



November 13, 2024

The Latest from SFIA

Member Matters, Research & Advocacy



****AVAILABLE TOMORROW**
2024 State of Pickleball Report to be Released!**

sfi.org - The 2024 State of Pickleball: Participation & Infrastructure Report will be available for purchase tomorrow...

[Current Offerings](#)



Women's Sportswear Company MAAREE Wins 2024 Start-Up Challenge

sfi.org - The SFIA is excited to announce that the winner of the 2024 Start-Up Challenge is MAAREE. Founded by Mari...

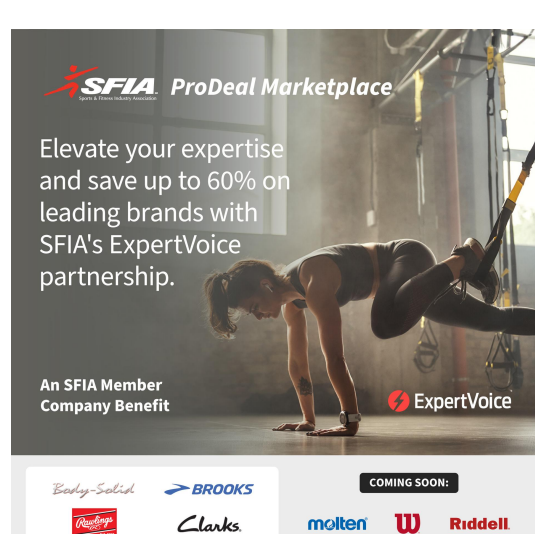
[Read Here](#)



TRAINING VIDEO: Maximize Your Sports & Recreation Database Project Results!

sfi.org - Check out the recording from last week's training session on utilizing the database and pursuing business opportunities...

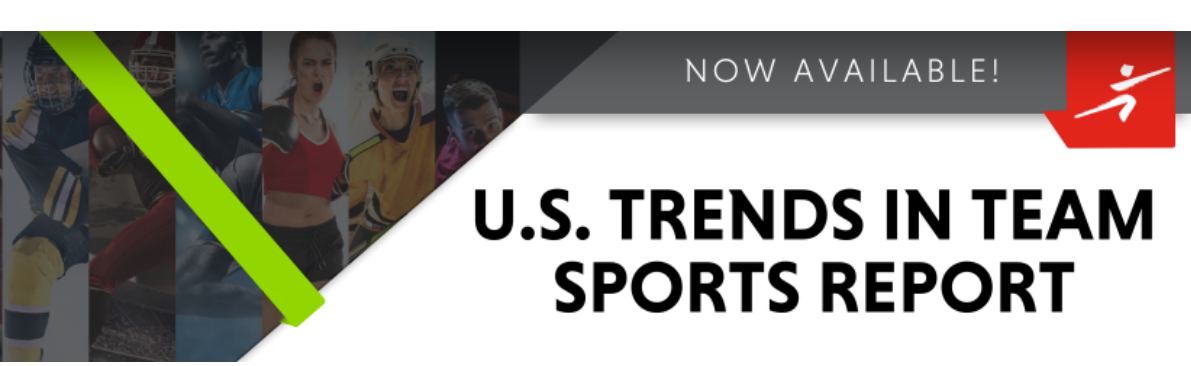
[View Here](#)



HOLIDAY SHOPPING HERE: Get Exclusive Discounts on Gifts for Your Loved Ones!

sfi.org - All employees of a member organization can unlock deals of up to 60% on leading brands - great holiday gifts for...

[Shop Here](#)



Current Industry News



Todd Smith Well-Prepared to Take Reins at SFIA with Opportunity for Major Growth in Next Decade

sportsbusinessjournal.com - Few, if any, of the countless D.C.-area lobbying and trade groups...

[Read Here](#)



Team Insight Feature Story: The Year In Team Sports

formula4media.com - Once again it was quite an eventful year in the world of team sports as...

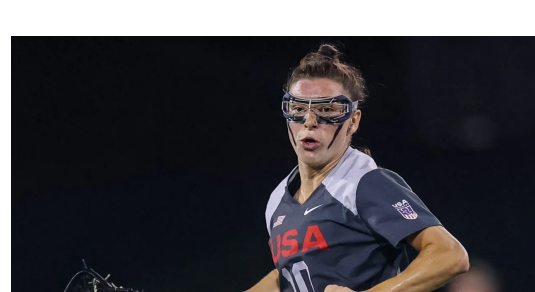
[Read Here](#)



Holiday Spending on Track for Steady Growth Amid 'Mixed Signals' on Economic Data

sgbonline.com - The NRF still expects steady sales growth for the winter holiday season...

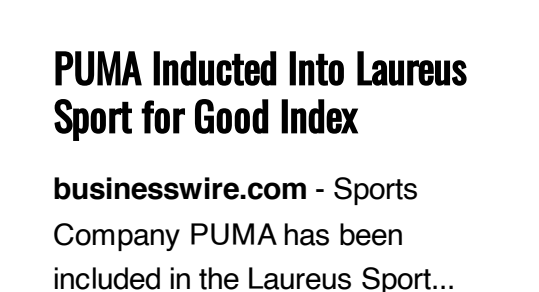
[Read Here](#)



Premier Lacrosse League to Launch Women's Division in 2025

sportico.com - The Premier Lacrosse League has launched the Women's Lacrosse League, a...

[Read Here](#)



PUMA Inducted Into Laureus Sport for Good Index

businesswire.com - Sports Company PUMA has been included in the Laureus Sport...

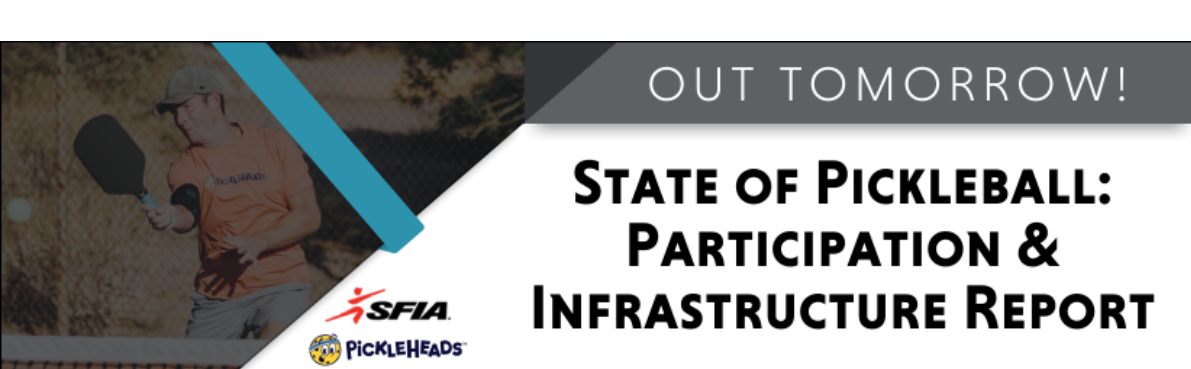
[Read Here](#)



E-Commerce Grows in Importance to Holiday Shoppers, With 83% Planning Some Online Shopping This Season, Reports Circana

circana.com - Most shopping will be done online, but stores have renewed opportunity to capture...

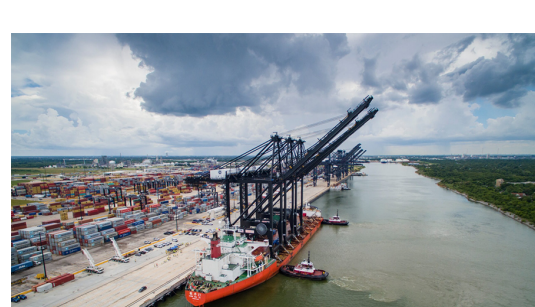
[Read Here](#)



Chiefs-Bills Clash Could Set Ratings High, and CBS Is Going Big

frontofficesports.com - The NFL's game of the year so far could also bring its top...

[Read Here](#)



NRF: Import Cargo Could See Surge Ahead of Potential Port Strike and Trump Tariffs

sgbonline.com - The NRF and Hackett Associates' recent Global Port Tracker Report outlined...

[Read Here](#)



FDRA Survey: Athletic Footwear Expected to Lead Holiday Purchases

sgbonline.com - In a nationwide survey of footwear consumer purchasing habits conducted...

[Read Here](#)



NFL International Games to Increase in 2025, Goodell Says

sportico.com - The Carolina Panthers topped the New York Giants 20-17 in overtime today...

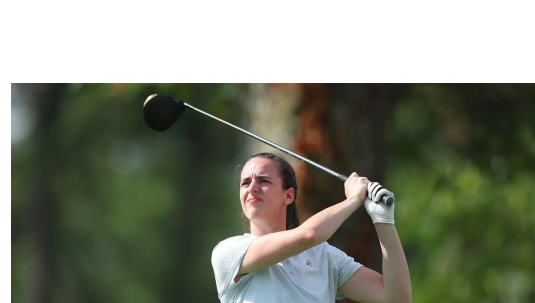
[Read Here](#)



Netflix Sells out NFL Christmas Day Ad Inventory

sportspromedia.com - Global streaming giant Netflix has sold out of all available in-game...

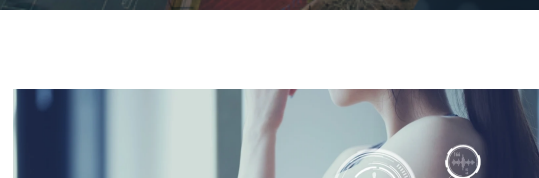
[Read Here](#)



Caitlin Clark Madness: Golf Channel Swings Big on PGA Pro-Am

sportico.com - Indiana Fever sensation Caitlin Clark is taking a swing at another golf pro-am...

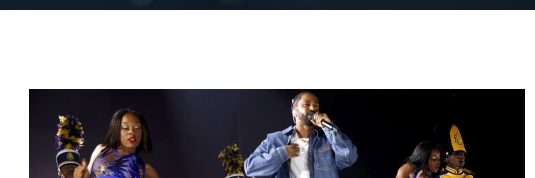
[Read Here](#)



The Fitness Industry's Big Data Opportunity

athletechnews.com - Gyms and health clubs may have a golden opportunity to position...

[Read Here](#)



Amazon Attracting Football Fans with Concert Livestreams

axios.com - Fans who watch the Super Bowl for the halftime show don't have to wait until February...

[Read Here](#)



Everything to Know About the Rebranded NBA Cup

sportico.com - The NBA's inaugural In-Season Tournament in 2023 was a success based on...

[Read Here](#)



Survey: NFL Football Fandom Community Plays Significant Role in Home Search

sgbonline.com - New research from Realtor.com finds that about one in five NFL followers said...

[Read Here](#)



FanDuel Sports Network Introduces Single-Game Direct-to-Consumer Pricing Option for NBA and NHL

businesswire.com - New offer launches December 5, providing fans greater flexibility to watch...

[Read Here](#)



Gen Z, Millennial Designer Brand Platform Revolve Partners with LOVB

theglistsports.com - Yesterday, leading volleyball brand LOVB Pro announced a first-of-its-kind...

[Read Here](#)



Follow Us on Social Media

