

The Honorable Donald Trump

May 20, 2025

President of the United States

The White House

1600 Pennsylvania Avenue NW

Washington, DC 20500

Dear Mr. President,

The Sports & Fitness Industry Association (SFIA) is encouraged by the recent progress made by your Administration in negotiating trade deals and lowering IEEPA and reciprocal tariff rates. These efforts are critical steps towards ensuring sports and fitness in America are accessible and affordable to all, so we can improve the health of our country, which is in direct alignment with your Administration's goal of making America healthier. With 20% of Americans still not participating in any type of physical or athletic activity*, we must continue working to remove barriers severely impacting the health of our nation. As the Administration hosts critical negotiations over the coming weeks with our global trading partners, SFIA looks forward to working closely with you to ensure that more Americans can experience the physical and mental health benefits provided by sports and fitness.

SFIA's network of companies manufactures the sports and fitness products essential to living a healthy life. Despite the temporary tariff reductions announced on May 12, lingering uncertainty around future trade policies, as well as tariff rates still close to 80% on certain sports and fitness items, continues to force businesses to navigate unsustainable costs and production challenges, resulting in fewer American families being able to participate in sports and fitness activities. With the United States entering a historic decade of hosting the world's most iconic sporting events, the global spotlight on sports and fitness in our country has never been greater. Our nation needs to be doing everything possible to take advantage of this unprecedented opportunity to get more Americans active and healthier than ever before.

Youth sports participation is particularly at risk. Rising costs for essential equipment, which in some cases have increased by nearly 50% over the last five years, are sidelining young athletes whose families can no longer afford the elevated prices. As a point of reference, only 24% of children from households earning under \$25,000 a year regularly participate in sports. This number is in stark contrast to 44% of children from households earning \$100,000+ regularly participating in sports*.

We encourage the Administration to prioritize long-term agreements with our trading partners that remove financial barriers to sports and fitness activity, supporting broader access to healthy, active lifestyles for all Americans. At the same time, critical segments of the sports and fitness industry's production rely on specialized international supply chains and manufacturing that cannot be replicated at scale in the U.S. Access to these global supply chains and manufacturing is essential to ensuring Americans can continue to access the products and equipment they need to stay active and healthy.

**Data sourced from SFIA's 2025 Topline Participation Report, U.S. Population Ages 6+*

SFIA requests an opportunity to meet with you to discuss solutions and collaborate with your Administration on how we can work together to ensure all Americans experience the physical and mental health benefits provided by sports and fitness.

Sincerely,



Todd Smith
President & CEO
Sports & Fitness Industry Association