



September 25, 2024

# The Latest from SFIA

## Member Matters & Research



### NEXT WEEK: Last Chance to Register - Oct 1 St. Louis Super Regional

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

[Register Here](#)



### 11 Finalists to Compete in Tomorrow's (9/26) Start-Up Challenge Q&A Session!

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

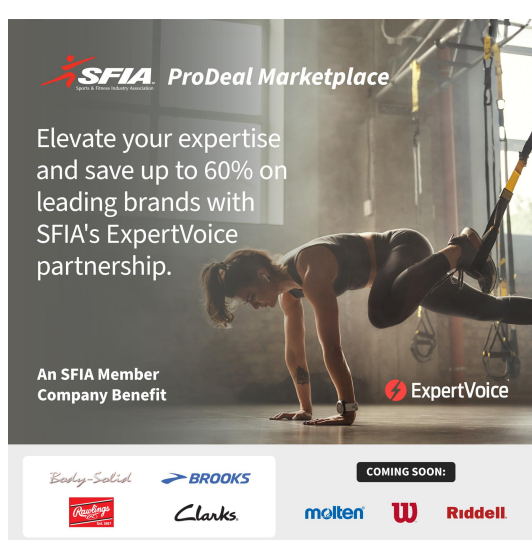
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### ALL 91 Single Sport Are Available - Discounted for SFIA Members!

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](#)



### \*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...

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## 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...

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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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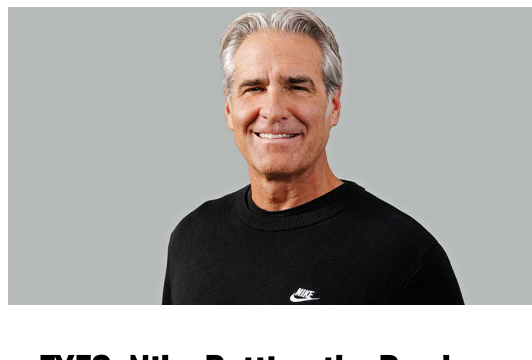
## Current Industry News



### Riddell Announces Leadership Team Transition

prnewswire.com - Dan Arment to retire as president and CEO of Riddell and BRG Sports with...

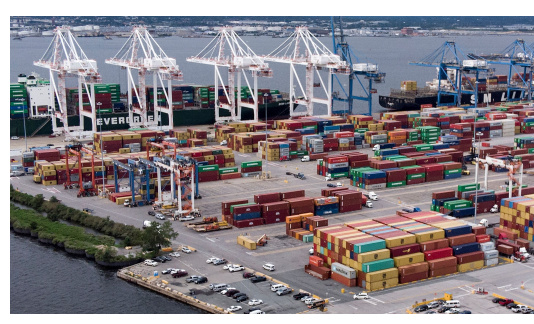
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### EXEC: Nike Putting the Band Back Together as Elliott Hill Named CEO, Effective Oct. 14

sgbonline.com - The Board of Directors of Nike, Inc. is reporting that Elliott Hill will become the...

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### East Coast Port Strike Looms as Biden Declines to Interfere

sginews.com - East Coast ports are prepping ahead of an increasingly likely strike by the...

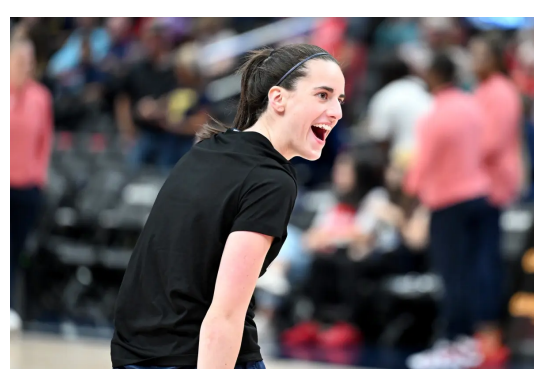
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### Billie Jean King to Become First Female Athlete with Congressional Gold Medal

axios.com - The 80-year-old tennis legend will receive the nation's highest civilian honor...

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### Indiana Fever Wrap Up Historic Season With Record Attendance, Viewership Driven by Caitlin Clark

thegistsports.com - When Caitlin Clark declared for the WNBA Draft, interest in the Indiana Fever...

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### The Stanley Cup Fuels Partnership for Youth Sports and Supports Girls Empowerment Through NHL Founder's Grant Program

businesswire.com - NHL Foundation and the Medea Charitable Foundation joined...

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### Nielsen Study on Latino Sports Fans Shows Untapped Market Potential

sportico.com - For generations, the Latino population in the United States has transformed...

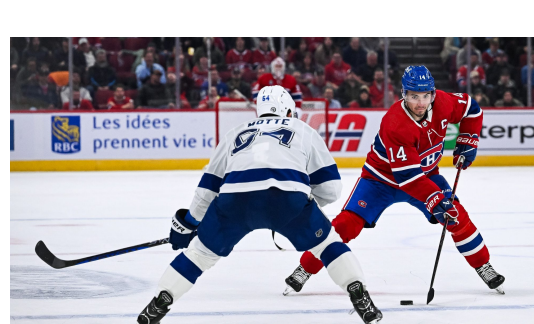
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### The 2024 Holiday Retail Calendar Adds Twists, Turns and Speed, According to BCG

sgbonline.com - Boston Consulting Group has offered its take on the 2024 Holiday selling...

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### Amazon Adds to Sports Empire With 'Monday Night Hockey' in Canada

frontofficesports.com - Amazon is all in on hockey. On top of two media-rights deals struck this...

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### TikTok Ban and Twitter Shenanigans: How Will Regulator Clashes Affect Sport on Social Media?

sportspromedia.com - Social media's importance to modern sport cannot be overstated. But...

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### WNBA Day 1 Playoff TV Ratings Show Extent of Caitlin Clark Effect

frontofficesports.com - There's even more proof of the Caitlin Clark Effect. ESPN announced...

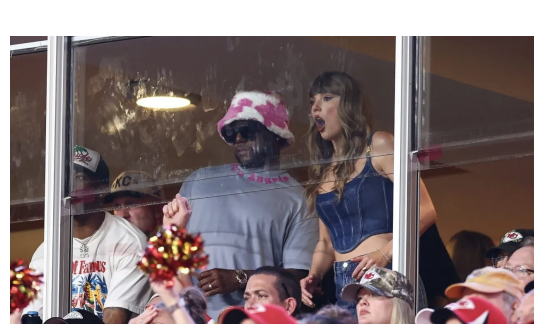
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### Wild Day of Realignment Talks Ends in Limbo for Mountain West, Pac-12

frontofficesports.com - On Sept. 12, just 11 days ago, the Pac-12 announced it would add...

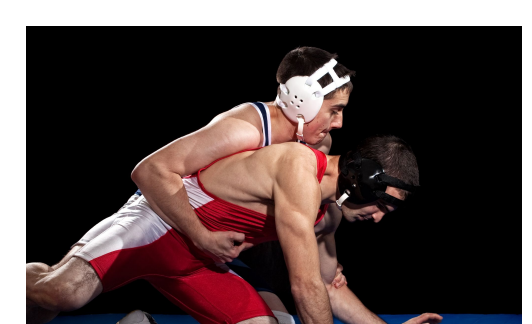
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### One Year Later, Taylor Swift Effect Stretches Far Beyond NFL

sportico.com - We might have gotten the "Taylor Swift Effect" all wrong. One year ago, as of this...

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### Team Speciality Sports: Special Times Ahead

formula4media.com - Whether or not the House settlement is fully approved, Georgia's colleges...

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