

What SFIA Does for You

Providing a Robust Menu of Member Resources



Research Reports

5 major research reports that provide data & insights to assist with R&D



Single Sport Reports

88 single sport reports analyzing participation broken down in multiple demographics



Events

3 annual events providing hours of networking and thought provoking education



Webinars

Timely expertise and interactive guidance to address pressing industry challenges



Sport Specific Councils

Accurate industry insights, product standards, forums to address common issues in sport & finding ways to get Americans more active



Crisis Management

Address sports participation trends & increase regulation on product safety & deceptive marketing/advertising allegations



Industry Connections

Connections with hundreds of brands across the sports & fitness industry, facilitating countless member introductions



Trade Show Travel

Travel to important sports & fitness trade shows to check in with members and stay on top of industry trends



In-Person Presentations

In-person research presentations that provide in-depth data and insights, assisting important business decisions



Voice on Capitol Hill

Full-time lobbyist working to promote the interests of the industry & keep members aware of upcoming legislation. SFIA is the lead voice on the PHIT Act



Trade

From GSP to MTB to China Trade, SFIA has helped members successfully navigate trade issues and saved them money



Legal Task Force

Access to vetted lawyers that members can access free of charge to address legal challenges



Newsletter + PR

Publicize new product introductions, key personnel moves, special events, industry achievements, industry research, or other positive news



Blog + Member Spotlights

Highlighting members and industry news keeping everyone up to date on the latest happenings