



MEMBERSHIP WHAT IT DOES FOR YOU

Serving the Sports & Fitness Industry



WHO IS SFIA



ACUSHNET HOLDINGS CORP.



ALLSTAR



asics



Baden



Body-Solid
Built for Life



BSN SPORTS



CENTURY
MARTIAL ARTS



Franklin



GILDAN



IMPLUS



marucci



molten



PING



OMG
ORDERMYGEAR



new balance



Riddell



USTA

speedo



sportengine

teamsNAP

STX



XENITH

TRUE
sports



Wilson



WHY DO ORGANIZATIONS JOIN SFIA?

RESEARCH & INDUSTRY INSIGHTS



91 Single Sport Reports

Discounted for Members

FREE for Members

sfia.org/research



PERSONALIZED PRESENTATIONS

PRESENTING INDUSTRY INSIGHTS TO YOU

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!





EVENTS TIMELINE

SFIA strives to provide high quality content & networking for attendees at every event

THROUGHOUT YEAR



Webinars

Free for SFIA Members

THROUGHOUT YEAR



Super Regional Events

Discounted for SFIA Members

APRIL



Team Sports Conference

Discounted for SFIA Members

OCTOBER



Start-Up Challenge

Discounted for SFIA Members



COUNCILS & COMMITTEES

SPORT SPECIFIC COUNCILS

- Convenes member organizations and companies to address these topics in a forum, as well as work together to advance a particular sport
 - Baseball & Softball
 - Football
 - Golf
 - Lacrosse
 - Soccer
 - Volleyball

WORKING COMMITTEES

- Works to advance SFIA's interests by enhancing its value, mission, and benefits to the greater membership
 - Government Relations
 - Legal Task Force
 - Marketing & Events
 - People & Culture
 - Research
 - Tech & Innovation





SPORTS EQUIPMENT STANDARDS & CRISIS MANAGEMENT

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

LEGAL & GOVERNMENT

NOCSAE®



SPORTS GOVERNING BODIES



WORLD FEDERATION OF THE SPORTING GOODS INDUSTRY



International Olympic Committee

SERVICE PARTNER DISCOUNTS

ACTIVE&FIT DIRECT PROGRAM

- Discounts to 12,200+ gyms across the nation



RUNNING USA DISCOUNT

- 25% off Running USA's research reports

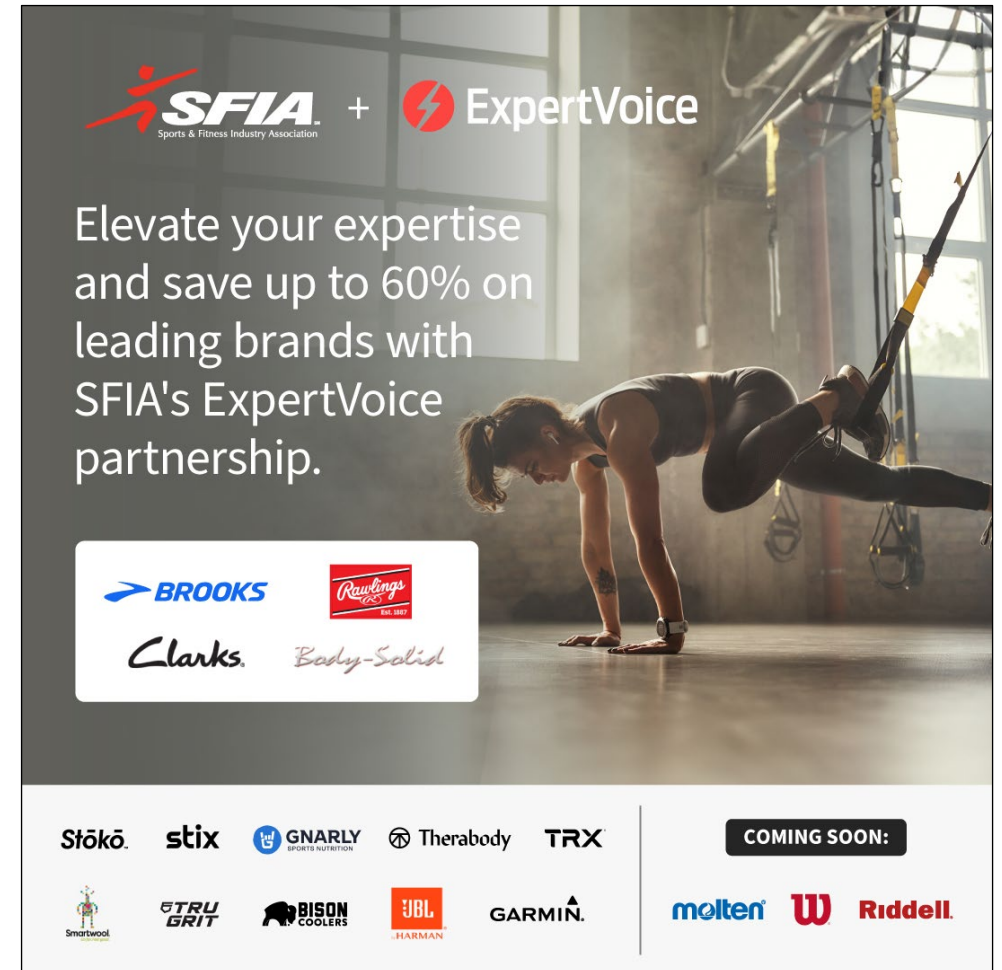


PRO DEAL MARKETPLACE

GIVING YOUR EMPLOYEES ACCESS TO PRODUCT DISCOUNTS

SFIA Members-only platform to shop exclusive discounts on top brands and amplify industry knowledge.

SFIA Members can also offer their own products to sell.



SFIA Sports & Fitness Industry Association + **ExpertVoice**

Elevate your expertise and save up to 60% on leading brands with SFIA's ExpertVoice partnership.

BROOKS **Rawlings**
Clarks. *Body-Solid*

Stokō. **stix** **GNARLY** **Therabody** **TRX**
Smartwool **TRU GRIT** **BISON COOLERS** **JBL** **GARMIN** **molten** **W** **Riddell**

COMING SOON:



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.*



SPORTS & RECREATION 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.



INDUSTRY CONNECTIONS & NEWSLETTER

SPORTS & FITNESS INDUSTRY VITALITY

With 700+ brands in SFIA's membership, you have access to numerous connection and networking opportunities

WEEKLY NEWSLETTER

Have your news included in SFIA's weekly newsletter, distributed to 15k+ industry subscribers



SPORTS & FITNESS INDUSTRY ASSOCIATION



SPEAKING OPPORTUNITIES

HAVE YOUR VOICE HEARD

Being a SFIA Member means you are eligible to speak at our webinars and events. Get in front of our Members and have your name heard around the industry



MEMBER PORTAL - ACCESS FOR ALL

With our Online Member Portal, everyone at your Organization gets access to all these wonderful Member Benefits. **PASS IT ON!**



sfia.users.membersuite.com/home



**SFIA MEMBERSHIP IS ABOUT
DELIVERING VALUE TO
MEMBERS**



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**THANK
YOU**