



May 6, 2026

The Latest from SFIA

Member Matters & Research



Be a Champion: Help Expand Sports and Fitness Participation 2034WARD!

sfia.org - From 2025 to 2034, the United States will host the world's highest-profile sporting events, including the Summer and Winter...

[Join Us Here](#)



BRAND NEW RESEARCH COMING SOON: Soccer Spotlight Report!

sfia.org - Stay tuned for a brand new SFIA report coming soon, just in time for the World Cup, focused on soccer participation, trends...

[Stay Tuned Here](#)



COMING SOON: 2026 State of the Industry Report!

sfia.org - SFIA's State of the Industry Report will be available soon - featuring comprehensive in-depth analysis of the trends and...

[Read Here](#)



PICTURES AVAILABLE: 2026 Team Sports Conference!

sfia.org - Thank you to those who attended the Team Sports Conference! Photos are now available, courtesy of G.Watson...

[View Here](#)



Topline Participation Report Available - FREE for Members!

sfia.org - The industry's essential resource for sports & fitness participation data, now tracking 126 sports, fitness, and leisure...

[Download Here](#)



2026 Manufacturers' Sales by Category Report Now Available!

sfia.org - This report tracks U.S. wholesale sales in sporting goods, athletic footwear, sports apparel, and licensed products...

[Download Here](#)

SFIA TEAMWORKONLINE **JOB OF THE WEEK**

Franklin Materials and Performance Engineer | Stoughton - MA

We are hiring a Materials and Performance Engineer to expand our internal lab equipment and efficiencies. This role will be a critical driver of innovation within Franklin's product development pipeline. This role leads ongoing research and development initiatives that develop product performance for the best professional players in the world. Working side by side with top athletes, this individual will push the boundaries of materials, construction, and performance. This role requires a forward-thinker who thrives on experimentation, emerging technologies, and staying ahead of trends in the sport!

[CLICK HERE TO LEARN MORE & APPLY!](#)

Current Industry News



US Footwear Industry Delivers Modest First-Quarter Growth Driven by Price Increases and Strength in Performance Segment

circana.com - The U.S. footwear industry posted soft dollar growth in the first quarter (Q1) of 2026...

[Read Here](#)



Sports Destination Management: An Interview with SFIA's Bonnie McLaughlin

sportsdestinations.com - SFIA is the trade association for sporting goods and fitness brands, manufacturers, retailers...

[Read Here](#)



Academic Success Rate for NCAA D-I Student-Athletes Climbs for Fourth Straight Year

athleticbusiness.com - Division I student-athletes are increasingly achieving academic success...

[Read Here](#)

Cherie DeVaux Becomes First Woman Trainer to Win the Kentucky Derby

thegistsports.com - A horse named Golden Tempo defied the 23-1 odds during the 152nd...

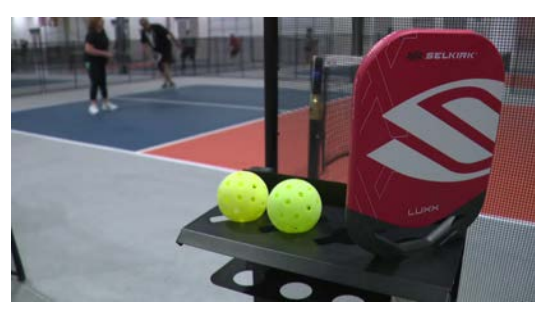
[Read Here](#)



First Round of NBA Playoffs Reaches 33-Year Viewership High

frontofficesports.com - The banner viewership run across sports this spring is gathering...

[Read Here](#)



Pickleball Inc. Clinches Landmark \$225 Million Investment into Fast-Growing Sport

cbsnews.com - Pickleball players are everywhere. Now, a \$225 million investment announced...

[Read Here](#)



U.S. Consumer Confidence Inches Up In April Despite Gas Prices Surge

sgbonline.com - U.S. consumer confidence is rally up slightly in April amid a ratched in share prices...

[Read Here](#)



NHL First-Round Playoff Ratings Up Nearly 70%

frontofficesports.com - The NHL is in boom times with the ratings. TNT Sports averaged 1.2 million...

[Read Here](#)



College Football Playoff Expansion to 24 Teams Gains Momentum as Coaches Back Major Overhaul

cbssports.com - College football coaches are moving forward in favor of maximum playoff...

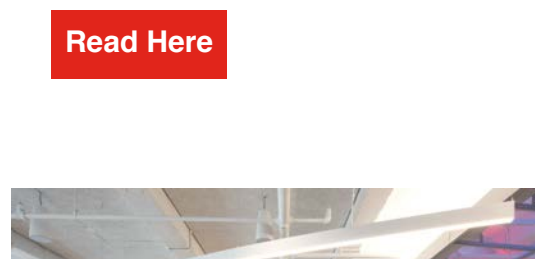
[Read Here](#)



NCAA, Power Five to House Counsel: Don't 'End Run' Pay-for-Play Ban

sportico.com - The NCAA and Power Five conferences filed their formal response Monday...

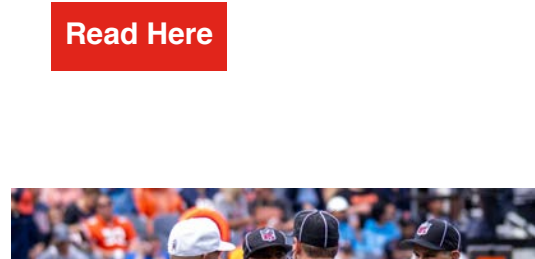
[Read Here](#)



Major League Soccer Unveils New Manhattan Headquarters

sporttravelmagazine.com - Major League Soccer has unveiled its new global HQ at 2...

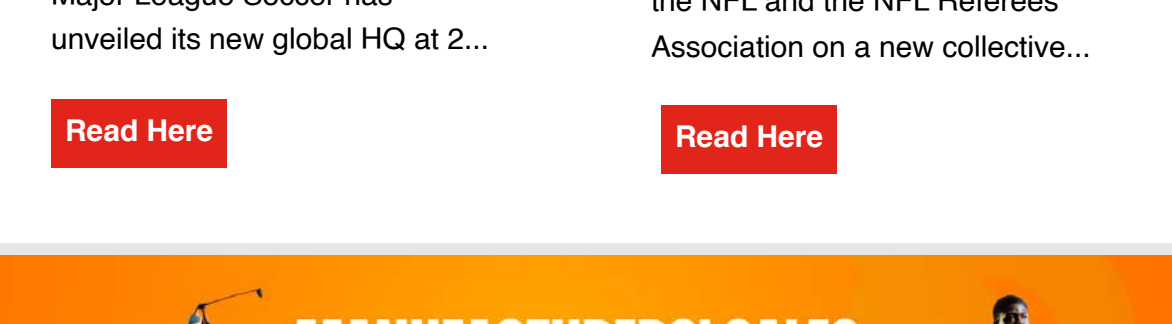
[Read Here](#)



Sources: NFLRA Schedules Vote to Ratify New CBA with NFL

espn.com - Negotiations between the NFL and the NFL Referees Association on a new collective...

[Read Here](#)



Disney/ESPN Yet to Engage NFL on Early Media Rights Renewal

sportsbusinessjournal.com - Disney CFO Hugh Johnston on a call with Wall Street investors...

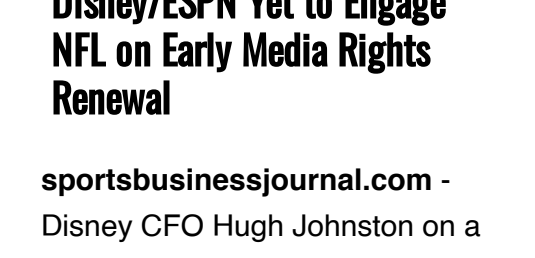
[Read Here](#)



National Ski Areas Association Reports Preliminary Data for Tough 2025-26 Season

sgbonline.com - After first sensing in late 2025 that the 2025-26 snow sports season would be...

[Read Here](#)



Remember Running a Mile at School? Trump's Reinstating These Physical Fitness Awards

usatoday.com - President Donald Trump signed a memorandum restoring the Presidential Fitness...

[Read Here](#)



How Brands are Monetizing World Cup 2026 Beyond the Kit

sgieurope.com - The 2026 FIFA World Cup is a few weeks away from kick-off, but a parallel...

[Read Here](#)



Follow Us on Social Media

