



September 10, 2025

The Latest from SFIA

Member Matters & Research



Six Innovative Companies Selected as Semi-Finalists for the 2025 Start-Up Challenge -- Will Pitch Judging Panel on 9/16!

sfia.org - SFIA announced today that it has selected six semi-finalists to compete in the 2025 Start-Up Challenge, hosted in...

[Read Here](#)



Aneysa Bhat Joins the Sports & Fitness Industry Association as Director of Government Affairs & Strategic Advocacy

sfia.org - SFIA announced the addition of Aneysa Bhat as Director, Government Affairs & Strategic Advocacy. Bhat...

[Read Here](#)



NEW First Half 2025 Participation Data: Up-to-Date Analysis Featured in First Edition Report!

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

[Download Here](#)



Next Thursday (9/18): ST&R & SFIA Free Member Webinar -- Navigating the Latest Tariff Developments

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

[Register Here](#)



Applications Now Open for SFIA's VetsEXCEL Career Transition Program

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

[Read Here](#)



Clarification: New NFHS Arm Covering Standard for High School Football

sfia.org - NFHS and SFIA announced a new arm covering standard, taking effect during the 2027/28 football season...

[Read Here](#)



Current Industry News



Mizuno Golf Announces New Leadership to Drive Growth and Innovation

sfia.org - Mizuno USA is proud to announce a new leadership structure within its Golf Division...

[Read Here](#)



SFIA Appoints Director of Government Affairs & Strategic Advocacy

sgbonline.com - SFIA announced the appointment of Aneysa Bhat as Director of Government Affairs...

[Read Here](#)



Fitness Wearables Market Set To Hit \$190B, but Data & Battery Life Hurdles Remain

athletechnews.com - Fitness wearables are moving deeper into healthcare and corporate...

[Read Here](#)



Networks Set NFL Ratings Records As New Measurements Begin

frontofficesports.com - The impact of Nielsen's Big Data + Panel audience measurement...

[Read Here](#)



EXEC: PwC Forecasts First Holiday Spending Pullback Since 2020

sgbonline.com - PwC's 2025 Holiday Outlook survey signals a shift in consumer seasonal...

[Read Here](#)



NRF: Summer Import Cargo Trends Mirror Shifting Trump Tariff Policies

sgbonline.com - According to the latest Global Port Tracker report released by the NRF and...

[Read Here](#)



Networks Set NFL Ratings Records As New Measurements Begin

sportico.com - A 65-minute weather delay didn't put too much of a damper on the NFL...

[Read Here](#)



College NIL Group Approves \$35M* of Athlete Deals in First Wave

sportico.com - The College Sports Commission, the newly established entity overseeing...

[Read Here](#)



F45 Launches Loyalty Rewards Program That Includes Workouts, Social Media Posts

athletechnews.com - Consider it sweat equity. F45 Training is rolling out a loyalty program...

[Read Here](#)



Nike Riffs on Iconic Tagline, Targeting Gen Z With 'Why Do It?'

athletechnews.com - Nike is putting a twist on "Just Do It" with a global campaign to fire...

[Read Here](#)



Deloitte Forecasts Weakest Holiday Sales Increase Since Pandemic

sgbonline.com - Deloitte, the largest global professional services network, forecasts that retail...

[Read Here](#)



Unrivaled Adding Two Teams, a Fourth Night of Games per Week

frontofficesports.com - The 3-on-3 league is expanding a year earlier than planned after a round...

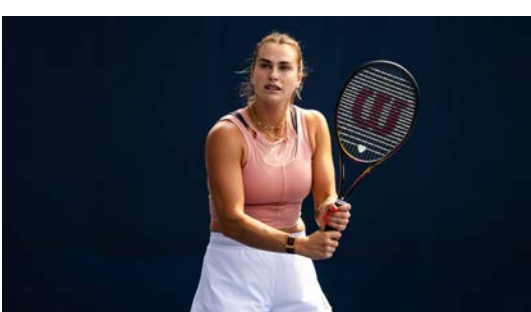
[Read Here](#)



Survey: Glamping Demand Matches Tent Camping For First Time

sgbonline.com - Luxury outdoor stays like yurts, domes and treehouses now match tents as...

[Read Here](#)



The Richest Stage in Tennis: Why the US Open Reigns Supreme

boardroom.tv - For two electrifying weeks in the summer, tennis takes center stage in the...

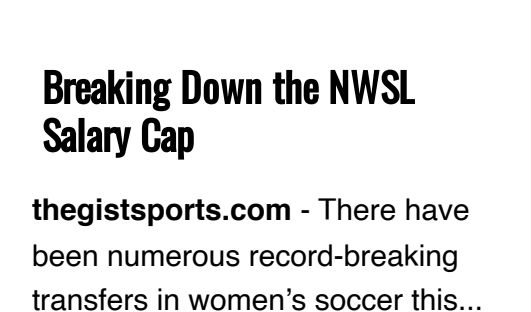
[Read Here](#)



Here are the NFL Records That Could Fall in 2025

axios.com - A new NFL season opens the door for players like Patrick Mahomes and Travis...

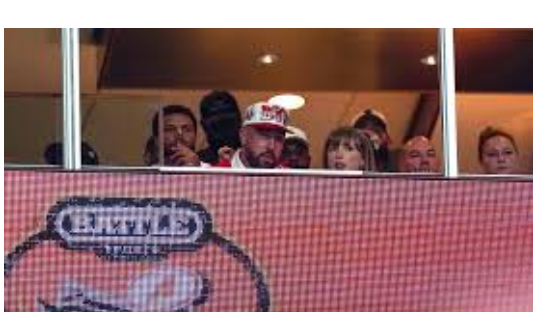
[Read Here](#)



Breaking Down the NWSL Salary Cap

thegistsports.com - There have been numerous record-breaking transfers in women's soccer this...

[Read Here](#)



Roger Goodell Says Taylor Swift a 'Maybe' for Super Bowl LX

frontofficesports.com - NFL Commissioner Roger Goodell said popstar Taylor Swift could...

[Read Here](#)



Boutique Fitness Isn't in Crisis -- It's Evolving

athletechnews.com - At a time when there are more choices in fitness than ever, the newest...

[Read Here](#)

