



July 16, 2025

## The Latest from SFIA

### Member Matters & Research



#### NFHS and SFIA Announce New Arm Covering Standard for High School Football Game Play

sfia.org - The NFHS Football Rules Committee, in collaboration with SFIA, has announced a new arm covering standard for high...

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sfia.org - We are looking for driven entrepreneurs who are changing the landscape of the sports and fitness industry with...

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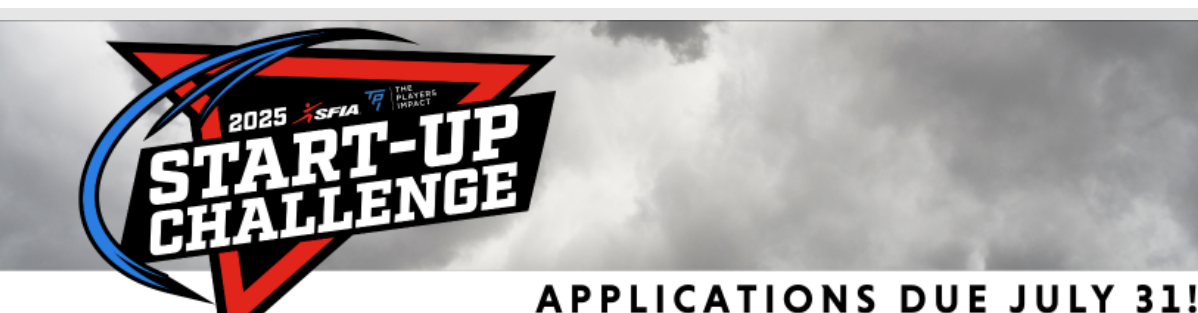
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#### Good Sports Identifies Equipment Needed to Help Communities Affected by Recent Flooding in Texas and New Mexico

sfia.org - In the wake of the recent severe flooding across multiple counties in Texas, and parts of New Mexico, Good Sports is...

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### Current Industry News



#### Survey: Americans Changing Purchasing Decisions on Potential Impact of Tariffs

sgbonline.com - Nearly eight in ten (77 percent) of respondents of a recent survey believe tariffs...

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#### Deloitte Sees Flat Back-To-School Spending

sgbonline.com - Deloitte's 18th Annual Back-to-School Survey finds that spending for K-12...

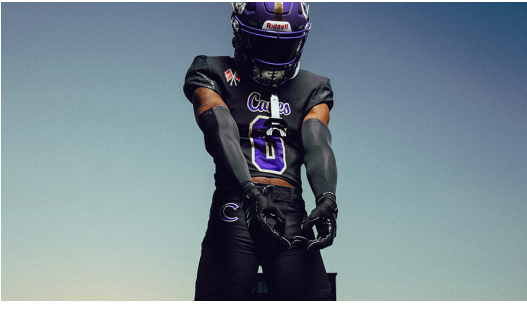
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#### NIL Collectives Face Uncertain Fate as House Attorneys, CSC Bicker

sportico.com - The House settlement was supposed to bring clarity and calm to big-time...

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#### NFHS Rule Committee Rolls Out New High School Football Arm Covering Standard

sgbonline.com - The standard is reportedly set to take effect during the 2027/28 football season...

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#### In Response to Extreme Heat, FIFA Says 2026 World Cup to Use Only Covered Stadiums

athleticbusiness.com - Rising temperatures have prompted FIFA to announce that all 2026...

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#### Gyms Are Betting Big on Tech, Wellness & Strength Training

athletechnews.com - High-value, low-price (HVL) gyms are on top of the fitness world right now...

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#### NCAA: March Madness Expansion to 76 Teams 'Still Viable' for 2026

frontofficesports.com - The NCAA is still considering expanding March Madness as...

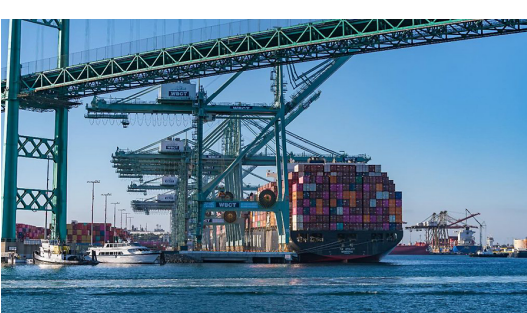
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#### CNBC/NRF Report Sees June Retail Sales Trends Moderate; Sporting Goods Sector Accelerates

sgbonline.com - The National Retail Federation reported on Friday, July 11, that retail sales...

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#### NRF: Import Cargo Levels Drop Again After Tariff Delay Ends; Rebound Expected in July

sgbonline.com - Import cargo volume at the nation's major container ports is expected to...

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#### Pro-NCAA Bill Takes First Step Toward Being Introduced on House Floor for Vote

frontofficesports.com - On Tuesday, the SCORE Act, a college athlete compensation...

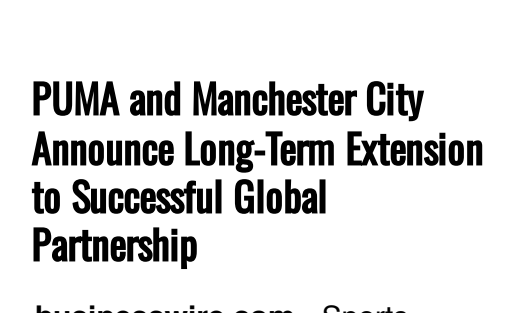
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#### F45 Training Uses Science to Broaden its Recovery Member Base

athletechnews.com - F45 is making Pilates, yoga and other pro-recovery elements of fitness...

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#### PUMA and Manchester City Announce Long-Term Extension to Successful Global Partnership

businesswire.com - Sports company PUMA and Premier League football club Manchester...

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#### House v. NCAA Counsel Gets \$515M in Legal Fees Approved by Court

sportico.com - With college athletes now submitting their NIL compensation deals to the newly...

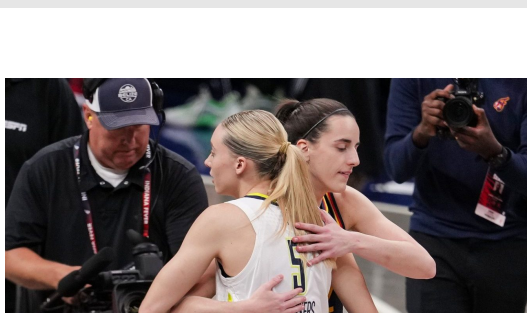
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#### FDRA Urges Trump Administration to Halt New Tariffs on Footwear Ahead of BTS Selling

sgbonline.com - On Wednesday, July 9, the Footwear Distributors and Retailers of America (FDRA)...

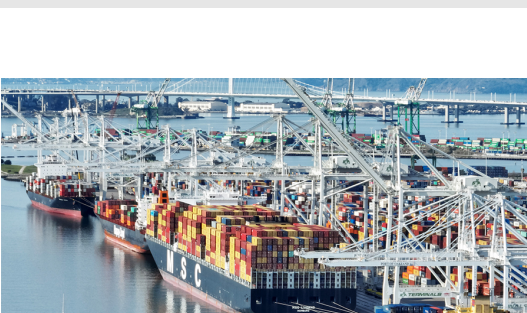
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#### WNBA Hits Fourth-Highest ABC Viewership With Clark-Bueckers Duel

frontofficesports.com - Caitlin Clark and Paige Bueckers finally had their first WNBA meeting...

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#### EXEC: Top Asia FW Factories See Improving Shipment Trends in June 2025

sgbonline.com - Two of the largest footwear manufacturers in China and Southeast Asia ...

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#### Adobe: Amazon Prime Day Drives 30.3 percent Rise in U.S. Online Spending

sgbonline.com - Amazon.com, Inc.'s Prime Day sale that ran for four days from Tuesday, July 8 to...

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#### Wimbledon Makes Half a Billion Dollars Over Two Weeks Each Year

sportico.com - Quaint Wimbledon traditions like tennis whites, strawberries and cream, and the...

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