



May 28, 2026

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sfia.org - With the 2026 Soccer World Cup just weeks away, SFIA is releasing a comprehensive analysis of American soccer...

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SFIA TEAMWORKONLINE **JOB OF THE WEEK**

Baden Territory Sales Representative - Upper Mountain West (ID, MT, WY)

As a B2B Territory Sales Representative in the team sports division, you'll own and grow your territory selling Baden equipment to clubs, high schools, and team dealers. You'll build strong partnerships across the sports community while representing a brand that truly lives the game. Some responsibilities include: Grow sales of Baden brand products and presence across the Upper Mountain West territory; build lasting relationships with sporting goods dealers, coaches, athletes, and industry partners; develop new opportunities with parks & recreation departments, camps, clubs, high schools, and youth sports organizations, and more.

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Current Industry News



Outdoor Sports Participation Growth Bodes Well for Footwear Industry

wwd.com - Demand for athletic performance shoes doesn't appear to be slowing down anytime...

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NBA, NHL, WNBA Leaders: AI Will Change Officiating, Impact Games

frontofficesports.com - Major sports leaders believe artificial intelligence will play a massive...

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Flag Football Outpaces Even Beach Volleyball, Close to Championship Status

sportsdestinations.com - When NCAA announced that women's flag football had received a...

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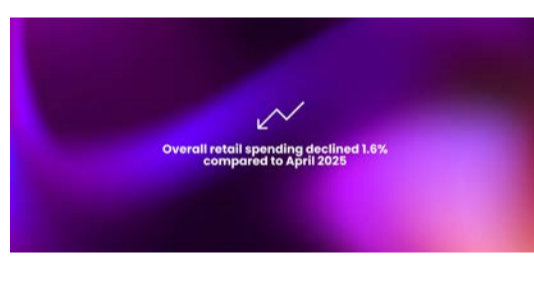
FIFA Fan ID Card Seeks to Unify Physical and Digital 2026 World Cup Experience

sportspro.com - FIFA hopes a new fan ID programme will bridge the gap between the physical...

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SFIA ANNUAL REPORTS Available FREE for SFIA Members!

TOPLINE PARTICIPATION 2026 **MANUFACTURERS' SALES BY CATEGORY 2026** **THE STATE OF THE INDUSTRY 2026 REPORT**



Retail Sales Slip in April as Calendar Shifts, Economic Pressures Weigh on Consumer Demand, Circana Reports

circana.com - Retail performance softened in April, as challenging year-over-year comparisons...

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Key Senators Strike Bipartisan Deal on Sweeping College Sports Reform with Transfer, Eligibility and Cap Enforcement

sports.yahoo.com - Two U.S. senators have struck a deal in landmark bipartisan legislation to...

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MLV's Viewership Engagement Numbers Through Season Championship Illustrate Power of Media Partnerships

thegistsports.com - Major League Volleyball wrapped its inaugural "Match For A Million"...

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Knicks Donating Hundreds of Free Tickets for 2026 NBA Finals Home Games to Garden of Dreams Foundation Youth

businesswire.com - Madison Square Garden Sports Corp. announced today that the New...

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MLBPA's Initial Proposal Sets the Stage for High-Stakes Labor Fight

frontofficesports.com - A long road of MLB labor talks is now beginning in earnest as players...

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The Pros and Cons of the New NBA Draft Lottery Reform

espn.com - Adam Silver made it clear that changes are coming to the NBA draft lottery. It seemed...

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Team Insight Magazine: TEAM SOCCER: Pitch Perfect

formula4media.com - World Cup fever takes over America in the summer of 2026 and dealers...

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SFIA Sees Perfect Storm for Soccer

sginews.com - Strong participation trends combined with the 2026 World Cup are...

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Univ of Michigan Consumer Sentiment Index Declines for Third-Straight Month

sgbonline.com - U.S. consumer sentiment fell for the third straight month to another record low in...

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Survey: Wilson, New Balance, Nike Among "Most Patriotic" Brands

sgbonline.com - Wilson ranked 21st on Brand Keys' 25th Annual Survey of the Top 100 Most...

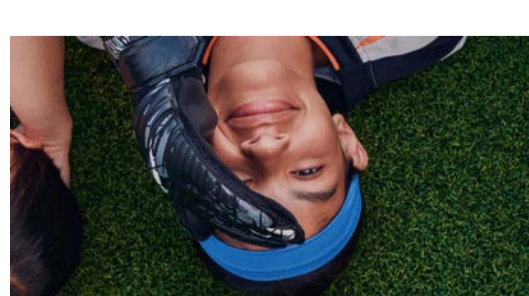
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Los Angeles Lands Expansion Major League Volleyball Team Amid Competitive Market

latimes.com - Los Angeles is getting another pro women's volleyball team. Major League...

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Dove Champions Girls' Confidence and Joy in Sport at the FIFA World Cup 2026™

prnewswire.com - As an official sponsor of the FIFA World Cup 2026™, beauty brand Dove is...

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