



September 12, 2024

The Latest from SFIA

Member Matters & Research



APPLICATIONS DUE TOMORROW: 2024 Start-Up Challenge Judging Panel

sfia.org - We are looking for judges to be a part of our Start-Up Challenge! Apply by tomorrow, September 13 to join...

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ALL 91 SINGLE SPORT REPORTS AVAILABLE - Discounted for SFIA Members!

sfia.org - The SFIA has released its third and final series of 39 Single Sport Reports, totaling 91 sport-specific reports for 2024...

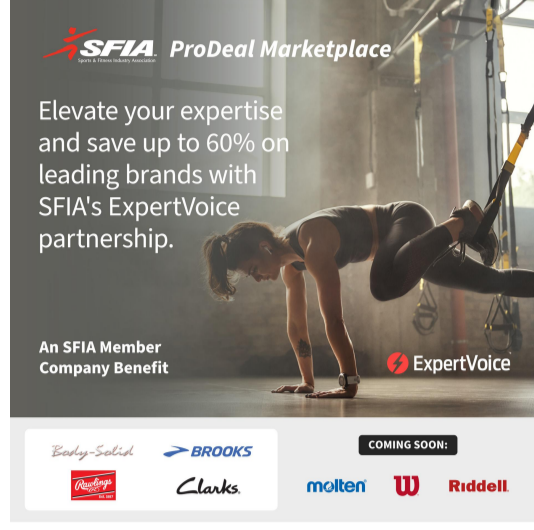
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Oct 1 St. Louis Super Regional @ Rawlings - Less Than Three Weeks Away!

sfia.org - Join us for the St. Louis Super Regional, hosted by SFIA and Rawlings Sporting Goods, which will bring together...

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sfia.org - All employees of a member organization can unlock deals of up to 60% on leading sports and fitness brands...

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Advocacy & Public Policy



Supply Chain Webinar Recording Available!

sfia.org - SFIA Members can access the August 1 Supply Chain webinar recording and...

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East Coast Port Labor Unions Unanimously Support October 1 Strike

sfia.org - Almost 300 unions representing port workers from Maine to Texas met yesterday...

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Current Industry News



NRF: U.S. Not Likely Headed Into Recession, But Jobs Market Slowdown Possible

sgbonline.com - National Retail Federation (NRF) Chief Economist Jack Kleinhenz believes that...

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SponsorPulse Shares Insights on Gen Z's Sports Engagement and Viewership Habits

thegistsports.com - Sponsorship analysis platform SponsorPulse shared some of its own insightful...

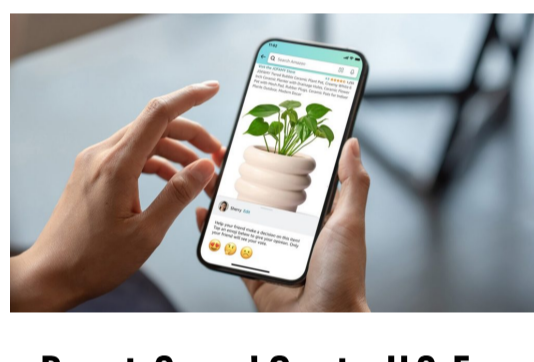
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PAC-12 Rebuild: Four Mountain West Schools Joining in 2026

frontofficesports.com - Private equity's reputation for ruthless job cuts and barbaric takeovers...

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Report: Second Quarter U.S. E-commerce Sales Outpaced Total Retail Trend

sgbonline.com - The Census Bureau of The Department of Commerce has reported the...

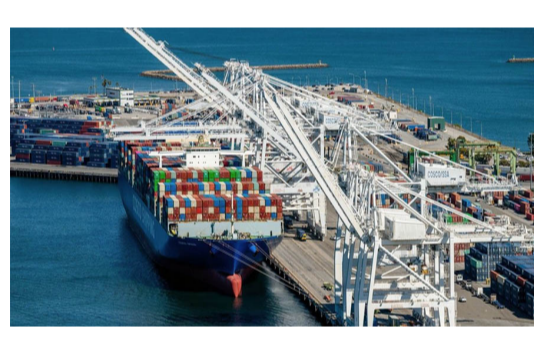
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PAC-12 Rebuild: Four Mountain West Schools Joining in 2026

frontofficesports.com - The Pac-12 is clawing back. The two-member conference is poised to...

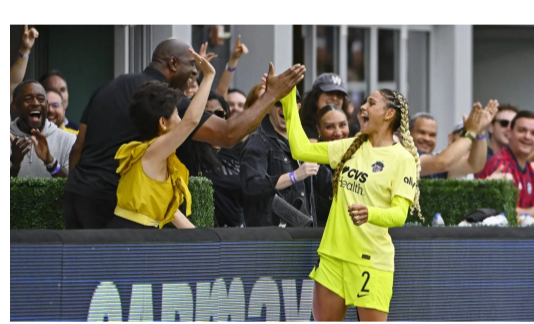
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Are We Headed for More Inventory Overhang as Retailers Bring Goods in Early?

sgbonline.com - The NRF expects the major U.S. container ports to have another busy...

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NWSL's Spirit Sign First Women's Team Betting Deal With Fanatics

sportico.com - One week after adding a sports and business icon to their ownership ranks...

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Breaking Down the Post-Pandemic Rise of Wellness Tourism

athletechnews.com - By 2023, the global wellness tourism market had fully recovered from...

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Colleges Use NIL Rules as a Top Student Athlete Recruiting Tool

axios.com - Colleges' success with name image and likeness has become a top tool to recruit...

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EXEC: August Footwear Factory Shipments Show Mixed Trend Lines

sgbonline.com - Yue Yuen, the major manufacturer of footwear for most major outdoor and athletic...

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PWHL Announces New Branding for All Six Teams as it Gears Up For Season 2

thegistsports.com - The PWHL unveiled new names, logos, and colors for its inaugural six...

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FIFA Opens New Office in Miami Ahead of World Cup 2026

frontofficesports.com - FIFA has opened its new Legal and Compliance Division office...

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New Women's Sports Foundation® Research Proves Youth Sports Fuel Women's Leadership: When Girls Play, We All Win

prnewswire.com - Amid its 50th anniversary celebrations, the Women's Sports Foundation...

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Hispanic Sports Fans Drive Record Viewership and Brand Loyalty, Nielsen Highlights Untapped Potential

prnewswire.com - Latest Nielsen report points to Hispanic influence driving growth in soccer...

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