com - RCX Sports, the leader in creating accessible, inclusive youth sports...

Read Here



Without Hard-Line Bans, Pro **Athletes and Personnel Will Keep Betting on Sports**

frontofficesports.com - The sheer scale of the saga involving Shohei Ohtani's now former...

Read Here



Lindsey Harding Hired as Los **Angeles Laker's First-Ever Female Assistant Coach**

athleticbusiness.com - The Los Angeles Lakers hired Lindsey Harding as the team's first...

Read Here





What the WNBA's Windfall **Could Mean for Player Salaries**

frontofficesports.com - The WNBA reportedly agreed to a record 11-year, \$2.2 billion...

Read Here

