

October 23, 2024

# The Latest from SFIA

## Member Matters & Research



**Provide Your Input by Next Friday: 2024 Membership Satisfaction Survey**

sfia.org - Let your voice be heard! SFIA wants to hear from members to better shape our...

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

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

[Register Here](#)



**TODAY @ 12:30 ET: Meet & Greet w/ SFIA's New President & CEO -- \*SFIA MEMBERS ONLY\***

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

[RSVP Here](#)



**Rawlings' Mike Zlaket Elected as SFIA Board Chairman; Wilson's Joe Dudy to Join Board**

sfia.org - SFIA is pleased to announce the election of Mike Zlaket, CEO and Member, Board...

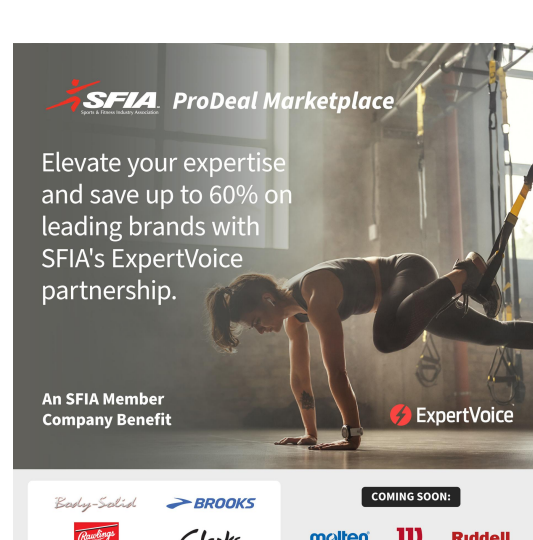
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**Congrats Final Four Start-Up Challenge Finalists!**

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

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**Start Your Holiday Shopping With Up to 60% Discounts!**

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

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## U.S. TRENDS IN TEAM SPORTS REPORT

### Current Industry News



**GameChanger Introduces Film Room for Coaches: New AI-Powered Video Analysis Tool for Youth Basketball & Volleyball**

prnewswire.com - GameChanger, the #1-rated youth sports app for live streaming, scheduling...

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**Spalding Announces Partnership with SportIQ to Launch a Next Generation Smart Basketball and Mobile Application**

prnewswire.com - Spalding to launch product line with SIQ's smart ball technology and mobile...

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**Global Survey: Running Race Participation Surpasses Pre-Pandemic Levels**

sgbonline.com - In another encouraging sign of running race participation's ongoing recovery...

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**Nike Signs 12-Year Uniform Deal With NBA, WNBA**

sportico.com - NBA and WNBA players will be wearing Nike uniforms until at least 2037 under...

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**U.S. Fitness Facility Membership Hits Record 72.9 Million**

athlechnews.com - Gyms hit a historic membership milestone in 2023, reflecting a growing...

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**NRF Expects 2024 Holiday Spending to Reach New Record**

sgbonline.com - Following its big Holiday 2024 forecast announcement and presentation...

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**MLB Gets Dream Matchup: Dodgers-Yanks in World Series**

sportico.com - Major League Baseball and its broadcast partners have exactly what they...

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**Liberty-Lynx Game 5 Was Most-Watched WNBA Finals Game of 2000s**

frontofficesports.com - The New York Liberty's Game 5 overtime victory over the...

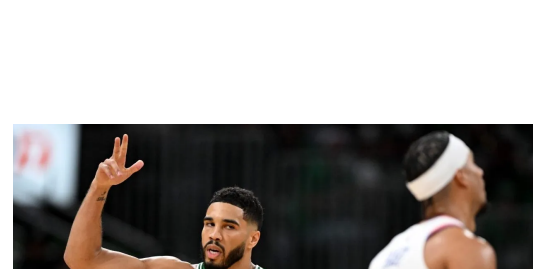
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**Charlie Baker Thinks There's Room for Private Equity in College Sports**

frontofficesports.com - Over the past several months, schools and conferences have begun...

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**2024-25 NBA Business Preview: Where the League Stands**

sportico.com - The 2024-25 NBA season starts amid an era of change—fresh off a new round...

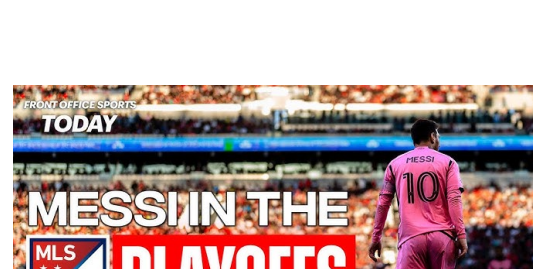
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**Survey: SMB Retailers Optimistic on In-Store Holiday Shopping**

sgbonline.com - The 5th Annual State of Small Business Survey by Verizon Business revealed...

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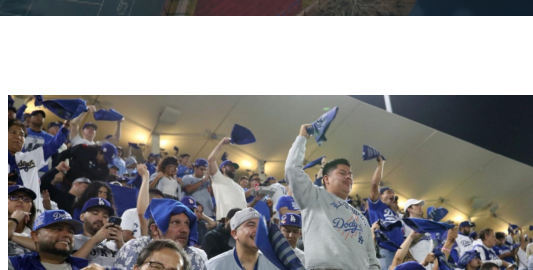
**Messi and MLS Begin Biggest Postseason Yet**

frontofficesports.com - The MLS playoffs begin, with Lionel Messi set to play his first-ever...

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## SPORTS & RECREATION PROJECT DATABASE

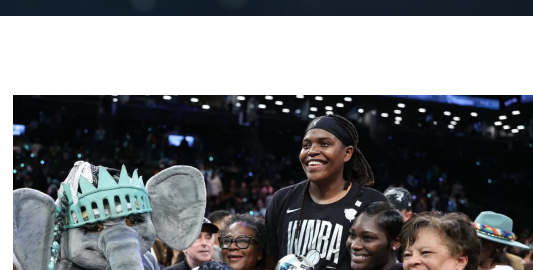
Free Benefit for a Limited Time!!



**Yankees-Dodgers Tickets Selling for Twice As Much As 2023 World Series**

frontofficesports.com - This year's star-studded World Series between the Dodgers and...

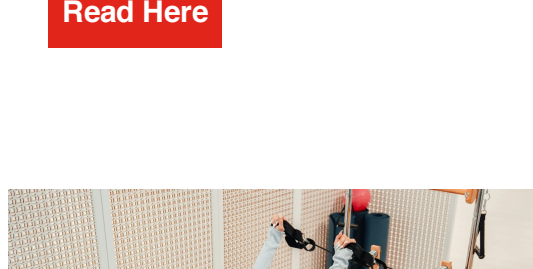
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**Liberty Merch Becomes Fanatics' Fastest Post-Finals Seller**

sportico.com - Fanatics announced Monday that its previous all-time, 30-day, post...

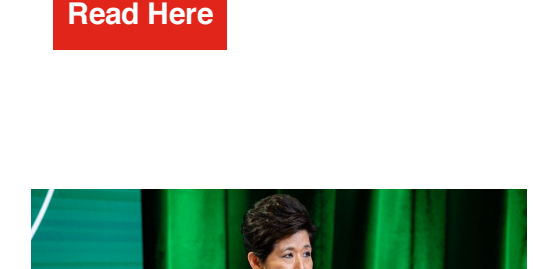
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**Pilates Equipment Poised to Become Next Home Gym Addition**

athlechnews.com - Pilates reformers may become as commonplace as treadmills and...

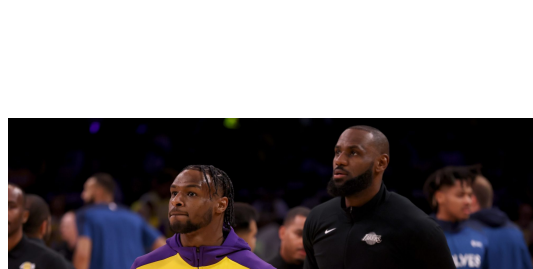
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**U.S. 'Has Led the Way' in Women's Soccer Growth, Washington Spirit Owner Says**

axios.com - When it comes to women's soccer, the U.S. is ahead of its European counterparts...

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**Bronny James' Debut Looms Over Lakers Opener**

frontofficesports.com - There was an anticipatory mood at Crypto.com Arena hours before...

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**Nike Expected to Face Competition for Next NFL Uniform Contract**

sgbonline.com - The NFL uniform and apparel since 2012, which Nike has controlled since 2012...

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