



**MATT CARLSON**

President & CEO

**NSGA®**

# NSGA Team

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Tom Van Jacobs



# Retailers and Dealers are NSGA's Core Constituents

**NSGA 2025**

**LEADERSHIP CONFERENCE**  
May 18-20 | Palm Beach Gardens, FL

# Mission Driven

NSGA's mission is to support its members' efforts to grow the business and advocate on their behalf.

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# Strategic Aspirations

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1. **Deepen NSGA's connections with members.**
2. **Empower members with industry news, information and insights through ongoing communication.**
3. **Deliver a conference that stimulates learning, promotes innovation, and builds connections and networking among members.**
4. **Engage NSGA's members and the sporting goods industry in building an authoritative influential advocacy voice.**
5. **Help members strengthen their businesses through timely, impactful market and industry research.**
6. **Continuously seek ways to enhance NSGA operations to effectively meet member needs.**

**Advocacy**  
**Communications**  
**Operational Excellence**  
**Research**  
**Networking**



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# NSGA Advocacy: Fair Marketplaces

**Advocacy**

**Communications**

**Operational Excellence**

**Research**

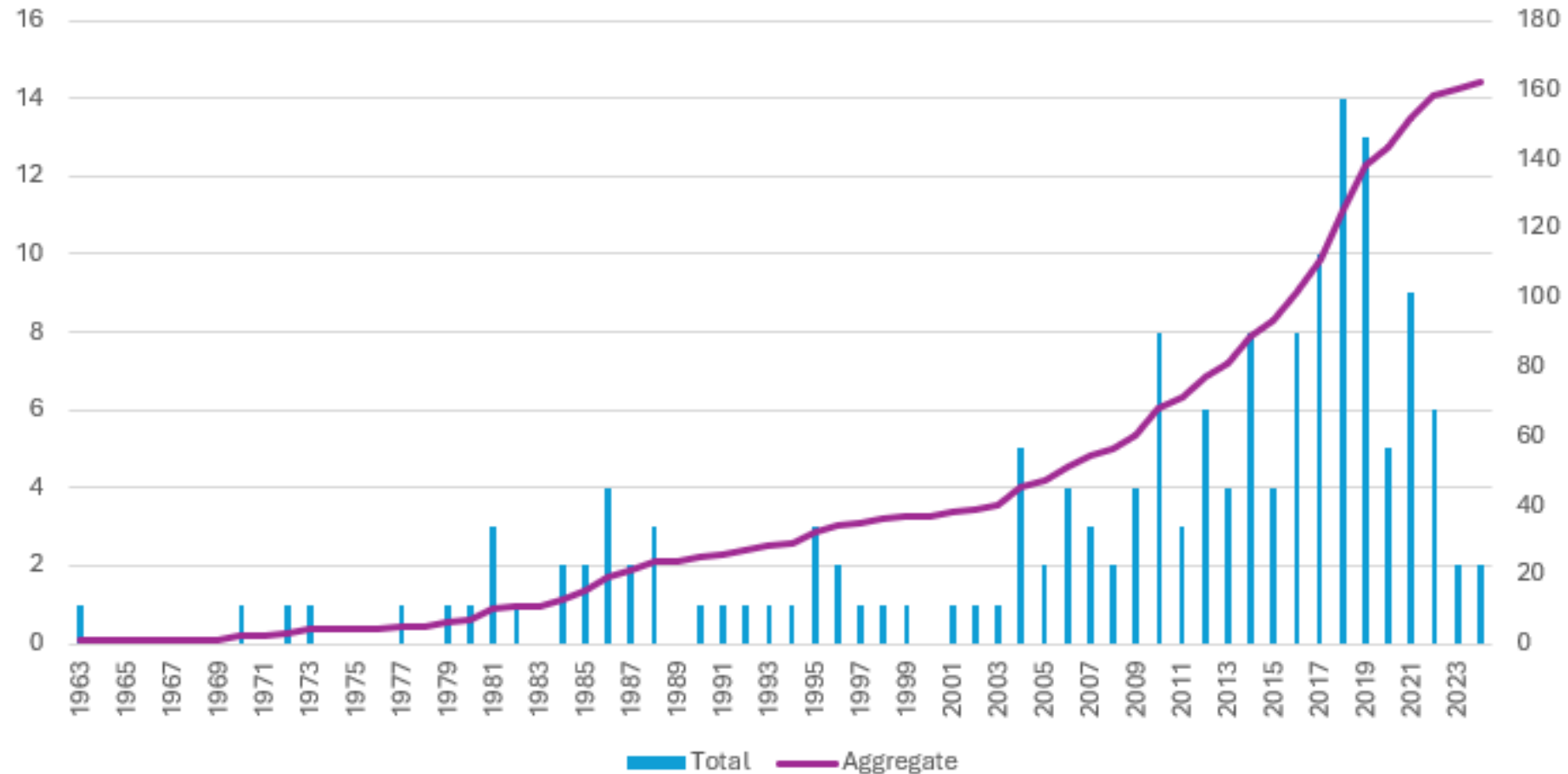
**Networking**



| Fair Marketplaces                               |
|---|
| Tax-Advantaged Policies for Small Businesses    |
| Restrictive Product Distribution                |
| Sales Tax Fairness                              |
| Enforcement of MAP Policies & Dealer Agreements |
| Access to Capital/Main Street Lending           |
| Direct-to-Consumer Matters                      |
| All-School Deals                                |
| Marketplace Dominance                           |
| Enforcement of Existing Anti-Trust Laws         |

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# Mergers and Acquisitions Sporting Goods Retailers and Dealers 1963 to 2024



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This is why we advocate to  
feature retailers and dealers  
in the distribution network



Advocacy  
Communications

Operational Excellence

Research

Networking

*We received 24% more member clicks in 2024 compared to 2023.*

| Category                  | 2022  | 2023  | 2024  |
|---------------------------|-------|-------|-------|
| Total Clicks              | 2,659 | 3,609 | 4,488 |
| Retailers/Team Dealers    | 1,762 | 2,362 | 3,084 |
| Manufacturers/Wholesalers | 373   | 611   | 722   |
| Sales Agents              | 361   | 467   | 579   |





**Advocacy**  
**Communications**  
**Operational Excellence**  
**Research**  
**Networking**

- **Fair, Accurate, and Timely Financial Reporting**
- **Effectively Managing NSGA's Funds**
- **Practicing Servant Leadership: Serving Others as a Pathway to Success**

Advocacy  
Communications  
Operational Excellence  
Research  
Networking

A screenshot of a data table showing participation statistics. The table has multiple columns for different sports and activities, with rows listing various sports like Basketball, Soccer, and Football. The data is presented in a clear, organized manner.

Industry Relationship Survey...

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Advocacy  
Communications  
Operational Excellence  
Research  
Networking

**“stimulates learning,  
promotes innovation, and  
builds connections and  
networking among members”**

**Next Year’s Event:  
Nashville, May 17-19**



# STRONGER TOGETHER

A close-up photograph of two ropes, one blue and one yellow, tied together in a knot. The ropes are positioned horizontally, with the knot centered between the words 'STRONGER' and 'TOGETHER'.

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