



Join the Sports and Fitness Industry Association with Academic Membership!

The Sports and Fitness Industry Association (SFIA) is the leading trade association for the sports and fitness industry. Representing over 700 brands and 3,000 business locations, SFIA is dedicated to promoting industry vitality and participation in sports and fitness.

Why Choose SFIA

Joining SFIA means becoming part of a dynamic community dedicated to advancing the sports and fitness industry. As a member, your academic institution and your students gain access to exclusive research, professional development, advocacy efforts, and networking opportunities that can enrich your academic work, support curriculum development, and open doors for student engagement.

Access to Industry Research

- Unlimited access to 5 annual research reports (valued at \$3,175), including participation trends, market data, and sport-specific insights.
- Discounted access to special reports, like the 90+ Single Sport Reports or the State of Pickleball.

Networking Opportunities & Thought Leadership

- Exclusive Events: Attend SFIA's conferences, webinars, and networking events to connect with industry leaders and peers.
- Connection to over 700 brands in the sports and fitness industry, which can be valuable for research partnerships, internships, or guest speakers.

Advocacy & Public Affairs

- SFIA provides a strong presence in Washington, D.C., advocating for youth sports access, equipment safety, and trade policies.
- Educators can stay informed and even contribute to shaping policies that affect sports and fitness education.

Professional Development & Learning

- Any current student and academic staff has unlimited access to SFIA-hosted webinars, event presentations, & resources both past & present.
- Access to Teamwork Online - One stop platform for jobs in sporting goods, fitness brands, manufacturers, retailers, governing bodies, and sports leagues.

Discounts & Perks

- Ability for an SFIA executive to engage with students, live, once per semester (1 hour; virtually)
- Access to ExpertVoice, offering up to 60% off select sports and fitness products.
- Access to SFIA's content library with research, past webinars, & event presentations for all academia.

Support for Curriculum & Student Engagement

- The data and insights from SFIA can be integrated into coursework, student projects, and research.
- Opportunities for student engagement through case studies, and exposure to real-world industry challenges.

SFIA Member Snapshot



Contact SFIA

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