

October 16, 2024

# The Latest from SFIA

## Member Matters & Research

**SFIA MEMBER MEET & GREET**  
w/ SFIA's New President & CEO Todd Smith

Wednesday, October 23  
12:30 p.m. ET

Available to SFIA Members Only

RSVP to join!



**SFIA Member Invite: 10/23 Meet & Greet w/ SFIA's New President & CEO Todd Smith**

sfia.org - Join us virtually for the chance to get to know Todd, ask questions, and learn more...

[RSVP Here](#)



**TWO WEEKS AWAY: 10/29 Boston Super Regional + Start-Up Challenge Finals!**

sfia.org - Join us at Babson College in Boston for the final Super Regional of 2024...

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**\*\*NOW AVAILABLE\*\* U.S. Trends in Team Sports Report - FREE for Members**

sfia.org - The SFIA has released its 2024 U.S. Trends in Team Sports Report, which examines...

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**Provide Your Input: 2024 Membership Satisfaction Survey - Due 11/1**

sfia.org - SFIA wants to hear from members to better shape our priorities in programming...

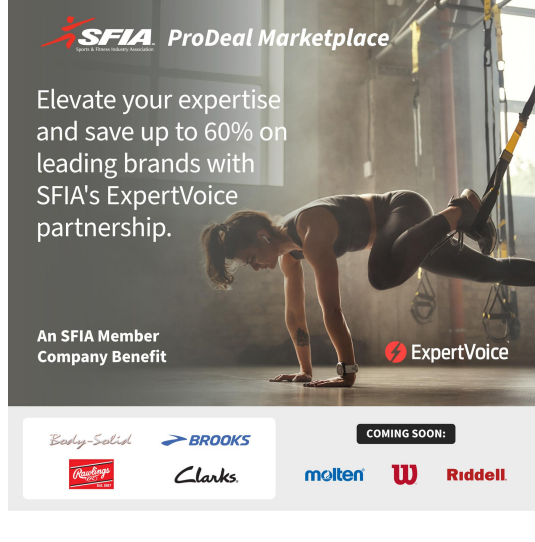
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**Congrats Final Four Start-Up Challenge Finalists!**

sfia.org - FabLittleBag, LZRD Tech, MAAREE, and Volley are the four finalists who will compete...

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**Up to 60% Discounts on Top Brands for SFIA Members!**

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

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ALL 91 REPORTS AVAILABLE!

# SINGLE SPORT REPORTS

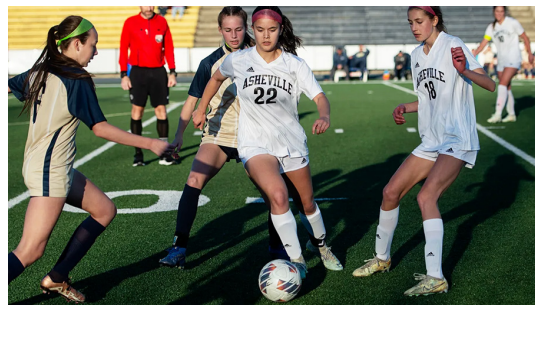
## Current Industry News



**Brooks Running and runDisney Lace Up New Sponsorship Deal**

prnewswire.com - Leading running brand to become the official running shoe of runDisney...

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**EXEC: Ten Takeaways from SFIA's 2024 Team Sports Report**

sgbonline.com - SFIA's 2024 U.S. Trends in Team Sports Report included some concerning...

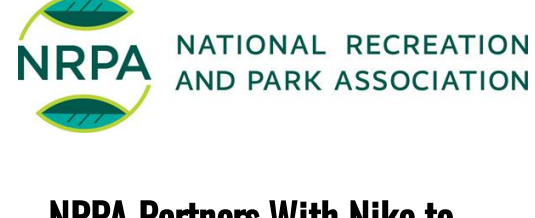
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**NBA and Rhone Announce Multi Year Global Marketing Partnership**

prnewswire.com - The NBA and Rhone, a leading lifestyle brand dedicated to championing Mental...

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**NRPA Partners With Nike to Advance Gender Equity in Youth Sport**

globalnewswire.com - NRPA is proud to announce the organization is partnering with Nike to address...

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**NRF Sees 2024 Holiday Selling Season Growth Lowest Since 2018**

sgbonline.com - The NRF is forecasting that Holiday selling season consumer spending will...

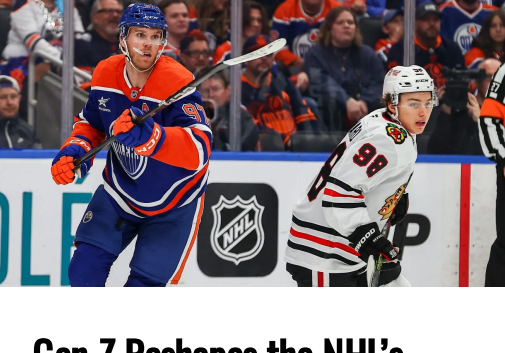
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**Inflation Likely to Restrain Sales on Black Friday/Cyber Monday**

sgbonline.com - According to a recent YouGov report, just over one-third of Americans plan...

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**Gen Z Reshapes the NHL's Culture, With Gary Bettman's Help**

sportico.com - NHL chief content officer Steve Mayer faced a problem when he joined the...

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**WNBA Postseason Viewership Hits 25-Year High on ESPN Networks**

thegistsports.com - The NY Liberty and Minnesota Lynx battled it out on the hardwood...

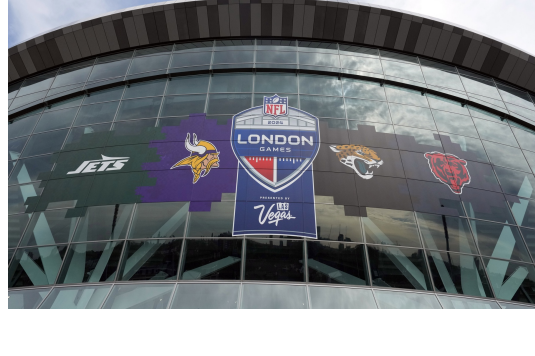
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**StubHub's 2024-25 NBA Season Preview: Olympics Momentum Brings On Big International Demand; New York Knicks Top Ticket Sales**

prnewswire.com - Ahead of the 2024-25 NBA season, StubHub, the world's leading marketplace...

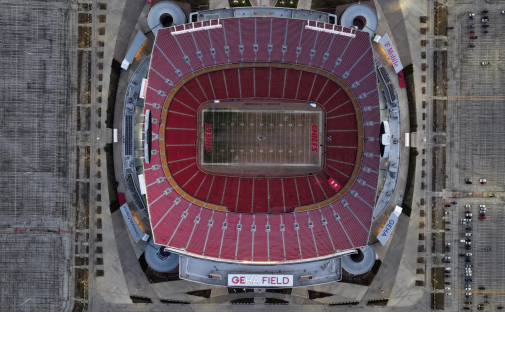
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**Sources: NFL Eyes Multibillion-Dollar International Rights Package**

frontofficesports.com - There's no league better at conjuring new, lucrative media rights out of thin...

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**Alternate Super Bowl Broadcast Could Boost NFL's Record Ratings**

frontofficesports.com - In February, a Super Bowl-record 123.4 million people watched the...

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**2024 Rawlings Gold Glove Award® Finalists Announced**

prnewswire.com - Rawlings announced the finalists for the 2024 Rawlings Gold Glove...

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**Atlanta Scores Another Super Bowl: Adds to Growing List of Sports Events**

frontofficesports.com - The Georgia capital further solidified itself as a major locale for top...

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**Celebrity Investment is Changing the Game for Women's Soccer, Including for Expansion Team BOS Nation**

thegist.com - Launch day didn't go as planned for NWSL expansion club BOS Nation FC...

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**Holiday Forecast: Experience Increases; Traditional Merchandise Remains Flat**

sgbonline.com - Following a recent survey, Deloitte forecasted overall 2024 holiday spending...

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**Tom Brady Raiders Stake Approved by NFL Owners in Vote**

sportico.com - Tom Brady has been approved to join the NFL's ownership ranks, one of the final...

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**Carter, McGrady, Altidore in Talks to Buy Buffalo Bills Stake**

sportico.com - Former NBA stars Vince Carter and Tracy McGrady, and former U.S. Soccer star Jozy...

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**Nearly Two-Thirds of Americans Want to Shop Local More**

sgbonline.com - A new Lending Tree survey found that 65 percent of U.S. adults would shop locally...

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