



September 2, 2026

The Latest from SFIA

Member Matters, Advocacy & Research



NEW RESEARCH: 2026 First Half Game Plan Report Now Available - FREE for Members!

sfia.org - Get a timely look at where U.S. sports and fitness participation is headed and the trends shaping the second half...

[Download Here](#)



Applications Now Open for SFIA's 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](#)



Future of Women's Sports Virtual Sideline Session - 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...

[Register Here](#)



SFIA Statement on New Section 338 Tariff on Canadian Imports

sfia.org - SFIA responds to the introduction of a 50% tariff on Canadian imports, effective as of Saturday, August 22, 2026, after...

[Read Here](#)



SFIA Member Spotlight: National Women's Pickleball Foundation

sfia.org - SFIA's new Member Spotlight Series is excited to highlight the National Women's Pickleball Foundation this month...

[Read Here](#)



First U.S. Trends in Team Sports Report Coming Soon!

sfia.org - Stay tuned for the first part of the Trends in Team Sports Reports, focused on foundational data, which will be available...

[Stay Tuned](#)



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](#)



Global Youth Sports Leadership Summit - Sept 20-21 in D.C.

sfia.org - This fall, SFIA is collaborating with the Sports Leadership Institute for the 2026 Global Youth Sports Summit...

[Reach Out to Us to Attend](#)



Current Industry News



Report: Youth Team Sports Equipment Sales Boosted by Inflation, Baseball/Softball Gains

sgbonline.com - Junior team sports equipment sales reached \$1.6 billion in the U.S. during...

[Read Here](#)



SFIA Report: Flag Football, Padel Push Sports Participation in the U.S. to an All-Time High

sportsbusinessjournal.com - For the 12 months ending June 2026, 81.3% of Americans...

[Read Here](#)



'Defining Moment': US Youth Soccer Being Integrated Into U.S. Soccer

sportstravelmagazine.com - U.S. Soccer is taking over US Youth Soccer, a move that could lead...

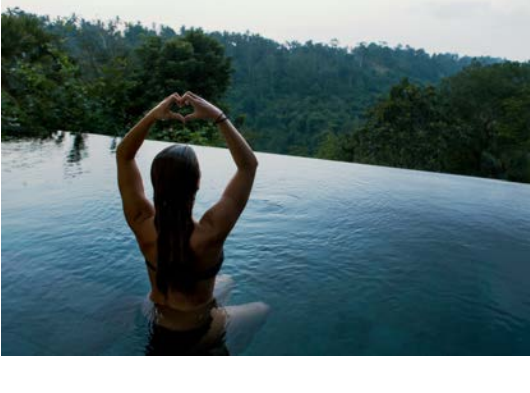
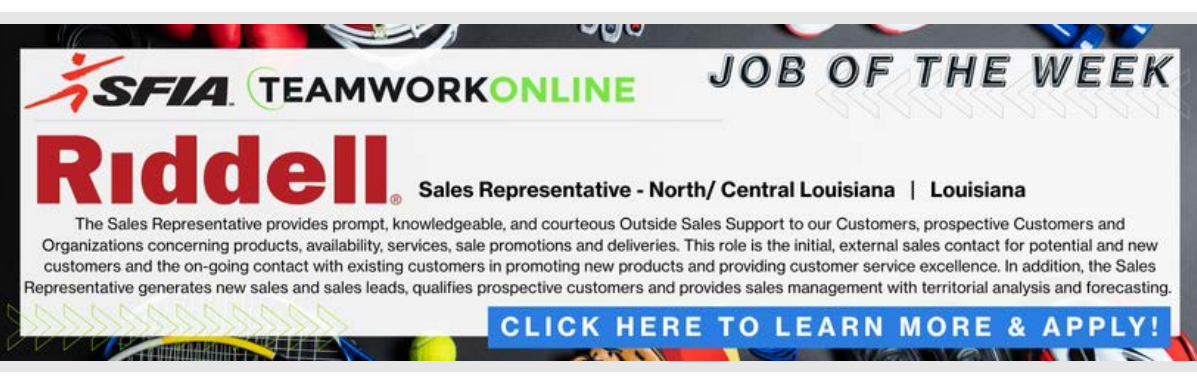
[Read Here](#)



High School Sports Participation Increases for 5th Consecutive Year

sgbonline.com - The annual NFHS High School Athletics Participation Survey showed...

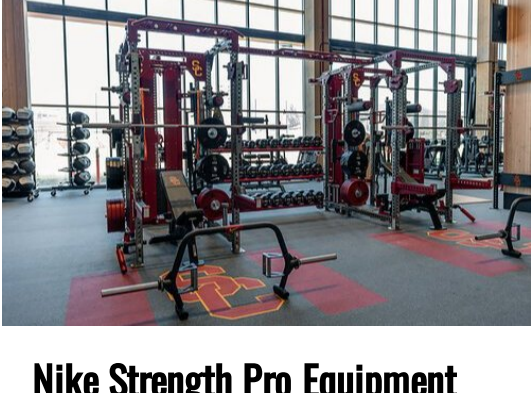
[Read Here](#)



Why Gen Z Is Becoming a Major Consumer of Wellness and Longevity

theightberg.com - Gen Z is changing what people are willing to spend on. Health and...

[Read Here](#)



Nike Strength Pro Equipment Launches to Support Performance Training Facilities Worldwide

prnewswire.com - Built on the belief that All Victories Start with Training, Nike is expanding its...

[Read Here](#)



NCAA news: American Conference Follows SEC, Big Ten Banning Pro Players

sports.yahoo.com - Multiple conferences have placed a prohibition on pro players...

[Read Here](#)



Girls Want to Play. So Why Are We Losing Them?

sportsbusinessjournal.com - D.C. has one of the nation's most pronounced gender gaps in...

[Read Here](#)



Netflix Secures Commercial Distribution for Expanded NFL Slate

frontofficesports.com - As out-of-home viewership metrics are increasingly important across...

[Read Here](#)



U.S. MLS teams to make full return to Open Cup in 2027

espn.com - All 27 United States-based MLS teams will compete in the 2027 U.S. Open Cup...

[Read Here](#)

Everything You Need to Know About the 2026 US Open

thegistsports.com - Established in 1881, the US Open was originally only open to members...

[Read Here](#)



Emerging Leagues Find Winning Formula in Media Deals and Partnerships

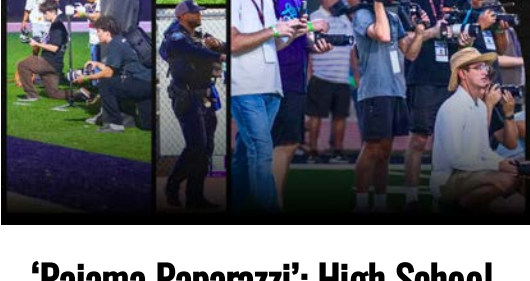
axios.com - The live sports boom is boosting leagues beyond the Big Four, as upstarts sign major...

[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!](#)



'Pajama Paparazzi': High School Football Sidelines Clogged With Creators

frontofficesports.com - High school sports have become fertile ground for young content...

[Read Here](#)



Unrivaled Basketball League Valued at \$650 Million

axios.com - Unrivaled, a 3-on-3 women's basketball league, has raised \$106 million in new...

[Read Here](#)



12-Year-Old Girl Kinley Rasmus Makes History at Little League World Series

thegistsports.com - Twelve days of stellar play and perfect chryrons later, the LLWS comes to a close...

[Read Here](#)



GLP-1 Users Are Spending Nearly 4x More on Fitness Than Other Consumers, New Report Finds

prnewswire.com - The Consumer Collective today released, How America Spends on Fitness, a...

[Read Here](#)



Follow Us on Social Media

