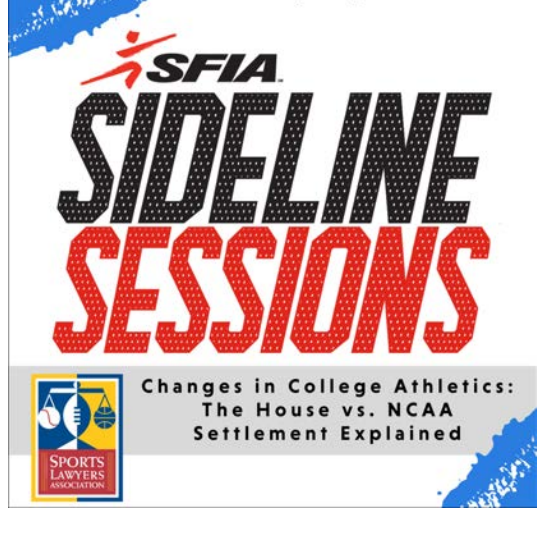




July 30, 2025

## The Latest from SFIA

### Member Matters & Research



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**sfia.org** - Join SFIA & the Sports Lawyers Association for a Sideline Session virtual event examining the details of the recent House...

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**APPLICATION DEADLINE TOMORROW: 2025 Start-Up Challenge - Innovators Apply Today!**

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

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**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 Launches VetsEXCEL Career Development and Mentorship Program to Empower Veterans Interested in Pursuing Careers in the Sports and Fitness Industry**

**sfia.org** - SFIA has announced the pilot of a new professional development initiative, the VetsEXCEL Career Development...

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**In honor of the upcoming Little League World Series, SFIA is hosting Baseball Movie Bracketology! Scroll down and cast your vote for Round 2!**



### Current Industry News



**NRF Sees Resiliency in 2025 BTS Shoppers: Will Spend More on Footwear and Apparel**

**sgbonline.com** - The National Retail Federation held a webinar on Wednesday, July 23 featuring...

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**Across the World, Gen Z Values Wellness Over Career Success, Study Finds**

**athletechnews.com** - Globally, while young adults are still concerned about finances...

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**PwC Sees Continued Sluggish M&A Activity in Consumer Sector in Second Half**

**sgbonline.com** - After a timidly optimistic start to the year, the global M&A market cooled in...

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**These Are the Fittest Cities in America for 2025**

**athletechnews.com** - The latest ACSM American Fitness Index reveals the top U.S. cities for...

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**Fever-Sky Draws 1.5M Viewers Despite Clark, Reese Absences**

**frontofficesports.com** - Caitlin Clark and Angel Reese both missed Sunday's game between...

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**Consumer Confidence Index Rises in July on More Positive Forward View**

**sgbonline.com** - The Conference Board is reporting its Consumer Confidence Index improved by...

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**Personality-Based Fitness May Be the New Workout Hack**

**athletechnews.com** - From HIIT-loving extroverts to anxious types who prefer solo sessions...

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**Nevco Sports Launches Nevco ONE Video Pro, Setting a New Standard in Sports Video Production**

**prnewswire.com** - Nevco Sports LLC, a pioneer in sports technology, proudly announces...

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**Avoli Elevates Roster with Elite NIL Signings: Welcoming All-American Volleyball Stars Andi Jackson and Izzy Starck**

**businesswire.com** - Avoli, the first and only athletic brand dedicated exclusively to the...

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**Caitlin Clark Card Shatters Records as the WNBA Superstar Transforms the Women's Sports Trading Cards Landscape**

**thegistsports.com** - The NOCSAE has finalized the first performance standard for youth football...

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**As Other Power Leagues Shy Away From PE, the Big Ten Continues Discussions**

**frontofficesports.com** - In the new era of college sports, schools are trying to find new...

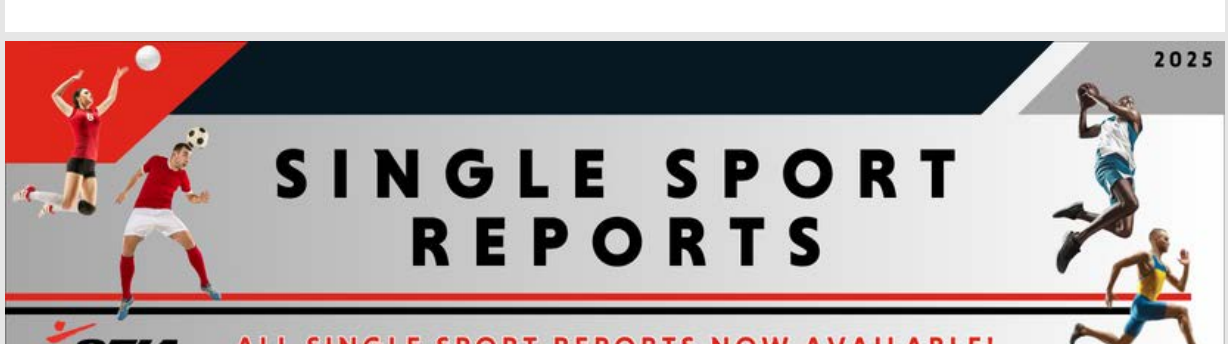
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**The Putter Steps into the Spotlight, Driving Golf Club Sales in 2025, Circana Reports**

**circana.com** - The big story for the U.S. golf equipment business in 2025 comes from a humble...

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**Sources: Las Vegas to host FIFA World Cup Draw in December**

**espn.com** - Las Vegas will host the 2026 World Cup draw on Dec. 5, multiple sources have told...

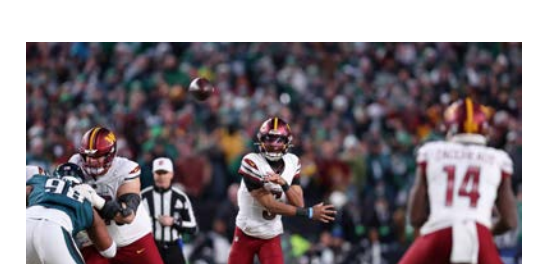
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**New Bill Would Make It Easier for Franchisees To Sue Parent Brands**

**athletechnews.com** - The Franchisee Freedom Act is designed to "level the playing..."

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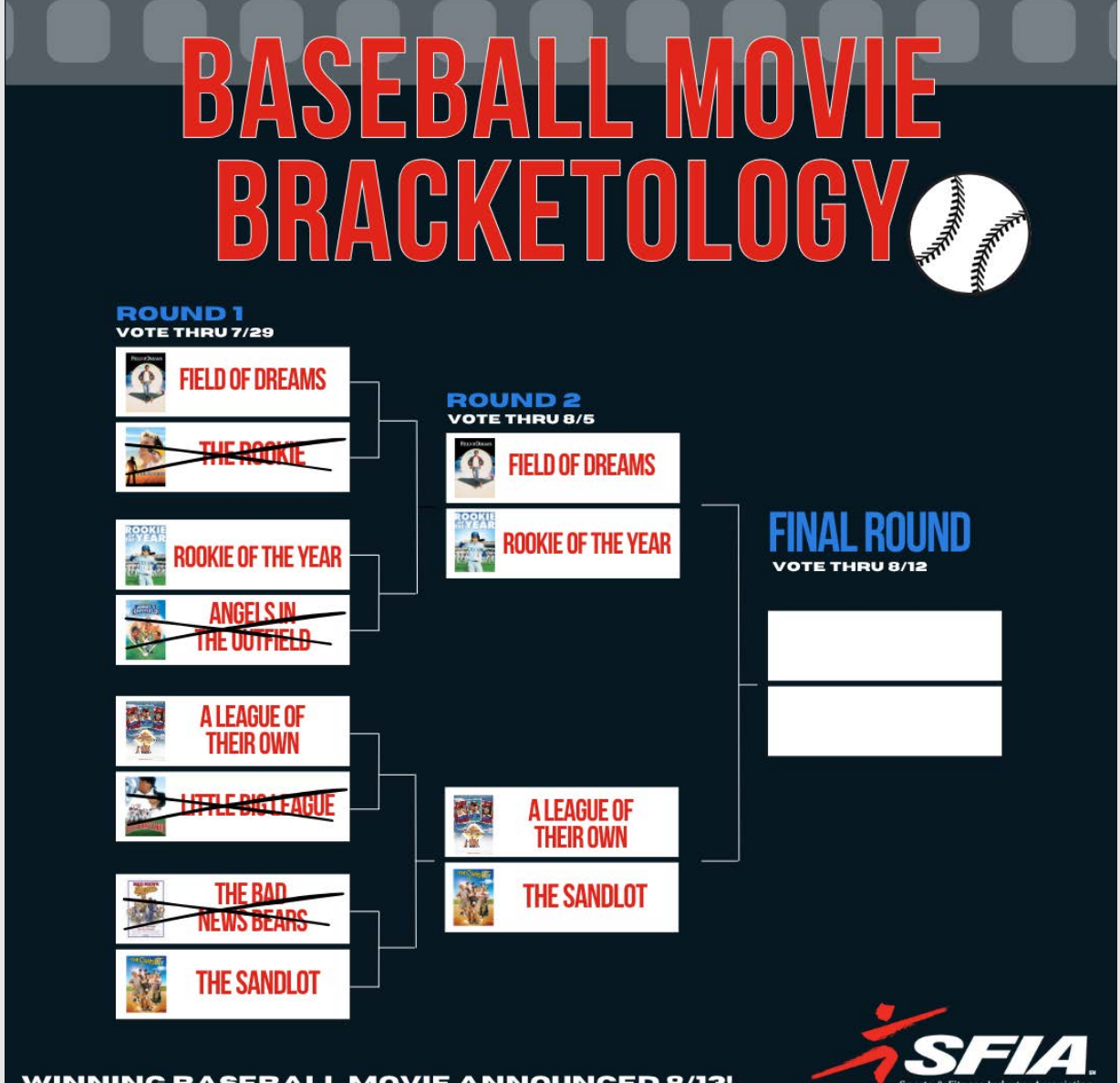
**Former Seahawks Star Wagner Joins WNBA's Storm Ownership**

**sportico.com** - Former Seattle Seahawks star linebacker Bobby Wagner has joined the Seattle...

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### SFIA BASEBALL MOVIE BRACKETOLOGY

In honor of the upcoming Little League World Series, SFIA is hosting **Baseball Movie Bracketology!** Round 1 is complete - click below and cast your vote for Round 2 by 8/5 to help determine the best movie!



WINNING BASEBALL MOVIE ANNOUNCED 8/13!

