



August 13, 2025

## The Latest from SFIA

### Member Matters & Research



Applications Now Open for SFIA's VetsEXCEL Career Transition Program

**APPLICATIONS OPEN: SFIA's VetsEXCEL Program is Now Accepting Applications Through Sept. 19!**

sfia.org - VetsEXCEL is an incredible opportunity for veterans to transition their experience into careers in the sports and fitness...

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**JUDGE APPLICATIONS OPEN: Apply by September 1 to Help Judge the 2025 Start-Up Challenge!**

sfia.org - Judge applications will be accepted through Sept 1 - anyone connected to the sports and fitness industry can apply...

[Apply Here](#)



**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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**NEW 2025 RESEARCH: SFIA to Release First-Ever Mid-Year Participation Update - COMING SOON!**

sfia.org - SFIA is excited to release, for the first time ever, the 2025 First Half Game Plan: Key Moves in Sports Participation...

[Research Offerings](#)

**In honor of the LLWS, SFIA hosted Baseball Movie Bracketology! Scroll down to reveal the big winner!**



### Current Industry News



**ESPN Launches New PSAs Encouraging Youth Sports Participation as Part of Ongoing Take Back Sports Initiative to Reignite Youth Sports for All**

espnpressroom.com - This week, some of the biggest names in sports are joining forces with...

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**CNBC/NRF Report Sees July Retail Sales Recover; Sporting Goods Sector Momentum Continues**

sgbonline.com - The National Retail Federation reported that overall retail sales rebounded in...

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**Report: Tariffs Expected to Dampen Import Cargo Levels from 2024**

sgbonline.com - New tariffs are putting pressure on international trade, with import cargo volumes...

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**HFA Report: US Leads a Booming Global Fitness Market**

athletechnews.com - HFA's latest Global Report shows record memberships, rising...

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**U.S. Footwear Sales Slip in First Half Despite Gains in Sneakers and Performance**

sgbonline.com - U.S. footwear industry dollar sales declined 1 percent in the first half of 2025...

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**Jen Pawol Makes History as First Woman to Umpire Regular-Season MLB Game**

thegistsports.com - Former college softball player and longtime umpire Jen Pawol...

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**Gildan Activewear To Acquire HanesBrands for \$2.2 Billion**

sgbonline.com - Montreal-based Gildan Activewear Inc. has signed a deal to buy HanesBrands Inc...

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**USTA Ignites a Coaching Evolution with the Launch of USTA Coaching**

prnewswire.com - The first national tennis-coaching platform to serve both parents and...

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**Nevco Sports Acquires Platform to Automate Publishing Live Scores from Scoreboards**

sgbonline.com - Nevco Sports, LLC, a manufacturer of electronic scoreboards, has acquired...

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**Guardian Sports Launches Revolutionary Chinstrap to Redefine Helmet Safety in Football**

globalnewswire.com - Guardian Sports is once again leading the charge in athlete protection...

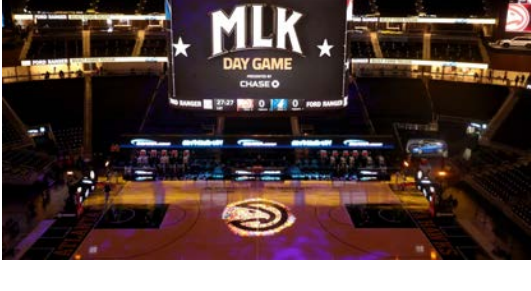
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**ESPN and Fox Will Bundle Their Soon-to-Launch Streaming Services**

sportico.com - In the latest streaming milestone, ESPN and Fox are forming a bundle of their...

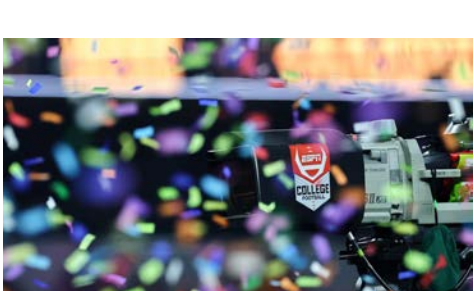
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**NBA Doubles Down on MLK Day Amid NFL Christmas Competition**

frontofficesports.com - The NBA's pseudo-exclusive hold on Christmas Day has been...

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**Could ESPN Expand 'RedZone' to College Football?**

sportsbusinessjournal.com - There's no inherent tie between the NFL's massive new media...

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**NBC Extends U.S. Open Media-Rights Deal Through 2032**

frontofficesports.com - Golf's U.S. Open will remain on NBC through at least 2032 as part...

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**How the New York Liberty Became the Hottest Ticket in Town**

frontofficesports.com - On the big screen, Coco Gauff beamed at a standing ovation from a...

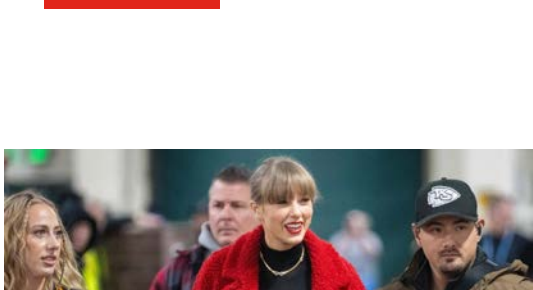
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**NCAA Men's and Women's Swimming and Diving Rules Changes Effective with the 2025-26 Season**

ncaa.org - A study from the Recreational Boating & Fishing Foundation finds that...

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**Taylor Swift on 'New Heights' Could Test Sports Podcast Ceiling**

frontofficesports.com - Taylor Swift's episode of New Heights could be the most-consumed...

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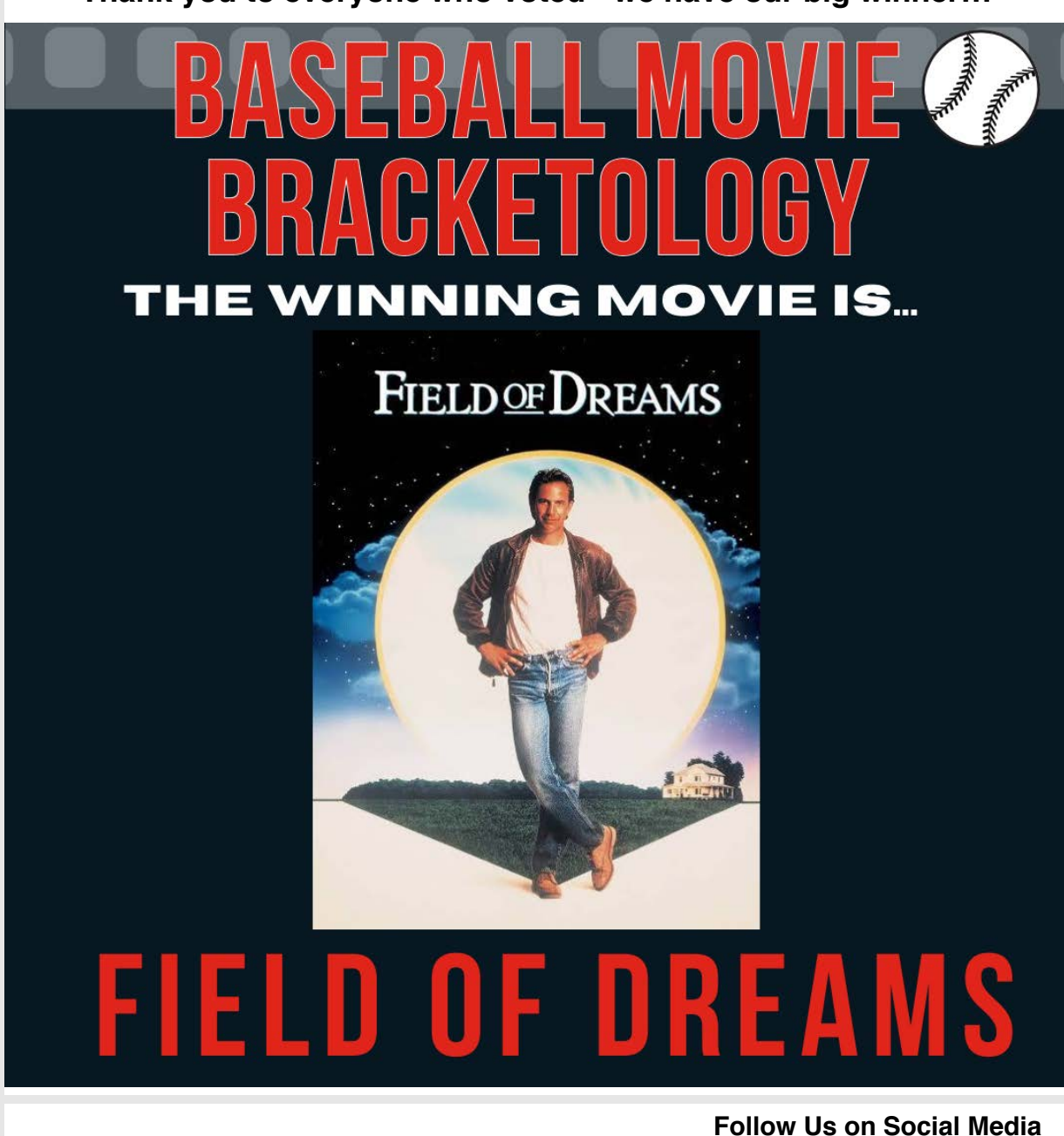
**31% of Fantasy Football Fans Would Let AI Run Their Team**

buisnesswire.com - Two-thirds already use AI, and their biggest worry is not cheating but a level...

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### SFIA BASEBALL MOVIE BRACKETOLOGY

In honor of the LLWS, SFIA hosted Baseball Movie Bracketology! Thank you to everyone who voted - we have our big winner!!!



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