

# 2026

Digital Membership  
Playbook

A large, semi-transparent red circle with a white border is centered on the page. Inside the circle, the words 'MEMBERSHIP' and 'PLAYBOOK' are written in large, white, bold, sans-serif capital letters. Below this, a thin white horizontal line is followed by the subtitle 'Everything SFIA Membership has to Offer' in a smaller, white, italicized sans-serif font. The background of the circle is a photograph of several young girls in red and white athletic uniforms, smiling and huddled together.

# MEMBERSHIP PLAYBOOK

*Everything SFIA  
Membership has to Offer*



Introduction

# Introduction

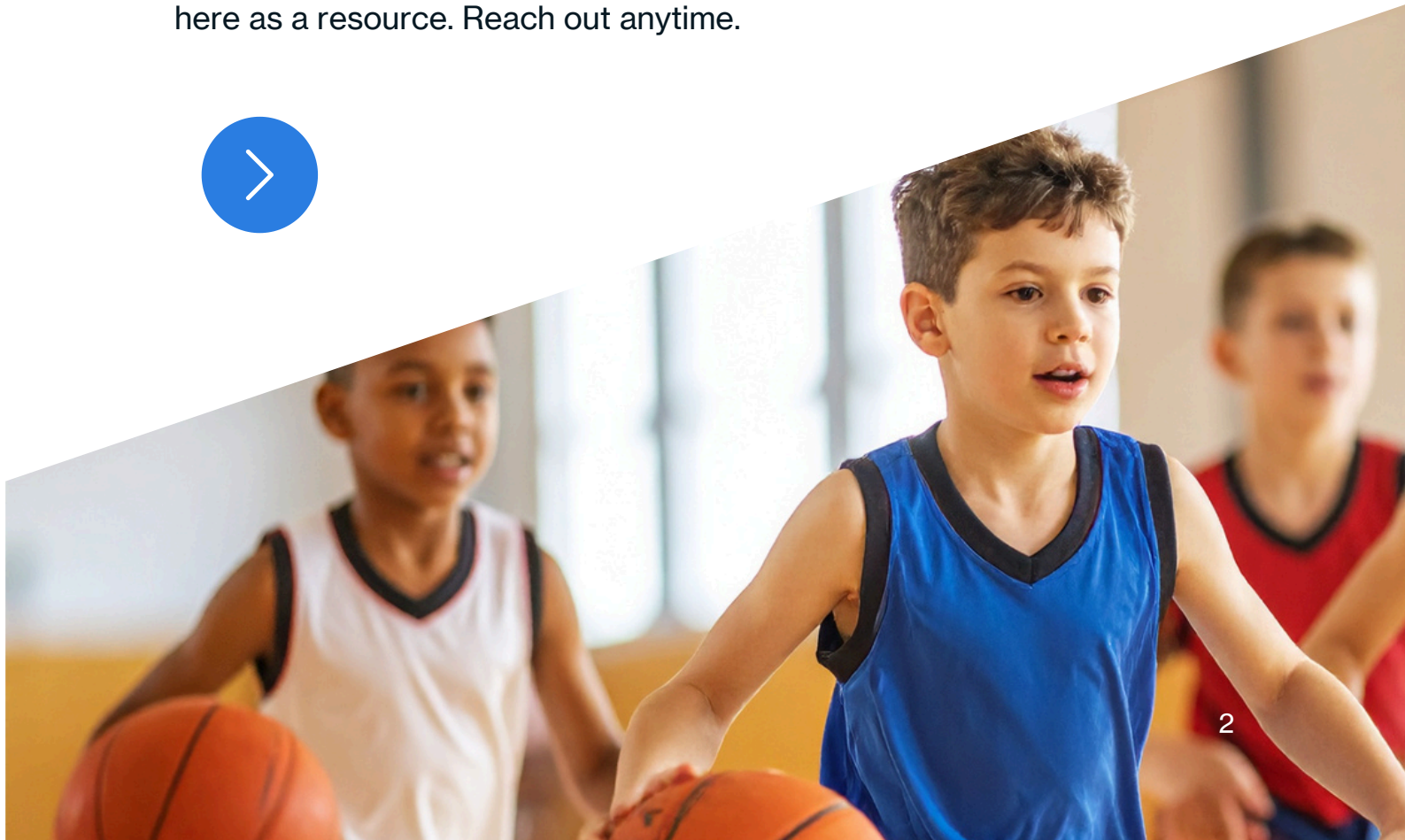
You're investing in SFIA membership to strengthen your business, stay informed, and stay ahead of what's coming next. But with a wide range of benefits available, it's easy to forget what's included or miss opportunities to use them fully.

That's why we created the 2026 SFIA Membership Playbook, a practical guide to maximizing value from your membership.

Inside, you'll find a clear overview of every SFIA member benefit, what it's for and how you can put it to work inside your organization.

Use this as a reference. Share it with your internal team. Come back to it when questions arise. The more your organization uses these tools, the more return you'll see on your membership.

If you ever need help navigating your benefits or figuring out where to start, we're here as a resource. Reach out anytime.



# A Letter from the CEO

The Sports & Fitness Industry Association (SFIA) brings together a dynamic network of companies and organizations across the sports, fitness, and active lifestyle sectors – driving collaboration, innovation, and growth.

**Your Engagement Makes a Difference:** Thanks to your continued support, SFIA advances its mission to increase participation in sports and fitness while safeguarding the strength and sustainability of our industry.

**Expanding Our Community:** SFIA is committed to a broader, more inclusive vision. Our membership spans manufacturers, suppliers, brands, leading retailers, and strategic partners, representing the diverse ecosystem that powers our industry forward.

**Your Voice Counts:** Through advocacy, research, and meaningful connections, SFIA works to shape policy, spark innovation, and champion active lifestyles. We invite you to join our councils, committees, participate in events, and take full advantage of SFIA membership benefits.

Thank you for being an essential part of SFIA. Together, let's continue to elevate the industry and inspire healthier, more active lives.

Warm regards,  
Todd Smith, President & CEO, SFIA



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How to Access

# How To Access SFIA Benefits Online

Majority of the SFIA Member benefits that are in this playbook can be found in SFIA's Online Member Portal under the "Members Only Access" tab.

You can access SFIA's Online Member Portal by signing in with your work email at the link below. If you do not have an account already, it will ask you to create one.

## Need Help?

Submit your info at the help link below and we will help you get into your account and access all of the Member only benefits!

[Sign In Here](#) 

[Account Help](#) 

Questions? Contact [Chandler Hoffman here](#)





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Access for All

# Access for All SFIA Member Employees

Did you know that EVERYONE at your organization can get access to ALL SFIA Member benefits? Simply have them create an account at the link below to get started!

## Need Help?

Submit your info at the help link below and we will help you get into your account and access all of the Member only benefits!

[Create Account](#) 



[Account Help](#) 

Questions? Contact [Chandler Hoffman here](#)

Research

# Research Reports

SFIA research is the leading supplier of sports and fitness research publishing over 100 industry reports each year.

The 6 Annual Research Reports below are INCLUDED with your SFIA membership. Click on the links below to download the latest versions.



Download >



Download >



Download >



Part I >

Part II >



Download >



Download >



Research

# More Research Reports

Every decision starts with information. Timely, accurate business intelligence is imperative in order for members to make decisions that create the greatest impact for their customers.

The Team Sports Parents' Insights and State of Pickleball and the 91 Single-Sport Reports below are **discounted** with your SFIA membership. Click on the links below to view more info on each and purchase.



Purchase >



Purchase >



Purchase >



Purchase >



Purchase >



Research

# Research & Insight Lab + Dashboard

## SFIA Research & Insight Lab

Whether you need a custom dataset, a new research study, or private market intelligence, the SFIA Research & Insight Lab is here to help.

SFIA Members receive **20% OFF!** Click below to inquire and get more info.

Inquire



## Sports & Fitness Participation Dashboard

Need an interactive dashboard to sift through SFIA participation reports with ease?

SFIA, in partnership with Sports Marketing Surveys, offers an online interactive participation dashboard. **SFIA Members receive 45% off!**

Click below to inquire and get more info.

Inquire



Sports Marketing Surveys



Speaking

# Report Spotlight Interviews

Questions? Contact [Alex Kerman here](#)

SFIA Members are eligible to be highlighted in our annual research reports.

Get in front of our Members and show off as an expert in sports and fitness, while sharing your knowledge with the industry

Click below to get in touch about report spotlight interviews at our upcoming events or click to submit a webinar abstract.

[Request to Interview](#) 



**Presentations**

# Personalized Presentations

As an SFIA Member, we can provide your organization with a personalized research presentation with sport information that is most relevant to you.

Subject matter examples include:

- Research
- Business Intelligence
- Trade & Tariffs
- Membership

Just request the customized presentation below and we will reach out!

**Request a Presentation**



Questions? Contact [Alex Kerman here](#)



**Events**

# Events & Webinars

SFIA's cutting edge events & webinars work to bring together the sports & fitness community for networking, education and professional development.



## Sideline Sessions

Free for SFIA Members

[Learn More](#) >



## Team Sports Conference

Discounted for SFIA Members

[Learn More](#) >



## Start-Up Challenge

Free for SFIA Members to apply to compete and judge

[Learn More](#) >



## Webinars

Free for SFIA Members

[Upcoming Here](#) >



Presentations + videos of previous events and webinars can be found in the content library at the below link.

[Access the Presentations](#) >

**Councils**

# Councils

SFIA convenes councils for member organizations to address specific topics in a forum, as well as work together to advance a particular sport.

Check out our councils below that SFIA members can join & participate in!

## Baseball & Softball Business Council

- [Learn More](#)
- [Inquire to Join](#)
- [SFIA Contact](#)

## Football Business Council

- [Learn More](#)
- [Inquire to Join](#)
- [SFIA Contact](#)

## Government Relations Advisory Council (GRAC)

- [Learn More](#)
- [Inquire to Join](#)
- [SFIA Contact](#)

## Lacrosse Business Council

- [Learn More](#)
- [Inquire to Join](#)
- [SFIA Contact](#)

## Pickleball Business Council

- [Learn More](#)
- [Inquire to Join](#)
- [SFIA Contact](#)

## Soccer Industry Council of America (SICA)

- [Learn More](#)
- [Inquire to Join](#)
- [SFIA Contact](#)

## US Golf Manufacturers Council (USGMC)

- [Learn More](#)
- [Inquire to Join](#)
- [SFIA Contact](#)

## Volleyball Business Council

- [Learn More](#)
- [Inquire to Join](#)
- [SFIA Contact](#)



**Committees**

# Committees

SFIA committees for Member organizations address specific subject matters and work together to grow the sports & fitness industry and engage SFIA Members.

Check out our committees that SFIA Members can join & participate in!

## Female Athlete Empowerment Committee

[Learn More](#)

[Inquire to Join](#)

[SFIA Contact](#)

## Legal Task Force

[Learn More](#)

[Inquire to Join](#)

[SFIA Contact](#)

## Marketing/Communications & Events Committee

[Learn More](#)

[Inquire to Join](#)

[SFIA Contact](#)

## People & Culture Committee

[Learn More](#)

[Inquire to Join](#)

[SFIA Contact](#)

## Research Committee

[Learn More](#)

[Inquire to Join](#)

[SFIA Contact](#)

## Technology & Innovation Committee

[Learn More](#)

[Inquire to Join](#)

[SFIA Contact](#)



Standards

# Sports Equipment Standards



SFIA's relationships assists members in navigating the complex world of compliance and standards. SFIA has stepped in and helped our members save millions in testing & compliance cost.

**Need help with a sports equipment standard?** Contact us and we can lend some knowledge or step in.

[Contact Us](#) 

## Legal & Government

**NOCSAE**<sup>®</sup>



## Sports Governing Bodies



International  
Olympic  
Committee



## Testing Labs



Questions? Contact [Gregg Hartley here](#)

Certifications

# SFIA Equipment Certifications

SFIA's numerous equipment certifications work to help preserve the integrity of sports by ensuring in-game sports equipment adheres to certain standards.

**Need help with an equipment certification?** Contact us and we can help!

[Contact Us](#) 



## Football Glove & Arm Sleeve Specification Program

Manufacturer Certifies



Meets SFIA Specifications

[Learn More](#) 



Questions? Contact [Gregg Hartley here](#)



**2034WARD**

# 2034WARD

A GROWTH CAMPAIGN BY **SFIA**  
Sports & Fitness Industry Association

From 2025 to 2034, the United States will host the world’s highest-profile sporting events, including the Summer and Winter Olympic Games and world championships in soccer, rugby, and baseball. This synchronization of events on our home soil is unprecedented, but they are more than just athletic spectacles. These events represent a once-in-a-generation opportunity to showcase the transformative power of sports and fitness.

## Your Chance to Make a Difference

The next decade will not wait. *2034WARD* is your chance to ensure our communities grow stronger, healthier, and more engaged through sports and fitness.

**Be a champion.** Contact us today to learn how your contribution and involvement will help SFIA expand sports and fitness participation *2034WARD*.

[Learn More](#)

[Get Involved](#)

Questions? Contact [Bonnie McLaughlin here](#)



Industry Voice

# Industry Voice on Capitol Hill

SFIA's in-house lobbyist gives the sports & fitness industry an omnipresent voice on Capitol Hill to fight for the issues that matter most to members.

Lobbying efforts include ensuring that proper regulations are in place, regulating trade and tariffs, and pushing for regulation that promotes industry growth.

## Need help or have questions on anything Capitol Hill related?

Contact us or check out our advocacy page below.

Contact Us



Advocacy



Questions? [Contact Aneysa Bhat here](#)





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Questions? [Contact Bonnie McLaughlin here](#)

Trade & Tariffs

# Trade & Tariff Assistance

SFIA has secured more than \$100 million dollars in tariff relief on industry products and continues to press for additional relief.

Our objective is to lower or eliminate tariffs to reduce the cost of getting sporting goods and fitness products to market.

**Have questions about current tariffs or need help?**  
Contact us below.

[Tariff Contact](#)



Content Library

# Content Library

Questions? Contact [Chandler Hoffman here](#)

The Content Library is an exclusive database where SFIA Members can find the following valuable information:

- Event Slides & Presentations
- Equipment Standards
- Research Reports
- Public Policy & Project Database
- Sports Rules Changes & NIL
- Webinar Slides & Presentations

**Click on the link below to directly to the Content Library!**

[Get Access Here](#) 



ExpertVoice

# Sporting Goods Discounts

 ExpertVoice

With access to ExpertVoice, you can save up to 60% off leading sports and fitness brands.

[Access the Deals](#) 

Questions? Contact [Chandler Hoffman here](#)



**Jobs**

**TEAMWORKONLINE**

# Teamwork Online (TWO)

TeamWork Online (TWO) is the leading hiring platform and professional network in sports and entertainment, with 1,500+ employers, 9M+ job seekers, 300k monthly visitors, 30K+ new jobs each year, and 250k+ matches of candidates to jobs.

TWO's premium network and proactive data-driven recruiting tools help clients hire talent they couldn't find anywhere else, candidates with function-specific skills, diverse backgrounds, and a passion for the industry.

The TWO platform can help you expand what you are currently doing in talent acquisition and recruiting to increase your reach to sports-passionate talent you have never seen before and ensure you find the right fit for your organization!

## SFIA Member Benefits with TeamWork Online

- New TWO (SFIA members) clients will receive 10% off standard TWO pricing for unlimited positions or three-job tests after complimentary postings
- New TWO SFIA Members will receive discounts on their annual licensing or three-post options



**Get Started** 

Questions? Contact [Glenn Horine here](#)





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Running USA

# Running USA Discount

SFIA has teamed up with Running USA to offer their research **25% off**.

Use the link below & code below at Running USA's checkout to get your exclusive SFIA Member discount.

Discount Code: **sfia-25**

[Access this Deal >](#)

Questions? Contact [Alex Kerman here](#)



Connections

# Industry Connections

With 700+ brands in SFIA's membership, you have access to numerous connection and networking opportunities.

**Need a contact?** Let us know below.

Contact Request >

## Weekly Newsletter

Have your news included in SFIA's weekly newsletter, distributed to 15k+ industry subscribers.

Click below to get your news included in the next issue!

Include Your News >

Questions? Contact [Lisa Futterman here](#)



Speaking

# Speaking Opportunities

Questions? Contact [Glenn Horine here](#)

Being a SFIA Members means you are eligible to speak at our webinars and events.

Get in front of our Members and have your name heard around the industry; show off as an expert in sports and fitness.

Click below to get in touch about speaking opportunities at our upcoming events or click to submit a webinar abstract.

Events



Webinar



Accelerator

# Accelerator Program



An exclusive emerging leaders program for young professionals from diverse communities in the sports and fitness industry, available only to SFIA Members.

The SFIA Accelerator program is designed for high-performing young professionals with eight or fewer years of aggregate work experience and currently employed with an SFIA Member organization.

Get involved by contacting us below.

[Learn More](#) 

Questions? Contact [Glenn Horine here](#)



Vetsexcel

# VetsEXCEL Program



VetsEXCEL is a new SFIA Career Transition Program administered by SFIA and a hand-selected leadership committee providing strategic oversight and operational guidance.

Built on SFIA's successful Excelerator Program model, VetsEXCEL adapts proven professional development approaches for veteran career transitions.

Get involved by contacting us below.

[Learn More](#) 

Questions? Contact [Glenn Horine here](#)



Accomplishments

# 2025 Accomplishments

The Sports & Fitness Industry Association has released the 2025 End of Year Wrap Up(December 2025).

The letter includes a note from former President & CEO, Todd Smith, and **highlights the successes of SFIA in support of our members and partners from 2025.**

Click the link below to access the letter!

[Access the Letter](#) 

Questions? Contact [Chandler Hoffman here](#)



Suggestions

# Membership Suggestions

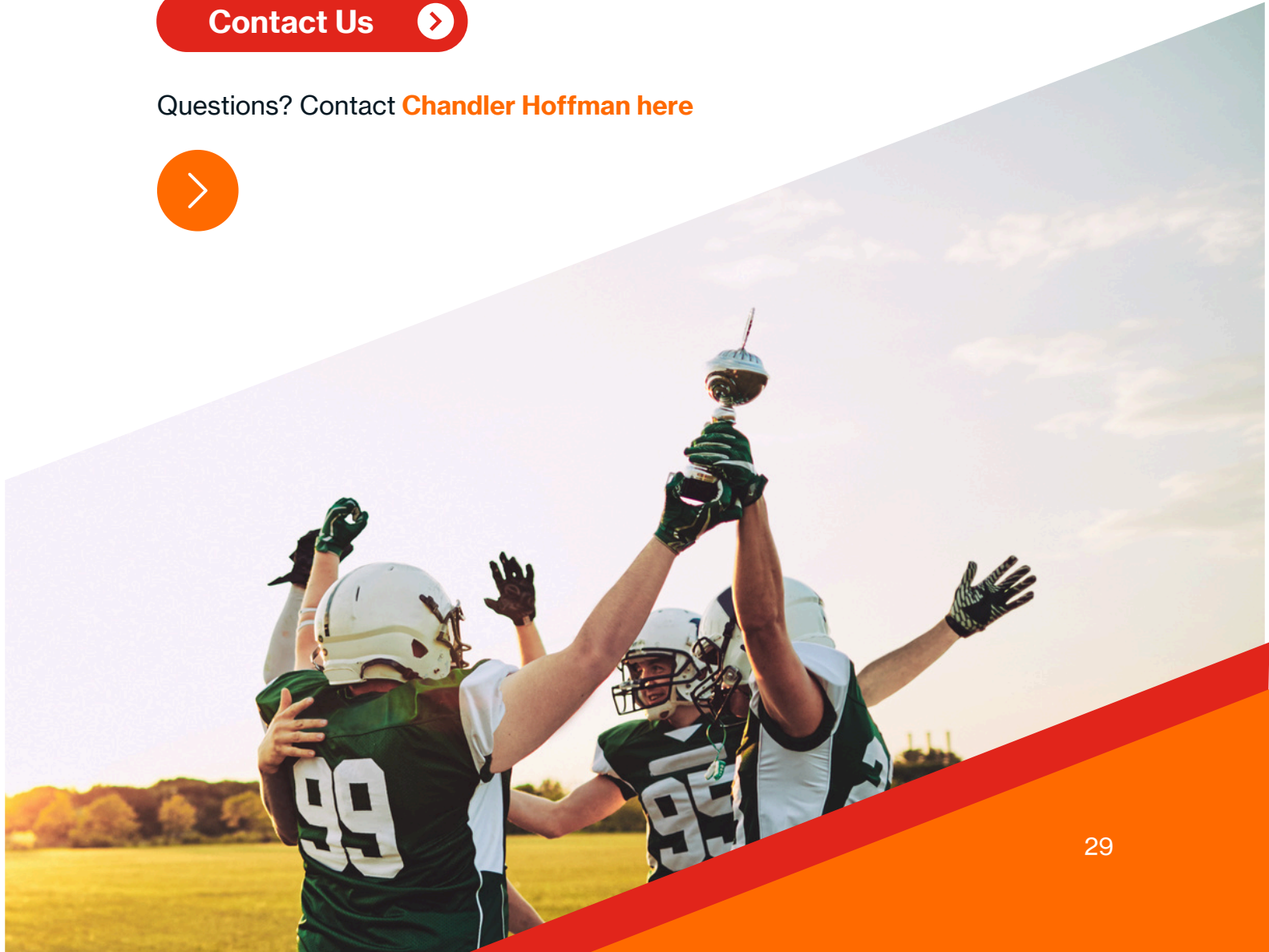
Please share any ideas or suggestions you have regarding our membership program. We are open to any and all feedback as it will help us improve and enhance our offerings to you.

Contact SFIA membership below to share your thoughts.

Contact Us



Questions? Contact [Chandler Hoffman here](#)



FAQ

# Frequently Asked Questions

## ***“How can I access SFIA Member benefits?”***

You can access the SFIA Member portal by logging in at the link below!

[Login Here](#) 



## ***“Can everyone at my company access SFIA Member benefits?”***

Yes! Everyone at your organization is eligible to receive SFIA Member benefits. Simply click below to get started!

[Get Access](#) 



## ***“I have a question about a report or I need a stat.”***

You can contact our head of research, Alex Kerman at the button below!

[Contact Us](#) 



# The SFIA Team

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The SFIA team is made up of a dedicated staff of employees who are always working to support our members.

**Click on a picture below to email us.**



**Todd Smith**  
President & CEO



**Glenn Horine**  
Chief Operating Officer



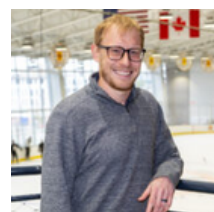
**Alex Kerman**  
Business Operations & Research



**Bonnie McLaughlin**  
External Affairs & Industry Relations



**Jenny Karn**  
Senior Director



**Chandler Hoffman**  
Membership & Technology



**Lisa Futterman**  
Marketing & Communications



**Aneysha Bhat**  
Government Affairs & Strategic Advocacy



**Gregg Hartley**  
SFIA Consultant



**Julie Hammer**  
Excelsior & VetsEXCEL Program Facilitator

**Social Media**

# Follow Us on Social Media

Stay connected with the latest industry news, trends, and insights. Join the conversation and be part of the sports and fitness community.

Find our accounts below.



[Go to LinkedIn](#) >



[Go to X](#) >



[Go to Instagram](#) >

Questions? Contact [Jenny Karn here](#)



SFIA

# Thank You

We want to take a moment to share our heartfelt appreciation for your continued support and commitment to SFIA Membership. Your dedication to advancing health, wellness, and active lifestyles is truly inspiring.

As a valued member of our community, your involvement makes a real difference. Whether you're engaging in events, lending your expertise, or championing positive change, you play a vital role in shaping the future of sports and fitness.

If you ever have questions, need assistance, or are interested in collaborating, please don't hesitate to reach out. Our team is always here and ready to help in any way we can.

Thank you once again for being an essential part of our vibrant community. Together, we'll keep driving health, fitness, and well-being forward.

