



September 3, 2025

# The Latest from SFIA

## Member Matters & Research



### INAUGURAL REPORT: First Half Game Plan – Up-to-Date Analysis With 2025 Participation Data!

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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### Free SFIA Member Webinar: Navigating Tariff Developments, Featuring ST&R -- Thurs, Sept 18

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

[Register Here](#)



### 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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### 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...

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## Current Industry News



### EXEC: Does Tariff Ruling Create Upside Opportunities for U.S. Companies?

sgbonline.com - Since the April 4 tariff bombshell was dropped on the U.S. market and brands...

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### Run Clubs Are Surging, Especially Internationally, New Data Shows

athletechnews.com - Run clubs are growing quickly as the social side of fitness continues to drive...

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### How Tennis Became Fashion's New Favorite Sport

boardroom.tv - As the U.S. Open and New York Fashion Week collide, tennis proves it's...

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### New Balance and Adidas Big Winners in Stifel's 2025 BTS Athletic Footwear Survey

sgbonline.com - Boosted by the retro running trend, New Balance saw the strongest preference...

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### World's Largest Illegal Sports Streaming Site, Shut Down After 2 Arrests

bleacherreport.com - The world's largest illegal sports streaming site has been shut...

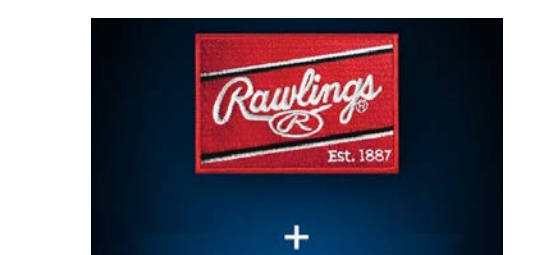
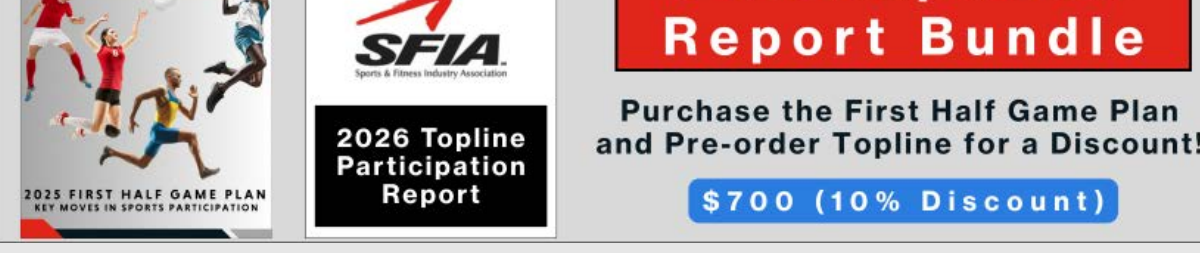
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### Latest Class Action Eligibility Lawsuit Challenges NCAA's 'Redshirt' Rule

frontofficesports.com - The case challenges the concept of an eligibility rule across sports...

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### Rawlings Snaps Up Tanner Tees

sgbonline.com - Rawlings has acquired Tanner Tees, the maker of hitting tees for baseball and...

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### Nike's Focus on WNBAers, Women's Sports Paying Off

sportsbusinessjournal.com - Nike has "more to celebrate" in women's basketball than men's...

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### BSN Sports Promotes Todd Northrop to SVP, Collegiate Select Division

sgbonline.com - BSN Sports has promoted Todd Northrop, formerly the VP of BSN Sports Collegiate...

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### Bauer Hockey Names New EVP And General Manager

sgbonline.com - Gillian Meek, an industry executive known for leading Kamik and Keds, has...

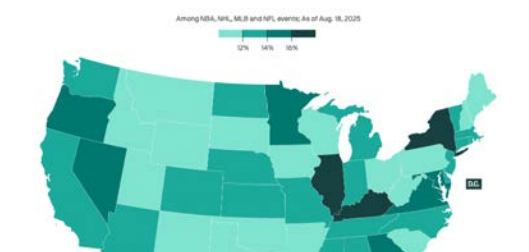
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### SEC, Big Ten Football Ratings to Rise as Nielsen Ups College-Town Scope

spotico.com - If Americans are often deeply weird about their college football, it's because...

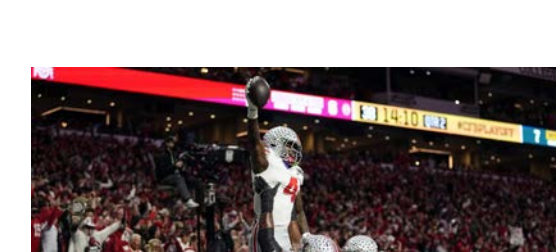
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### Exclusive: Sports Fans are Embracing Solo Game Days

axios.com - Single-ticket purchases for professional sporting events have steadily increased in...

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### The Most Expensive Roster Year in College Football History

frontofficesports.com - The House v. NCAA settlement lets schools pay players for the first...

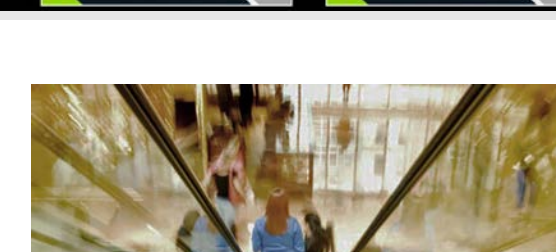
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### Fox, YouTube TV Sign Long-Term Deal Before Texas-Ohio State, NFL Season

sportico.com - Fox Corporation and YouTube TV announced a new long-term carriage agreement...

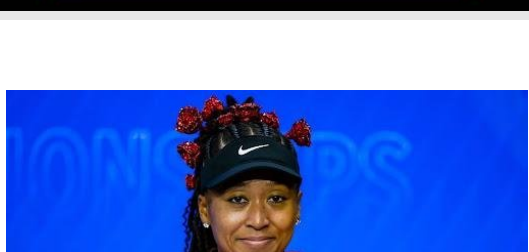
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### Consumer Confidence Declines Slightly In August

sgbonline.com - The Conference Board's Consumer Confidence Index dipped slightly in August...

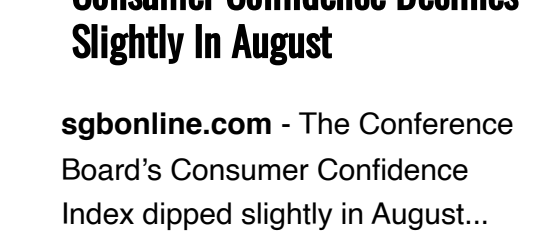
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### Women Athletes Continue to Drive Culture

thegistsports.com - Add Althea Glitterson to the list after WTA world No. 24 Naomi Osaka...

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### NFL Says Nielsen Is Overlooking Millions of Super Bowl Viewers

sportico.com - The NFL may have a bone to pick with Nielsen's measurement of its biggest...

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### Fitness Industry Advocate and HFA Co-Founder Rick Caro Has Died

athleticbusiness.com - The Health & Fitness Association Sunday announced the passing...

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