



BECOME A MEMBER TODAY

Sports & Fitness Industry Association membership gives organizations access to leading data, premier insights, and meaningful connections and community – providing members with resources that drive strategic planning, confident decision-making, and industry vitality.

LEADING DATA & INSIGHTS FOR YOUR TEAM

Give your team access to the trusted data and intelligence they need to plan effectively. Included resources:

- Seven annual research reports that provide comprehensive data on the topics that matter most
- Discounts on 90+ sport-specific reports offering deep dives into each sport’s participation demographics and historical trends
- Tailored data briefings aligned to your organization’s needs
- On-demand access to SFIA’s digital research & content library

VISIBILITY INTO TRENDS & EMERGING TOPICS

Help your team stay ahead of the game. SFIA monitors trends and emerging topics so your organization is always prepared. Included resources:

- Live and on-demand expert webinars
- Business and sport-specific councils
- Guidance on equipment standards and rule changes
- Timely updates connected to market developments and seasonal forecasts

LEADERSHIP ACROSS THE PUBLIC POLICY ARENA

SFIA monitors policy and legislative developments, serves as the leading voice for our industry on Capitol Hill, and champions the benefits of our industry to key federal and international stakeholders. Included resources:

- Driving growth in sports and fitness participation by working to increase accessibility and affordability
- Leading industry advocate on trade and regulatory matters that impact the operating environments for our members
- Assistance navigating tariff-related challenges affecting your organization
- Spearheading industry coalitions to advance advocacy initiatives

WORKFORCE ENGAGEMENT & TALENT DEVELOPMENT

Expand employee benefits, increase talent pipelines, and grow your industry visibility. Included resources:

- Discounted employee access to SFIA events and conferences
- Speaking opportunities and thought-leadership visibility for executives within your organization
- TeamWork Online recruitment support to help your job postings reach exceptional talent
- Involvement within our emerging leaders and military veterans professional development and mentorship programs

WHAT THIS MEANS FOR YOUR ORGANIZATION

SFIA members experience:

- Confidence through access to leading data and research
- Awareness and insights around pivotal industry updates
- Increased visibility and connections to valued stakeholders
- Enhanced employee benefits and engagement tools
- Connection to community

Trusted by leading brands across the sports and fitness industry



Engage SFIA today to support your team.

Learn more: sfia.org

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