



February 12, 2025

The Latest from SFIA

Member Matters, Advocacy & Research

TOMORROW (2/13) Tariff Webinar w/ Trade Experts for Members!

sfia.org - Hear tariff developments and gain valuable insights and strategies to help your business with trade experts from ST&R...

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sfia.org - SFIA's first-ever Sideline Session, The Franchise Playbook: Understanding Franchise Opportunities in the Sports and...

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NEW Participation Data in 2025 Topline Report COMING SOON!

sfia.org - "COMING SOON" The 2025 Topline Participation Report will soon be available with new participation data from 2024...

[Research Offerings](#)

Agenda & Speakers Announced for Team Sports Conference!

sfia.org - The Team Sports Conference will bring together key organizations and governing for a comprehensive event to explore...

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Members-Only Webinar: Domestic and Global Priorities - 2/20

sfia.org - Hosted by SFIA and WFSGI, the webinar will feature U.S. and global policy experts sharing their insights into the...

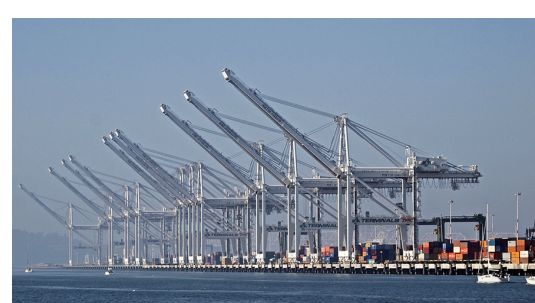
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New Tariffs Would Send Youth Athletes Back to the Sidelines

sportico.com - In sports, unforced turnovers can derail even championship-caliber teams. Today, America risks its own...

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Current Industry News



Report: Import Cargo Trends Remain Fluid Due to Tariff Threats

sgbonline.com - The National Retail Federation expects imports at the nation's major...

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SKLZ Spotlights Essential Baseball and Softball Training Aids to Prepare Athletes for the Upcoming Season

sfia.org - SKLZ, the leader in athlete development products, is spotlighting their best-selling...

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Super Bowl Set Viewership Record at 127.7M, Hints at Fox Streaming Future

frontofficesports.com - Blowouts typically don't set viewership records, but the runaway Super...

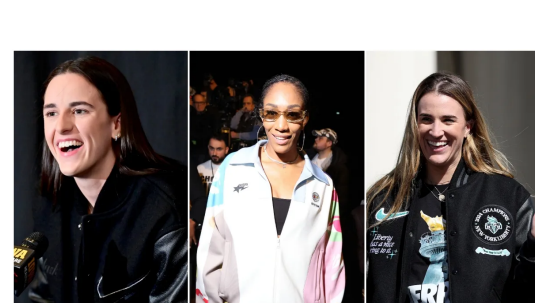
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CNBC/NRF Retail Monitor Sees January Reporting Strong Retail Sales Gains

sgbonline.com - The National Retail Federation reported that U.S. retail sales spending slowed...

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Nike's First Super Bowl Ad in Almost 30 Years Celebrates Women

sportico.com - Nike, Inc. is back on the Super Bowl screen after a 27-year hiatus, but rather than...

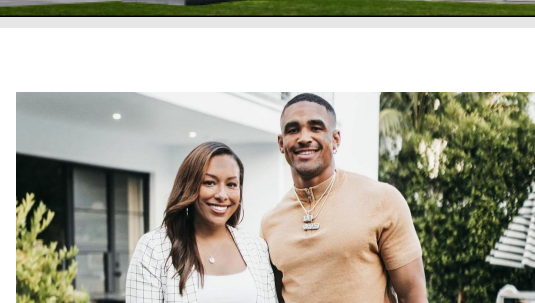
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NFL Team Sponsorships Hit Record \$2.5 Billion in 2024

sportico.com - Last year's Super Bowl generated nearly \$700 million in ad revenue, thanks in...

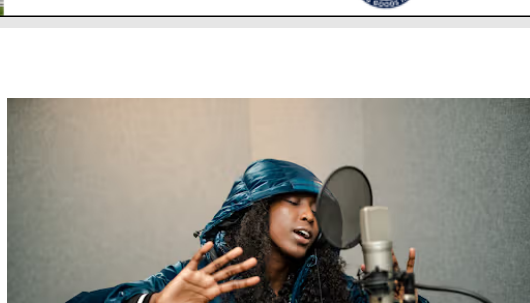
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Meet Three Black Businesswomen Busting Down Barriers in the Sports World

thegistsports.com - It's not easy breaking barriers, but that hasn't stopped these three phenomenal...

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Super Bowl Spotlights Growing Connection Between Music and Women's Sports

thegistsports.com - In the wake of Super Bowl Sunday, the symbiotic relationship between...

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TEAM BASEBALL: Bases Loaded

formula4media.com - The sport is being played by everyone year-round – boys, girls, seniors – and...

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5 Super Bowl LIX Ads Representing the Wellness Shift

athletechnews.com - From health and hydration to the elevation of female athleticism...

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No Women Among 100 Highest-Paid Athletes Despite Business Gains

sportico.com - Women's sports had a blockbuster 2024 that featured records for attendance...

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Trump Biden's NIL Pay Equity Rule

frontofficesports.com - The Department of Education is rescinding weeks-old guidance...

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Judgment Call on Second Contact Eliminated in High School Volleyball

nfhs.org - Multiple contacts by one player attempting to play the ball will now be allowed on...

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Player Equipment Changes Highlight 2025 High School Football Rules Revisions

nfhs.org - Four revisions dealing with player equipment in high school football were among the...

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MLB Spring Training 2025: Teams, Stars We Can't Wait to See

espn.com - After a wild baseball winter, spring training is in the air. The Mets inked Juan Soto to...

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2026 Milan Cortina Winter Olympics: Storylines One Year Out from the Games

sports.yahoo.com - The 2026 Milan Cortina Winter Olympics kick off Feb. 6 with an Opening...

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