



# Prizes

As a competitor, you can win prizes that will help you flourish in the sports and fitness industry!

01

## Top 15 Semi-Finalist Virtual Pitch Awards

- *One-year complimentary of SFIA Membership*
- *Exposure and connections to 90+ industry judges (virtually) and their feedback*
- *A logo-feature in an SFIA research report*
- *Personal introduction to five judges of your choice*
- *The opportunity to present to sports & fitness industry brands & retailers & the TPI network*

02

## Top 5 Finalists Awards

- **Exclusive access to The Players Impact Start Up Membership** – Ability to work directly with athletes for brand ambassador opportunities, internships, product testing and more – [Learn More Here.](#)
- **2026 SFIA Start-Up Challenge Judges Seat**
- **National Media Coverage** – Establish your company in the national spotlight, as reputable national media outlets and industry media cover the competition.

03

## Grand Prize

- **Spotlight in One of SFIA's Annual Research Reports** – SFIA will highlight your company and accomplishments in one of SFIA's annual research reports, read by thousands of individuals and seen in hundreds of publications.
- **SFIA Event Advantage** – The opportunity to network and connect with SFIA Members in the industry at an SFIA Member event Includes: Free Registration, Speaking Opportunity, and Public Recognition at Event