



**MATT CARLSON**

President & CEO

**NSGA<sup>®</sup>**

# Buzz in the room!

- 50+ more attendees than last year
- 70+ more attendees than the last time we were in Nashville (2023)
- 25 more companies than last year
- 16 more companies than 2023

# NSGA Team

Sandy Brassel  
Hayley Fansler  
Lauri Grzelak  
Marty Maciaszek  
Julie Pitts  
Nick Rigitano

Lizz Roselieb  
Jenny Shaffer  
Nicole Sorg  
Brian Van Acker  
Tom Van Jacobs

# Mission Driven

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

**Advocacy**

**Communications**

**Operational Excellence**

**Research**

**Networking**



# NSGA Advocacy: Fair Marketplaces

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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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**NSGA's email open rate is more than DOUBLE the average open rate for ALL non-profit organizations**

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<https://nsga.org/online-communities/>

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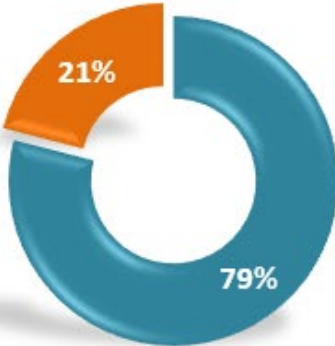
<https://nsga.org/online-communities/>

*Most sporting goods shoppers prefer multi-brand retailers across categories.*

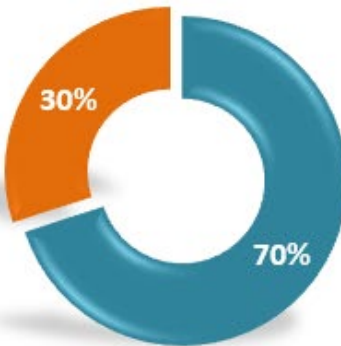
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Store Preference

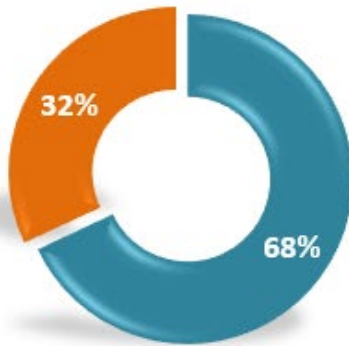
■ Multi-Brand ■ Single-Brand



Equipment



Apparel

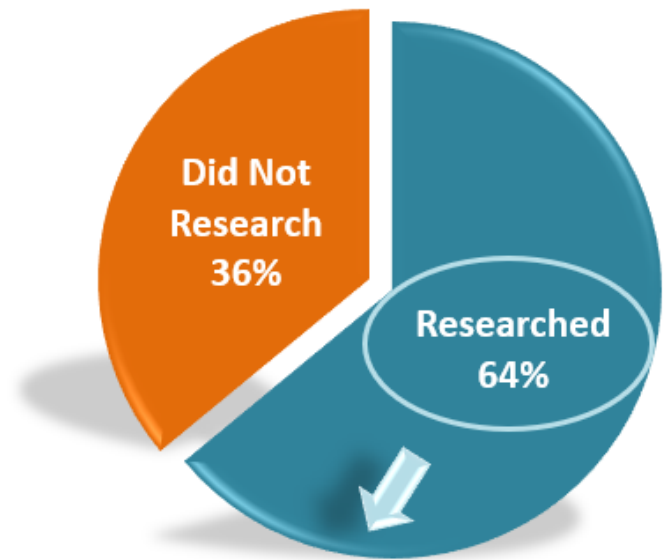


Footwear



# Shoppers are doing more pre-purchase research than in 2020.

**2020**  
% Researching Prior to Purchase Occasion  
(Planned and Functional Unplanned)



**2025**  
% Researching Prior to Purchase Occasion  
(Planned and Functional Unplanned)



- Most sports/activities increased (49 of 61)

- Flag football and Cheerleading at nearly 14% growth





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

# STRONGER TOGETHER



## Collaboration with Groups that Share Your Values is Key

- ✓ **Sports Distributors of Canada (SDC)**
- ✓ **National Ski and Snowboard  
Retailers Association (NSSRA)**
- ✓ **Nation's Best Sports (NBS)**
- ✓ **National Athletic Equipment  
Reconditioners Association (NAERA)**

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**NSGA 2026** LEADERSHIP CONFERENCE®  
May 17-19 | Nashville, TN



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