



August 19, 2026

The Latest from SFIA

Member Matters, Advocacy & Research



NEW Future of Women's Sports Virtual Sideline Session Event - Join Us October 6!

sfia.org - SFIA is excited to bring you a new Sideline Session, The Next Big Play: Women's Sports and the Future of Growth, on...

[Register Here](#)



Applications Now Open for SFIA's VetsEXCEL Career Transition Program

APPLICATIONS OPEN: 2026/2027 SFIA VetsEXCEL Career Transition Program!

sfia.org - VetsEXCEL is an SFIA Career Transition Program that offers an incredible opportunity for military veterans to transition...

[More Info / Apply Here](#)



SFIA & Vensure Team Up for New HR Partnership

vensure.com - SFIA's new partner VensureHR helps sports businesses reduce risk, control costs, and strengthen their workforce...

[Learn More Here](#)



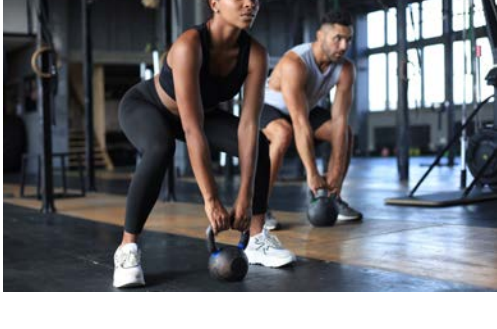
Senate Passes Counterfeit Notification Act

sfia.org - SFIA applauds the U.S. Senate's unanimous passage of the *Counterfeit Notification Act*, federal legislation led by Senator...

[Read Here](#)



Current Industry News



2026 Fitness Participation Trends: What SFIA's Latest Research Reveals

sfia.org - New SFIA Single Sport Reports uncover important shifts in fitness participation trends...

[Read Here](#)



Applications for VetsEXCEL Fellows Now Open -- New SFIA Program Aims to Assist Military Veterans Transition into Sporting Goods Industry

runninginsight.com - A unique effort called the VetsEXCEL Program has launched as an...

[Read Here](#)



Performance Shoe Sales Pick Up the Pace Amid Selective US Consumer Spending in the Footwear Market

circana.com - The U.S. footwear industry delivered modest dollar growth during the first half of...

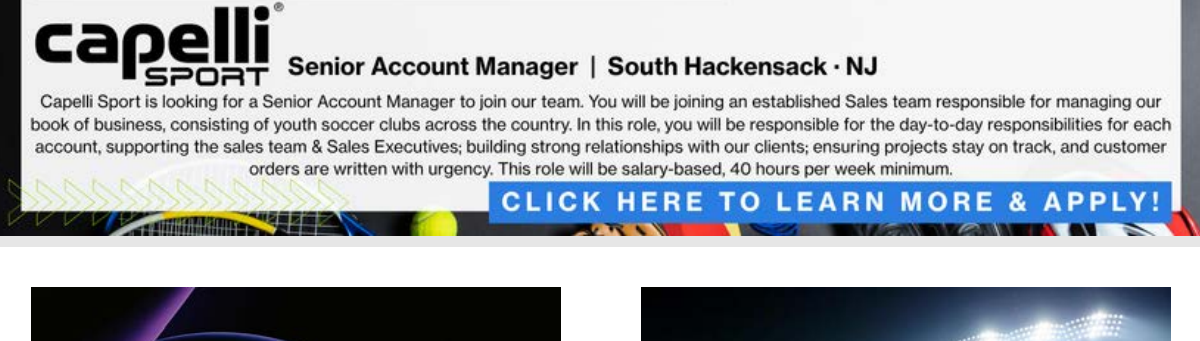
[Read Here](#)



FDRA Sees Tariffs Taking an Even Bigger Bite Out of Family Back-to-School Budgets

sgbonline.com - The Footwear Distributors and Retailers of America (FDRA) issued a...

[Read Here](#)



Back-to-School Signals a New Reality: Shoppers Need More Than Promotions

circana.com - U.S. consumers remain engaged in the retail market, but increasingly on their...

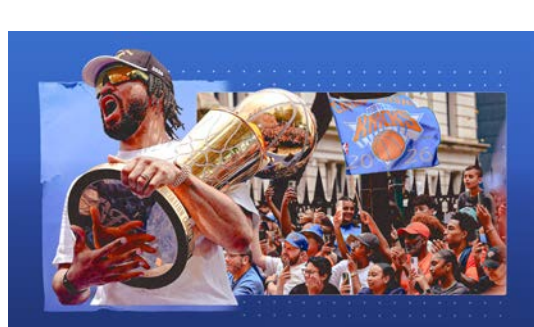
[Read Here](#)



New Reports Reveal Feature Key Data Around Women's Sports Fandom

thegistsports.com - Not one, but two major reports have dropped since our last newsletter and the...

[Read Here](#)



NBA Ad Sales Soar to \$2.1 Billion in First Season of New Rights Deals

sportico.com - The first season under the NBA's blockbuster media rights package proved to...

[Read Here](#)



NCAA Gets Temporary Reprieve on Players' Fifth-Year Eligibility

bloomberglaw.com - The NCAA convinced an Ohio state appeals court to stay an injunction...

[Read Here](#)



Nielsen Set to Make Co-Viewing Official Just As Fall Sports Arrive

frontofficesports.com - Nielsen is formally adopting its planned additions to its media...

[Read Here](#)



Who Could Get the NBA's Streaming Hub -- and How Much it May Cost

sports.yahoo.com - The NBA media rights deal 2.0 is all about local broadcasts and the cha...

[Read Here](#)

New Data Shows Market Gap in Fans Wanting to Watch Women's Sports

thegistsports.com - Sports Poll by SSRS — the world's longest-running market research study...

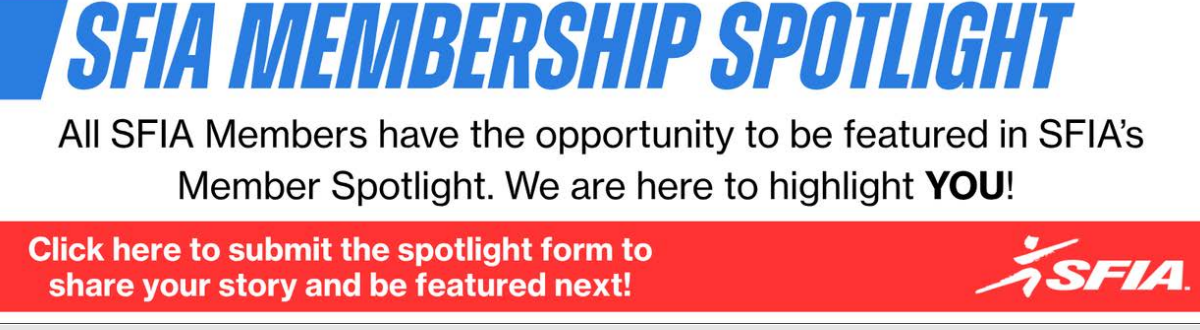
[Read Here](#)



U.S. Consumer Sentiment Slides in August, Ending Recovery

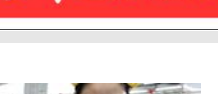
sgbonline.com - University of Michigan's consumer sentiment survey fell for the first time in...

[Read Here](#)



All SFIA Members have the opportunity to be featured in SFIA's Member Spotlight. We are here to highlight **YOU!**

[Click here to submit the spotlight form to share your story and be featured next!](#)



Sporting Goods Sales Grow Double Digits in July

sginews.com - Sporting goods, hobby, music, and bookstore adjusted sales continued to...

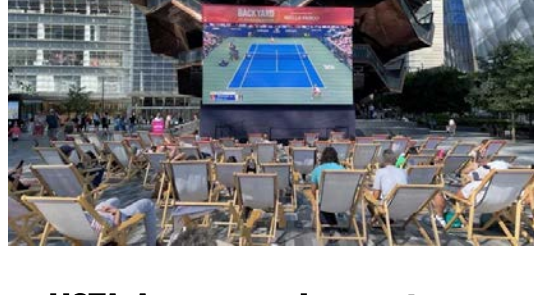
[Read Here](#)



EXEC: Yue Yuen's Profits Slump in First Half

sgbonline.com - Yue Yuen Industrial Ltd. reported profits fell 57.9 percent in the six months...

[Read Here](#)



USTA Announces Immersive, Fan-Friendly — and Free — Activations for US Open

sportstravelmagazine.com - This summer's FIFA World Cup in North America showed the power of...

[Read Here](#)

Omdia: Wearable Shipments Fall 2% as Consumers Shift to Screenless Trackers and Advanced Sports Watches

businesswire.com - Global wearable band shipments fell 2% year over year in 2Q26, but the...

[Read Here](#)



Follow Us on Social Media

