



February 19, 2025

The Latest from SFIA

Member Matters, Advocacy & Research



NEXT TUESDAY (2/25) Sideline Session: The Franchise Playbook Featuring F45 & ACE Pickleball Club

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

[Register Here](#)



Recording/Slides Available from Tariff Overview Webinar for SFIA Members via Member Portal

sfia.org - SFIA members can access the recording and slides from the ST&R Tariff Webinar in the Member Portal (Content Library)...

[Watch Here](#)



***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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TOMORROW: Member Webinar on Domestic & Global Priorities

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

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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



Rapsodo Extends NIL Deals to Two of the Nation's Top Baseball Prospects, Amplifying Its Goal to Help Athletes Improve Their Skills

globenewswire.com - Elite two-way players join Rapsodo's baseball NIL community...

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U.S. Tennis Participation Surges to New High of 25.7 Million Players Following Five Consecutive Years of Growth

usta.com - In the latest data published by third-party research firms, the USTA today confirmed...

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Super Bowl LIX Sets Yet Another TV Ratings Record

frontofficesports.com - There were a record 182.8 million viewers who watched at least...

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Ace Pickleball Club Set To Open 25-30 New Locations

athletechnews.com - The indoor pickleball franchise opened 11 new clubs in 2024 and entered...

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ESPN is Treating 4 Nations Finale Like a Stanley Cup Final

frontofficesports.com - The in-season 4 Nations tournament has made waves and drawn...

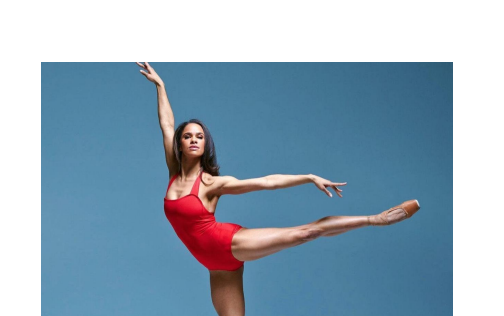
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These Fitness & Wellness Franchising Trends Dominated 2024

athletechnews.com - Despite some negative headlines and a fraught macroeconomic...

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Three Black Women Athletes Whose Advocacy is Changing and Saving Lives

thegistsports.com - Where would we be without Black women, and in particular, Black women...

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Paige Bueckers Uses 'Ripple Effect' to Shape Business Strategy

sportico.com - Paige Bueckers, then 19 years old, got on stage at the nationally televised 2021...

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Netflix Expresses Interest in Sunday Afternoon NFL Games

sportspromedia.com - Netflix chief content officer Bela Bajaria has expressed interest in...

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WNBA Searches Surge 322%, Signals Major Market Opportunities

athletechnews.com - Online searches for the WNBA's saw a 322% increase in 2024...

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Retail Sales Plunge in January as Wildfires, Cold Give Consumers Pause

axios.com - Retail sales fell 0.9% in January, the steepest drop in nearly two years, as consumers...

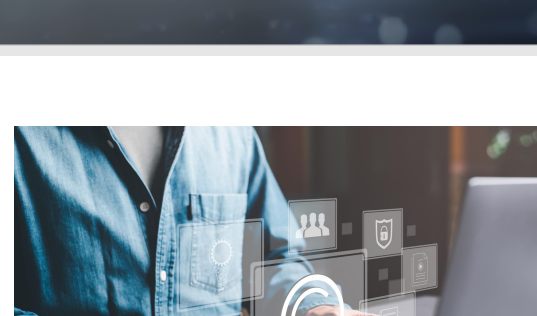
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NFL Exploits Loophole to Play Another Friday Night Game in Brazil

frontofficesports.com - The NFL is returning to Brazil to help start the 2025 regular season...

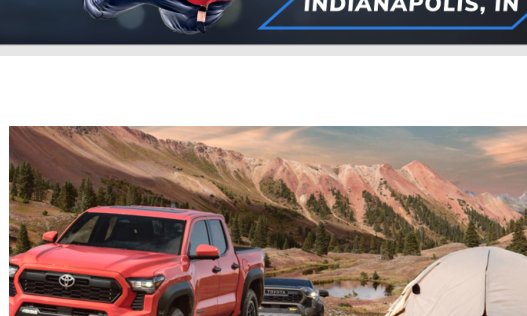
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B2B Technology Market Forecast to Grow 6% in 2025, Reports Circana

circana.com - Significant pent-up demand for new products and capabilities remains amid...

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Camping Reservation Cancellations and No-Shows Decreased in 2024

sgbonline.com - The Dyrt is reporting in a recently conducted survey that 70.7 percent of...

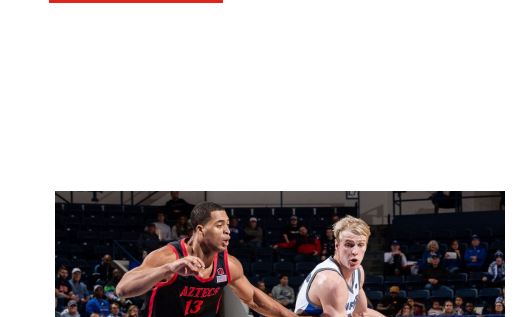
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Player Equipment, Uniform Changes Among Revisions in High School Field Hockey Rules

nfhs.org - Two changes regarding player uniform and equipment were among the five revisions...

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Team Basketball: Pick-up Games

formula4media.com - The basketball business in the team channel is facing several...

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