



August 27, 2025

The Latest from SFIA

Member Matters & Research



FIRST EDITION: 2025 First Half Game Plan -- Up-to-Date Analysis for First Time!

sfia.org - This new report marks the first time SFIA has put out a mid-year update of sports and fitness participation data...

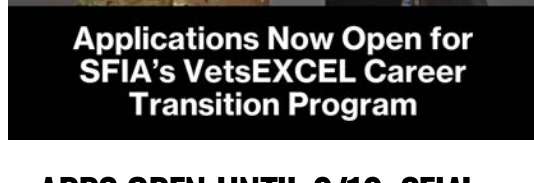
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sfia.org - September 1 is the deadline to apply to be a judge for the Start-Up Challenge! Anyone connected to the industry can...

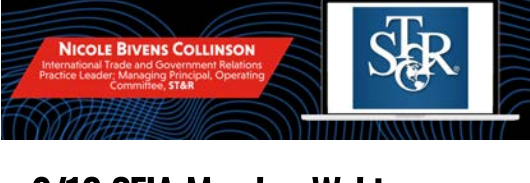
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APPS OPEN UNTIL 9/19: SFIA's VetsEXCEL Program Now Accepting Applications

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

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9/18 SFIA Member Webinar: Navigating Tariff Developments - Featuring ST&R

sfia.org - Join SFIA and ST&R on Thursday, Sept 18 at 2:30pm ET for a briefing on recent tariff and trade announcements and their...

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Current Industry News



EXEC: Pickleball Leads H1 Participation Growth by Activity; Winter Sports Paces Category Gains

sgbonline.com - SFIA issued its first mid-year update on sports and fitness participation data...

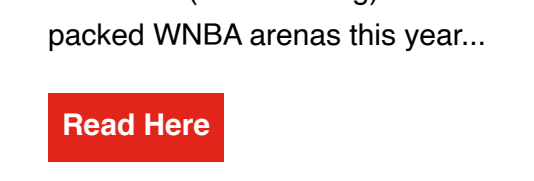
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YouTube TV, Fox Standoff Puts CFB Viewers in Jeopardy

frontofficesports.com - More than 8 million subscribers could find themselves without access to marquee matchups, including...

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WNBA Breaks Attendance Record Amid Epic Season

thegistsports.com - More than 2.5M fans (and counting) have packed WNBA arenas this year...

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Ads in NFL Games are 23 Times More Effective Than All Other TV Buys

sportico.com - The cost of buying airtime in a regular-season NFL game has never...

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Mixed Doubles is the U.S. Open's Newest Cash Cow

boardroom.tv - On a rainy, nasty Wednesday night in Queens, Arthur Ashe Stadium was...

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WNBA CBA Deal 'Probably Not Going to Happen' Before Deadline

sportico.com - With the WNBA and its players association still far apart on a new collective...

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Participation Report Bundle

Purchase the First Half Game Plan and Pre-order Topline for a Discount!

\$700 (10% Discount)



Premier Lacrosse League Delivers Record Viewership and Engagement in 2025 Regular Season

prnewswire.com - The Premier Lacrosse League today announced record growth across...

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JR286 Teams Up with Domo to Break Down Data Silos and Accelerate Real-Time Business Insights Across Global Operations

businesswire.com - Domo announced today that JR286, a global leader in the sporting...

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Frances Tiafoe Invests in Pro Padel League's New York Atlantics

sportico.com - American tennis player Frances Tiafoe has invested in the New York Atlantics of the...

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Report: Puma's Largest Shareholder Exploring Sale

sgbonline.com - Shares of Puma rose 14.7 percent on Monday, August 25, on a report...

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Taylor Swift, Travis Kelce Announce Engagement in IG Photos Ahead of NFL Season

bleacherreport.com - Travis Kelce and Taylor Swift are getting married. The Kansas City Chiefs...

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MLB Unveils 2026 Schedule As Big Changes Loom Soon After

frontofficesports.com - Riding a wave of attendance and viewership growth, MLB is...

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Team Sports Research

NOW IN TWO PARTS

Parity Research Indicates Women's Soccer Fans Show Above-Average Loyalty to Sponsors in the Space

thegistsports.com - The women athlete sponsorship platform Parity released a report on the distinct...

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Early Season Results Reveal Shifts in How Consumers Are Shopping for Back-to-School Supplies This Year, Circana Reports

circana.com - U.S. office supplies sales revenue across physical and digital retail channels during the...

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The NFL and Abercrombie & Fitch Ink Official Fashion Partnership

sgbonline.com - The NFL and Abercrombie & Fitch have inked a multi-year partnership, naming...

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Breaking down the 2025 Women's Rugby World Cup

thegistsports.com - More is more for the 2025 Women's Rugby World Cup: We're talking...

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