



November 6, 2024

# The Latest from SFIA

## Member Matters, Research & Advocacy



**NEXT WEEK: 2024 State of Pickleball Report to be Released!**

sfia.org - The 2024 State of Pickleball: Participation & Infrastructure Report will be available for purchase next week...

[Current Offerings](#)



**TRAINING TOMORROW: Maximize Your Sports & Rec Database Results!**

sfia.org - SFIA is hosting a FREE training session tomorrow on best utilizing the database to pursue new business opportunities...

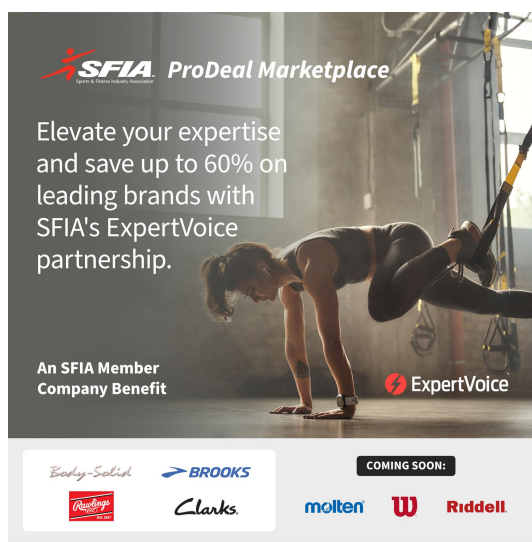
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**Women's Sportswear Company MAAREE Wins SFIA's 2024 Start-Up Challenge**

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

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

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

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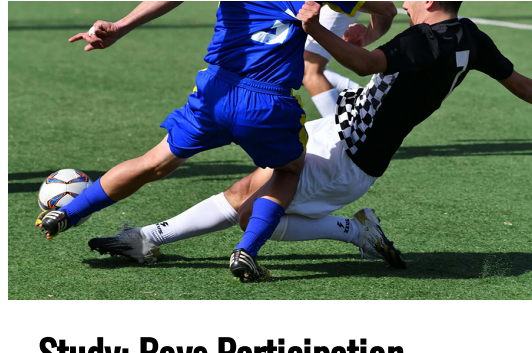
## Current Industry News



**Kang Leads IDA Seed Round for Women's Sports Footwear**

yahoo.com - Michele Kang's Kynisca Sports International Ltd. led a 2 mil seed funding round...

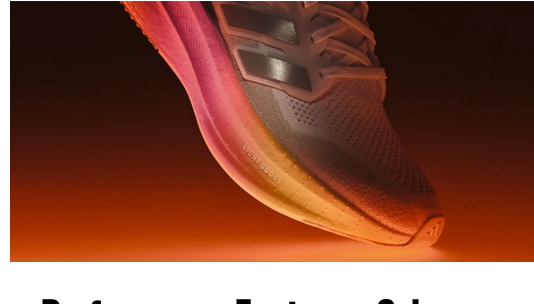
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**Study: Boys Participation Declines; Increased Specialization Tops Youth Sports Concerns**

sgbonline.com - The Aspen Institute's National State of Play 2024 report encouragingly found...

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**Performance Footwear Sales Flat for Q3 as Running Grows on Higher ASPs**

sgbonline.com - U.S. footwear industry sales reached \$10.5 billion in the third quarter...

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**Everyone Wants In on the WNBA Expansion Gold Rush**

frontofficesports.com - There are at least 10 cities interested in landing a WNBA expansion team...

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**The Untapped Revenue 'Powder Keg' of Women's NFL Fandom**

frontofficesports.com - At a January 2024 Chiefs game, Taylor Swift wore a custom jacket made...

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**Fox Sells Out Super Bowl LIX, With Ads Fetching Over \$7 Million a Pop**

sportico.com - If you're a CFO with \$7 million burning a hole in your pocket and were hoping to...

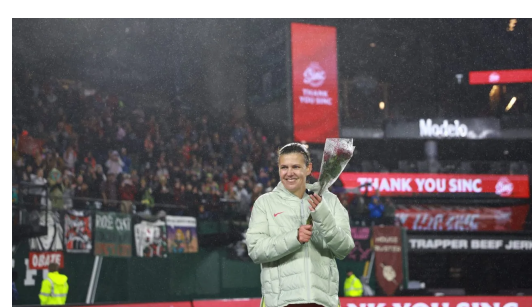
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**NRF Study Sees Sharp Increase in Cost to Consumers with Tariff Increase**

sgbonline.com - A new study released by the NRF suggests that if new tariffs on imports to...

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**NWSL 2024 Attendance Hits Record 2 Million Fans**

sportico.com - During the final weekend of the NWSL regular season, the league's attendance...

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**2024 Rawlings Gold Glove Award@ Winners Revealed**

prnewswire.com - Rawlings Sporting Goods Company, Inc., announced the winners for the...

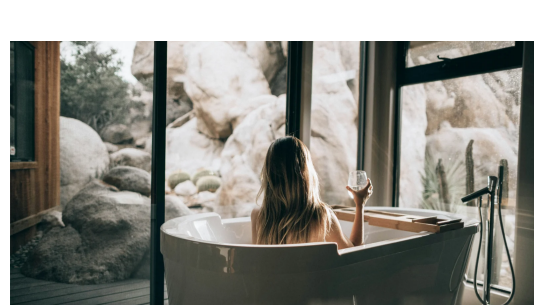
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**MAAREE Wins SFIA 2024 Start-Up Challenge**

sginews.com - The women's sportswear maker was founded by Mari-Thomas Welland, and...

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**These Are the 3 Hottest Wellness Sectors, Per Report**

athletechnews.com - The global wellness economy is forecast to hit \$9 trillion by 2028 according...

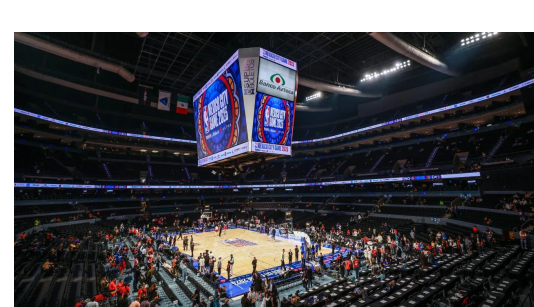
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**Ohanian: A Women's Sports Team Will Be Worth \$1B by 2030**

sportico.com - Alexis Ohanian is all in on the trajectory of women's sports. The Seven Seven Six...

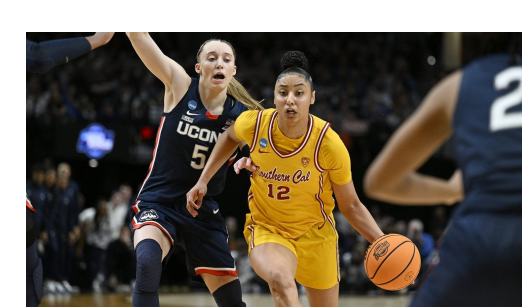
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**NBA's Annual Mexico City Game Builds Case for Future Expansion**

sportico.com - As the frantic sports equinox, the NBA stands...

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**Women's College Basketball Begins Its Star-Studded Post-Caitlin Clark Era**

frontofficesports.com - Women's college hoops tip off Monday after outdrawing the men in the...

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**Study: Out-of-Stocks Drive 66 Percent of Consumers to Another Retailer**

sgbonline.com - AlixPartners 2024 Holiday Survey found that two-thirds of respondents...

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**Not So Fast: PGA Tour-LIV Merger Not Done Yet**

frontofficesports.com - Multiple sources say reports of professional golf's unification are premature...

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