



October 30, 2025

The Latest from SFIA

Member Matters & Advocacy

SFIA is actively monitoring updates related to the [government shutdown](#) and tariff policy. We will continue to keep you informed about developments impacting both issues. Please reach out to Bonnie McLaughlin (bmccloughlin@sfia.org or 917-334-1780) or Aneysa Bhat (abhat@sfia.org or 630-863-5152) if you have any questions or want to discuss anything related to these topics.



CUSTOM RESEARCH AVAILABLE: Deep-Dive into Team Sports Equipment Purchasing Factors

sfia.org - Gain insights into youth sports parents' equipment purchasing behaviors and better understand the youth team...

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NEW CUSTOM REPORT COMING SOON: SFIA & DUPR Pickleball Market Playbook

sfia.org - The new report examines the habits and usage rates of avid pickleball players – including the brands they play...

[Research Offerings](#)



Take Advantage of TeamWork Online's Hiring Platform with New SFIA Member Benefit!

sfia.org - SFIA is excited to announce a new partnership with TeamWork Online to help elevate your job recruiting! Supplement...

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New Academic Membership Offering -- Benefits for Institutions and Students!

sfia.org - SFIA will give academic institutions and their students the chance to be part of a dynamic community dedicated...

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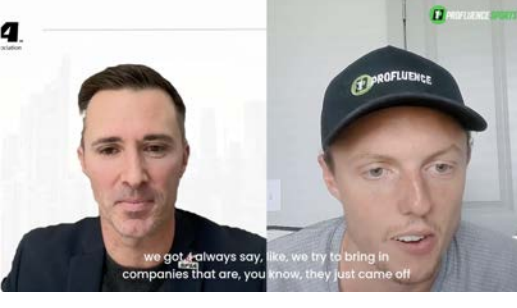
Current Industry News



EXEC: Affordability Takes Center Stage in Team Sports Purchases

sgbonline.com - A survey conducted by SFIA of U.S. adults with kids who play team sports...

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Profluence Sports: Todd Smith, Leading the Future of Sports & Fitness

youtube.com - Todd Smith is the President and CEO of the SFIA — the leading trade association...

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SKLZ Launches Bashhketball Pro for Quiet Indoor Basketball Training

sfia.org - The SKLZ Bashhketball Pro is the only official size and weight silent basketball that...

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Boutique Fitness is Growing Up, Yearly Data Suggests

athletechnews.com - Boutique fitness has grown up. The playlists are still loud, the lighting's on...

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Amazon Hiring 250K Holiday Workers for Third Straight Year

sgbonline.com - Amazon is hiring 250,000 workers for this year's U.S. holiday season...

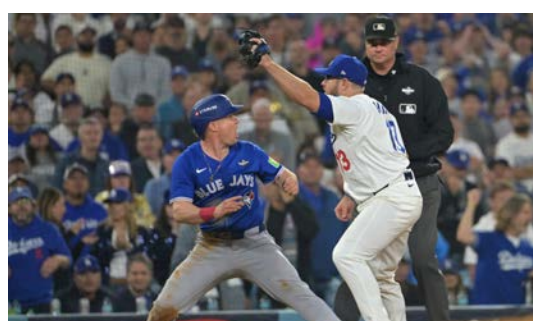
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Gen Z Is Pushing Work Toward Wellness, Whether Employers Like It or Not

athletechnews.com - Wellness has become Gen Z's form of quiet rebellion, a way to survive...

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18-Inning World Series Game 3 Draws 17.6M Viewers in U.S. and Canada

frontofficesports.com - Game 3 of the World Series went deep into the night Monday, stretching...

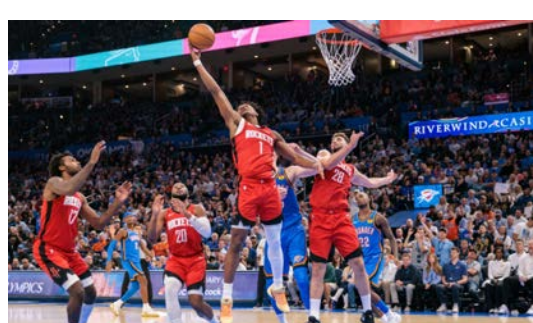
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Spalding Named Official Game Ball of Overtime Elite; Enters Exclusive Retail Partnership with Overtime

prnewswire.com - Spalding has entered into a multi-faceted partnership with Overtime and...

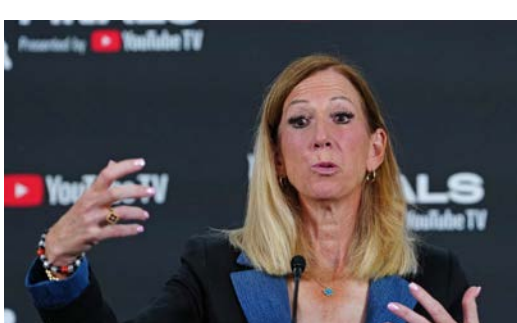
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NBA's Return to NBC Delivers Largest Opening Night Audience Since 2010

sportspro.com - NBC's return as a domestic broadcaster of the NBA for the first time in more...

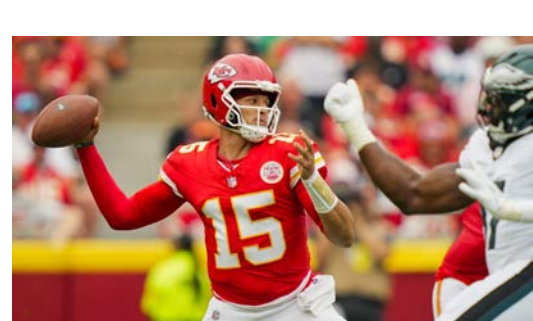
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WNBA Proposes 30-Day Extension on CBA Negotiations

frontofficesports.com - The WNBA has proposed a 30-day extension to the Women's...

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NFL Ratings Continue to Surge: CBS and NBC on a Record Pace

frontofficesports.com - The NFL's three primary broadcast partners for Sunday games all...

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NBA Scandal May Push Congress Back Into Sports Betting Debate

sportico.com - By charging Miami Heat guard Terry Rozier with conspiracy to commit wire...

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College Football Coach Buyouts Are Not What They Seem

frontofficesports.com - This year's college football coaching carousel, which most recently...

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Congressman Proposes Bill to Cap College Coaches' Salaries

athleticbusiness.com - U.S. Representative Michael Baumgarten has introduced an...

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U.S. Consumer Confidence Down in October On Inflation Concerns

sgbonline.com - In the University of Michigan's U.S. consumer sentiment survey, consumer...

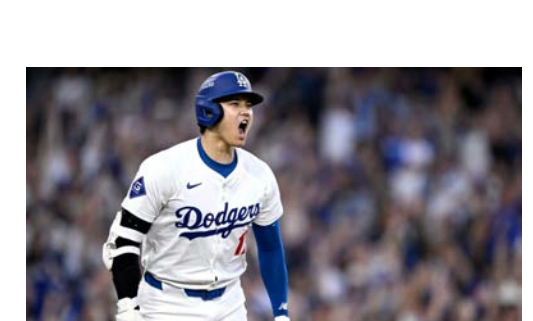
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How Prime Video is Reimagining NBA Coverage for the Streaming Generation

boardroom.tv - The new NBA on Prime studio isn't just a set; it's a showcase of tech-powered...

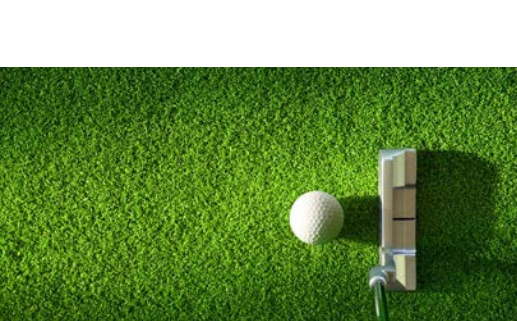
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Did Shohei Ohtani's All-Time Great NLCS Performance Break Baseball?

boardroom.tv - Ohtani's historic three-homer, 10-strikeout masterpiece in the Dodgers'...

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The Golf Retail Market is Showing Resilience

circana.com - The golf retail market in the U.S. continued to shine approaching the end of Q3...

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