



February 5, 2025

The Latest from SFIA

Tariff Update: SFIA is actively monitoring the tariff situation and providing updates to our members via email. If you are not receiving our email communications or need additional help and resources, please do not hesitate to reach out to us.

Member Matters, Advocacy & Research



DEADLINE EXTENDED: Last Chance to Provide Industry Insights in the SOTI Survey!

sfia.org - In just 10 minutes, you can provide valuable information and feedback to help SFIA with our industry analysis and ensure...

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SFIA's FIRST Sideline Session: Understanding Industry Franchise Opportunities -- 2/25

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

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SFIA/WFSGI Members-Only Webinar: Review 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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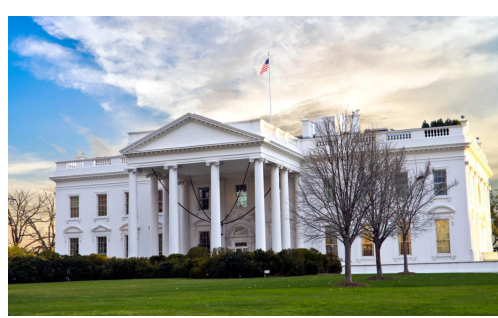
Team Sports Conference: Agenda & Speakers Confirmed for 3/31-4/1 Event

sfia.org - The Team Sports Conference will bring together key organizations and governing bodies for an event to better...

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Current Industry News



Trump Imposes 10% PRC Tariff and Kills De Minimis

sginews.com - Trade tensions ramped up Tuesday as China found itself the last remaining...

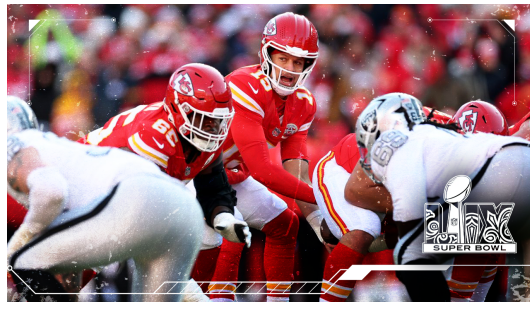
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Report: Affordability Plays Key Role in Global Physical Inactivity

sgbonline.com - The Health & Fitness Association's latest report, Reversing the Physical...

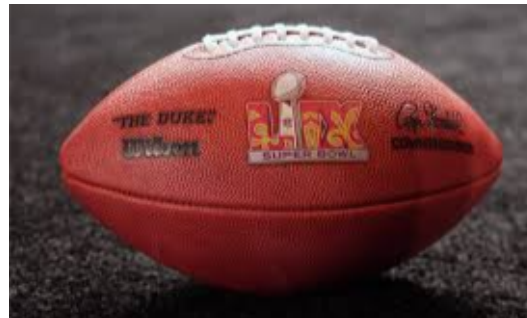
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Inside the Super Bowl's Data-Driven, Pre-Snap Mind Games

sportico.com - Disappointment stretched across Josh Allen's face as he recounted his final...

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The Bold Logo Defining Super Bowl LIX

frontofficesports.com - Super Bowl logos are always an important part of the iconography...

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Super Bowl Ticket Prices are Sliding

sports.yahoo.com - Super Bowl tickets will never be cheap, but this week they're certainly...

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AI in Fitness & Wellness Set To Hit \$34.73B by 2031, Report Finds

athletichnews.com - A new market research report finds that global AI in fitness and wellness...

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Rawlings and Easton Partner with California Strong to Rebuild Los Angeles Area Baseball and Softball Communities

prnewswire.com - The Olympic silver medalist has been named the founding member of...

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Elevate Every Move with Franklin Sports' New Flex Apparel Collection

globenewswire.com - The new Flex Collection is designed for the pickleball court and everywhere...

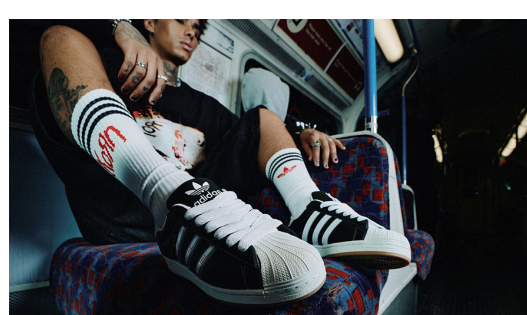
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Fox Reports Big Sports Profits, Eyes New Streaming Service

frontofficesports.com - Amid a heightened political environment, sports remains a critical part of...

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Report: Flat U.S. Footwear Retail Sales Led by Sport Lifestyle Growth in 2024

sgbonline.com - Circana reports that U.S. footwear industry sales totaled \$89.2 billion in 2024, a...

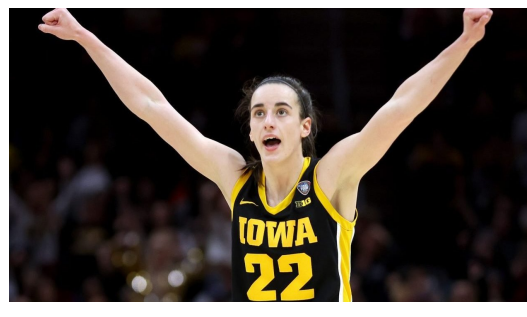
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Adaptive Fitness Platforms Poised for \$30.8B Surge by 2035

athletichnews.com - A new study projects a 22% annual growth rate for inclusive fitness...

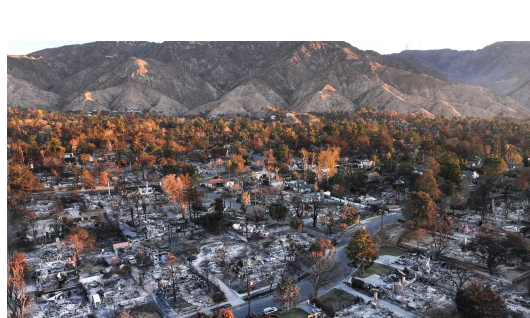
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Caitlin Clark Effect Drove Record \$3.26 Million in Ticket Sales at Iowa

sportico.com - The Iowa women's basketball program generated a record-setting \$3.26 million in...

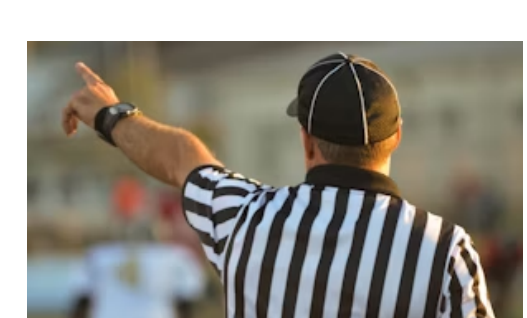
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What the L.A. Wildfires Could Mean for the 2028 Olympics

axios.com - Southern California continues to reel from the devastating wildfires that ripped...

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athleticbusiness.com - Legislators in Washington state have introduced a bill that aims...

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Circana Sees Consumers Shift Back to Value and Need in January

sgbonline.com - Circana is reporting that the U.S. consumer showed up for holiday shopping...

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Candace Parker Headlines Dynamite Crew of Black Women Basketball Broadcasters

thegistsports.com - The sports media landscape has long been dominated by white men, but...

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