

September 18, 2024

The Latest from SFIA

Member Matters & Research



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

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

[Register Here](#)



11 Innovative Companies Selected as Finalists for the SFIA Start-Up Challenge!

sfiA.org - The Start-Up Challenge, now in its eighth year, champions innovative entrepreneurs who are revolutionizing the sports and...

[Read Here](#)



ALL 91 Single Sport Are 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...

[Purchase Here](#)



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

Up to 60% SFIA Member Benefit Includes Discounts on Top Brands!

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

[Read Here](#)



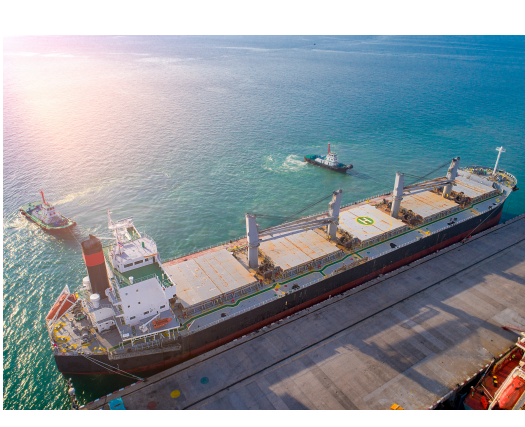
Advocacy & Public Policy



SFIA Asks President to Intervene on East Coast Port Labor Contract Talks

sfiA.org - On September 17, SFIA joined other business interests on a letter to President Biden asking...

[Read Here](#)



East Coast Port Labor Unions Unanimously Support October 1 Strike

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

[Read Here](#)

Current Industry News



EXEC: Gartner Sees 32 Percent of Consumers Planning to Begin Holiday Shopping Earlier

sgbOnline.com - Gartner, Inc. Marketing's survey respondents are more pessimistic about the...

[Read Here](#)



Consumer Emphasis on Value and Need-Based Spending Continues in August, Reports Circana

circana.com - Final wave of back-to-school spending is delayed, but there are opportunities to disrupt...

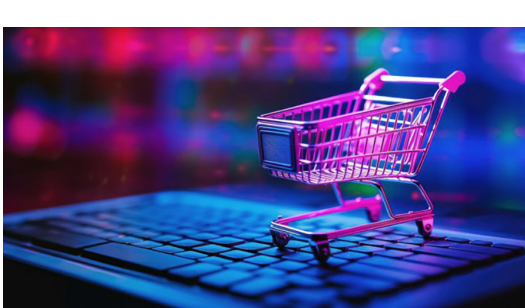
[Read Here](#)



Interest Rate Cuts Will 'Benefit Everybody' in Sports

sportico.com - Later Wednesday the Federal Reserve Bank is expected to announce the first...

[Read Here](#)



Strong Mall Traffic in August Reflects Strong BTS Season

sgbOnline.com - It's that time of year again when assessments of the retail back-to-school...

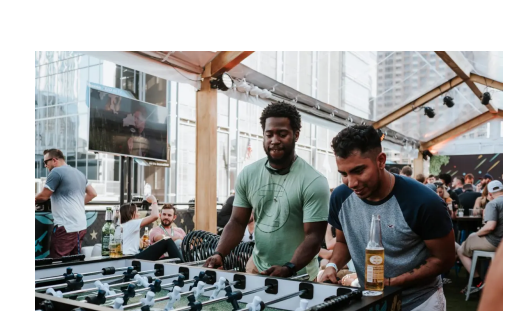
[Read Here](#)



New Research Shows 10,000 Steps a Day Fuels The Movement Economy

athletichnews.com - Daily physical activity can have a considerable economic impact...

[Read Here](#)



For Soccer's Annual Survey Proves U.S. Soccer Fandom is Becoming More Diverse

thegistsports.com - For Soccer, a North American leader in soccer marketing, media, and...

[Read Here](#)



Mahomes-Burrow Leads to Best CBS September NFL Rating Since 1998

sportico.com - The Patrick Mahomes-Joe Burrow rivalry has been a godsend for fans and...

[Read Here](#)



WNBA Announces New Expansion Team in Portland to Begin Playing in 2026

frontofficesports.com - The WNBA announced a new expansion team in Portland on...

[Read Here](#)



CNBC/NRF Retail Monitor Sees Strong Clothing, Footwear and Online Increases in August

sgbOnline.com - The NRF reports that retail sales increased again in August as consumer...

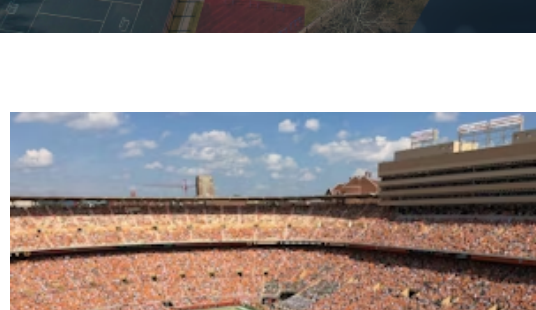
[Read Here](#)



EXEC: Biden Uses Executive Action to Stymie Temu and Schein Efforts in the U.S.

sgbOnline.com - The Biden Administration took new actions on Friday, September 13 to...

[Read Here](#)



Tennessee to Add Ticket 'Talent Fee' for Athlete Revenue Sharing Next Season

athleticbusiness.com - In an email sent to football season ticket holders Tuesday, the University...

[Read Here](#)



NCAA Stats Show Growth in Participation of Hispanic/Latino Student-Athletes Across All Sports

athleticbusiness.com - As Hispanic Heritage Month is celebrated from Sept. 15 to Oct...

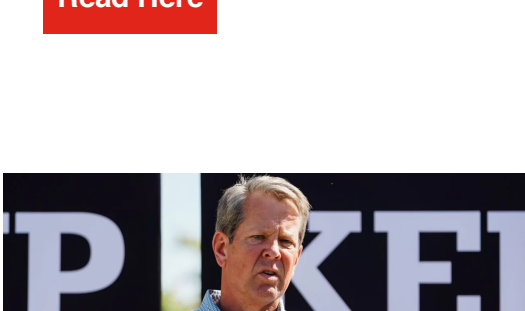
[Read Here](#)



Strong Mall Traffic in August Reflects Strong BTS Season

sgbOnline.com - The Mall Index for August 2024, published by Placer.ai, found that foot traffic...

[Read Here](#)



Georgia Allows Schools to Directly Pay Athletes for NIL

sportico.com - Whether or not the House settlement is fully approved, Georgia's colleges...

[Read Here](#)

