

[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Name and Address of Reporting Person *					2. Issuer Name and Ticker or Trading Symbol								5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
QUINN WII	LIAM (j					SPORT				•	Director		10%	Owner	
(Last) (First) (Middle)				3.]	Date	of Earl	iest Trans	actio	n (MM	/DD/YYY	X_ Officer (give title below) Other (specify below) SVP Digital Commerce					
2700 MILAN COURT					5/6/2021								ommerc	e		
	(Stre	eet)		4.]	If Ar	nendme	ent, Date C)rigii	nal Fil	ed (MM/I	DD/YYYY	6. Individual o	or Joint/G	roup Filing	Check Appl	icable Line)
BIRMINGHAM, AL 35211													X_Form filed by One Reporting Person Form filed by More than One Reporting Person			
(C	City) (Sta	ite) (Zip	0)													
			Table I - 1	Non-Der	rivat	ive Sec	urities Ac	quir	ed, Di	isposed	of, or B	eneficially Own	ed			
1. Title of Security (Instr. 3) 2. Trans. D				rans. Date			3. Trans. Code (Instr. 8)		4. Securities Acquor Disposed of (E) (Instr. 3, 4 and 5)) ` ` `	(Instr. 3 and 4) Form			Ownership Form:	7. Nature of Indirect Beneficial Ownership
							Code	V	Amou	(A) or (D)	Price					(Instr. 4)
Common Stock (1)			5/	6/2021			M		2429	A	\$0 ⁽²⁾		5061		D	
Common Stock			5/	6/2021			F		809	D	\$80.35		4252		D	
	Tab	le II - Der	ivative Se	curities	Ben	eficiall	y Owned ((e.g.,	puts,	calls, w	arrants	, options, conve	tible secu	ırities)		
1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative	Date E:	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)	de Estr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date			Underlying Derivativ Security Security		derivative Securities Beneficially Owned	Form of Derivative Security:	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	Security			Code	V	(A)	(D)	Date Exerc	cisable	Expiration Date	Title	Amount or Number of Shares		Following Reported Transaction(s) (Instr. 4)	Direct (D) or Indirect (I) (Instr. 4)	
Restricted Stock Units (1)	\$0.0	5/6/2021		M			2429	5/6/2	2021	<u>(1)</u>	Commo Stock	on 2429.0	\$0	0	D	

Explanation of Responses:

- (1) Service-based RSU award under Amended 2015 Equity Incentive Plan. Units convert to common stock on the first and second anniversaries of the date of grant of 5/6/2019. These shares do not expire.
- (2) Each RSU is the economic equivalent of one share of Issuer's common stock. The reporting person has settled the RSUs for stock.

Reporting Owners

reporting Owners								
Panarting Owner Name / Address	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
QUINN WILLIAM G								
2700 MILAN COURT			SVP Digital Commerce					
BIRMINGHAM, AL 35211								

Signatures

/s/ William G. Quinn 5/7/2021

**Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.