



August 12, 2026

The Latest from SFIA

Member Matters, Advocacy & Research



***COMING SOON*: 2026 First Half Game Plan Report**

sfia.org - Stay tuned for our second annual mid-year pulse on how the industry is trending since the 2026 Topline Report release...

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Applications Now Open for SFIA's VetsEXCEL Career Transition Program

APPLICATIONS OPEN: 2026/2027 SFIA VetsEXCEL Program!

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

[More Info / Apply Here](#)



***NEW* Women's Sports Virtual Sideline Session Event - Join Us Oct. 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...

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U.S. Senate Passes Counterfeit Notification Act

sfia.org - The U.S. Senate has passed the Counterfeit Notification Act, led by Senators Chuck Grassley and Maggie Hassan...

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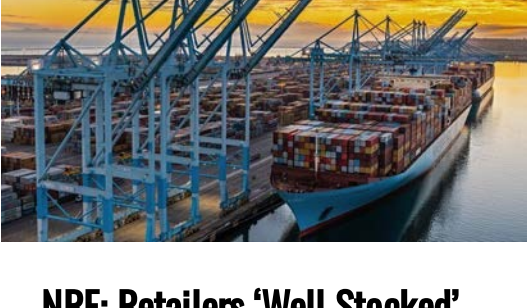
Current Industry News



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

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

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NRF: Retailers 'Well Stocked' with Early Orders Placed Ahead of New Tariffs

sgbonline.com - Retailers ordered goods earlier than typical this year to avoid new...

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Huge Hall of Fame Game Ratings Point to Another Big Year for NFL

frontofficesports.com - The NFL's 2026 preseason opener drew the event's largest in five...

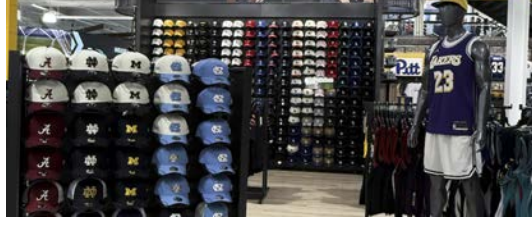
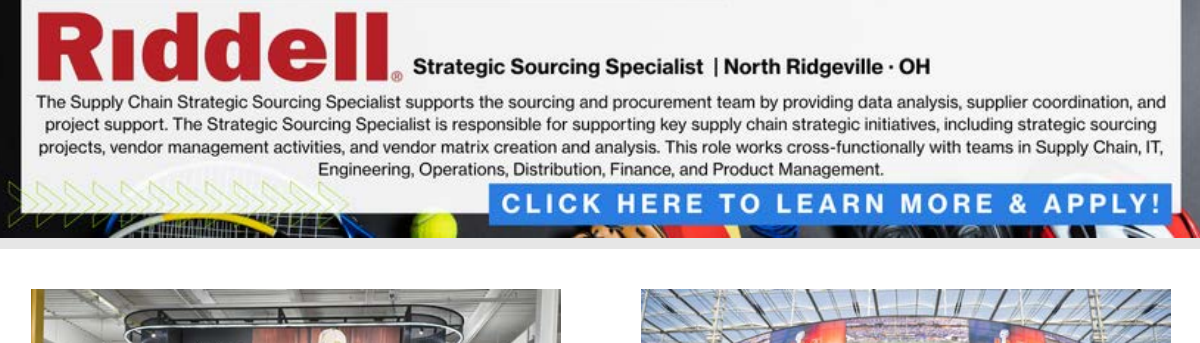
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Senate Vote on College Sports Bill Now Slated for September

espn.com - The Protect College Sports Act failed to reach a vote during an all-night, pre-recess...

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July CNBC/NRF Retail Monitor Report Shows Retail Sales Climb for 10th Consecutive Month

sgbonline.com - Retail sales rose again in July, marking the 10th consecutive month of gains...

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LA28: Updates on Five Major Areas of Focus, Two Years Before the Flame is Lit

sportstravelmagazine.com - Last month, just days after hosting its eighth and final FIFA World Cup...

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Lakers Being Sold for \$12B, North American Record for Sports Franchise

usatoday.com - The Los Angeles Lakers are being sold for a record \$12.5 billion less than two years...

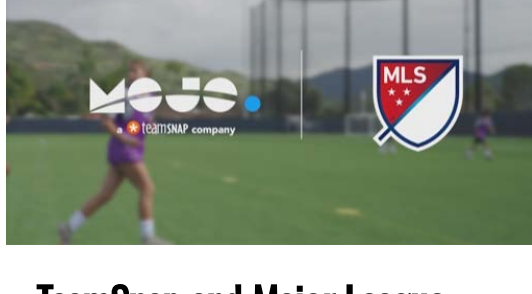
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NBA Takes a Page From NFL With Schedule Unveiling

frontofficesports.com - The NBA is looking to flex its own viewership muscle with Tuesday's release of...

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TeamSnap and Major League Soccer Deepen Partnership with Exclusive Training Content for MLS NEXT and MLS GO Coaches and Players

prnewswire.com - New coaching content from Major League Soccer and TeamSnap to bring next...

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Learfield Touts \$300 Million in NIL Payments, Including Massive Rise for Female Athletes

usatoday.com - Female student-athlete participation in deals involving the use of their name, image and likeness grew by...

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CBS Sports Has a Lot to Live Up to After Banner Year

frontofficesports.com - CBS Sports has a bit of a different look to its 2026 NFL schedule, but...

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A Comprehensive Survey of the Athletics, Fitness, Recreation and Architecture Industries

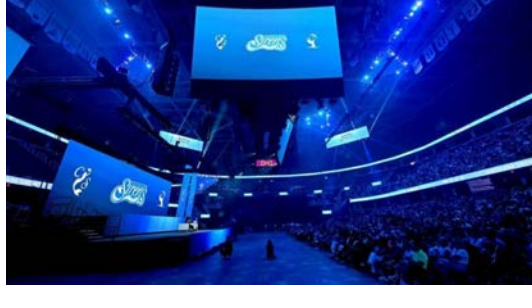
athleticbusiness.com - To mark 50 years of Athletic Business, we polled hundreds of readers from...

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

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Cleveland's Forthcoming WNBA Franchise Announces Name and Branding

thegistsports.com - A little over a year ago, Cleveland was announced as the WNBA's 16th...

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EXEC: Top Asia Footwear Factories Continue Weak Trends in July 2026

sgbonline.com - Two of the top athletic and outdoor footwear manufacturing giants in China...

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Madden NFL 27 Predicts the 2026 Season: NFL MVP, Super Bowl Winner and More

sports.yahoo.com - For a football-starved audience, early August cannot come soon...

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Gerflor Acquires Gared Performance Sports Systems

garedperfsports.com - We are excited to share an important milestone in the history of Gared...

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