



June 3, 2026

The Latest from SFIA

Member Matters & Research



***COMING SOON* 2026 Single Sport Reports - Available in June!**

sfia.org - SFIA's Single Sport Reports provides detailed participation analysis by gender, age, geographic region...

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Get World Cup Ready with the 2026 Soccer Spotlight Report!

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

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Topline, Manufacturers' Sales, and SOTI Reports Out - FREE for Members!

sfia.org - Three of SFIA's annual reports, Topline Participation, Manufacturers' Sales by Category, and the State of the Industry...

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SFIA Bringing Leading Sports & Fitness Data on Instagram - Check us Out!

sfia.org - Be sure you are following @thesfia on Instagram for the data behind the future of sports and fitness, with insights...

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SFIA TEAMWORKONLINE **JOB OF THE WEEK**

Baden Marketing Manager | Kent, WA

Baden Sports is seeking a creative, strategic, and hands-on Marketing Manager to lead the development and execution of marketing initiatives across our portfolio of products. This role is responsible for driving brand awareness, consumer engagement, retail support, digital marketing performance, and integrated campaign execution across multiple channels. The ideal candidate combines strategic thinking with strong execution skills, thrives in a fast-paced entrepreneurial environment, and has a passion for sports, athletes, and authentic brand storytelling.

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

Current Industry News



EXEC: SFIA Sees Ripe Conditions for World Cup-Driven Soccer Participation Surge

sgbonline.com - Ahead of the first World Cup game to be hosted by the United States since 1994 the...

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College Sports Split on Whether to Support Landmark Senate Bill

frontofficesports.com - The Big 12, ACC, and American conferences have endorsed...

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NFL Media Partners Shatter Sales Record With \$6 Billion Ad Haul

sports.yahoo.com - It should probably go without saying that there is rarely any downside to...

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Landon Donovan Says World Cup Will Lead MLS Owners to Spend More

frontofficesports.com - Former U.S. men's national team star Landon Donovan—who played...

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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



MLS Viewership Soars Before 2026 FIFA World Cup

mlssoccer.com - Major League Soccer has averaged 7.9 million live match viewers per week...

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2026 FIFA World Cup Tracker: All The Key Updates

sportstravelmagazine.com - The 2026 FIFA World Cup in Canada, Mexico and the United States...

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Flag Football Moves Toward NCAA Title Status

sgbonline.com - Women's flag football received a formal recommendation to become an...

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Rawlings Gold Glove Award® Platform Expands to Include Athletes Unlimited Softball League

prnewswire.com - Rawlings® is proud to introduce its renowned Gold Glove Award to the newly...

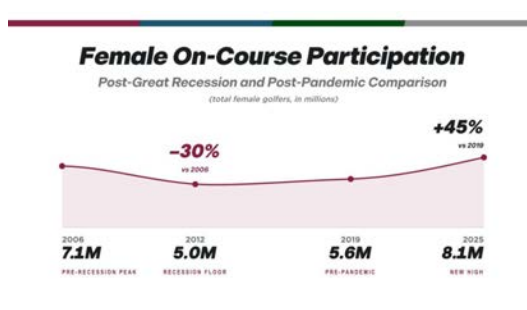
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Garmin Releases Global Running and Cycling Data Reports

prnewswire.com - Garmin is celebrating both global running day and global cycling day with...

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NGF Study Highlights Surge in Female Golfers

sgbonline.com - Over the past six years (2020 to 2025), the U.S. golf industry has seen a 45 percent...

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Champions League Final Records 7m UK Viewers and '3.7m' Illegal Streams

sportspro.com - Arsenal a draw for pay-TV broadcaster but report claims European soccer...

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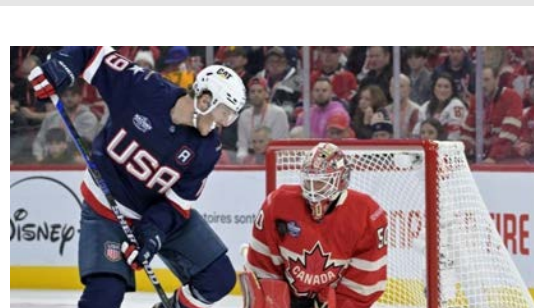


NHL Set to Enter Rights Talks With ESPN, TNT As Ratings Climb

frontofficesports.com - The NHL is about to enter an exclusive renegotiation period with its two...

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NHL Plans to Reinvent All-Star Weekend With International Twist

frontofficesports.com - NHL players will have yet another opportunity to play for their...

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Bears QB Caleb Williams Revealed as the Cover Athlete for Madden 27

sports.yahoo.com - Chicago Bears quarterback Caleb Williams has been revealed as...

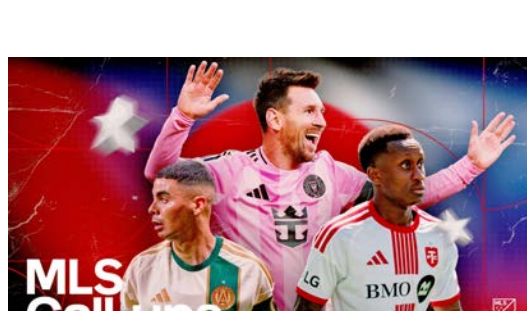
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What to Expect From Spurs vs. Knicks 2026 NBA Finals Matchup

nba.com - Welcome to the 2026 NBA Finals, a series that ultimately should determine an...

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MLS-record 44 Players on 2026 World Cup Rosters: Call-Ups by Club

mlssoccer.com - The 2026 FIFA World Cup will feature a record 44 MLS players representing 21...

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