

[] 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

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

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

1. Name and Address of Reporting Person *				2. I	2. Issuer Name and Ticker or Trading Symbol							5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
Benck David	Mitchell	l					SPORT					Director	,	10%	Owner	
(Last) (First) (Middle)				3. I	3. Date of Earliest Transaction (MM/DD/YYYY)							X Officer (give title below) Other (specify below)				
2700 MILAN COURT							4/8	3/20	21			SVP General Counsel				
	(Stree	et)		4. I	f An	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 (City) (State) (Zip)												X _ Form filed by One Reporting PersonForm filed by More than One Reporting Person				
		,	Table I -	Non-Der	ivati	ve Sec	urities Ac	quir	ed, Di	isposed	of, or Be	eneficially Owne	ed			-
1.Title of Security (Instr. 3) 2. Trans. Do				2A. Deemed Execution Date, if any		3. Trans. Code (Instr. 8)		or Dis	urities Acq posed of (I 3, 4 and 5)	D) ` ` `	5. Amount of Securit Following Reported (Instr. 3 and 4)	ities Beneficially Owned Transaction(s)		Ownership Form: of Indirec Beneficia	Beneficial	
							Code	V	Amou	(A) or (D)	Price				Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)
Common Stock (1)			4	4/8/2021			M		3333	A	\$0 <u>(2)</u>		6154		D	
Common Stock			4	4/8/2021			F		1005	D	\$71.25		5149		D	
	Tab	le II - Der	ivative S	ecurities 1	Bene	eficially	y Owned ((e.g.,	puts,	calls, w	arrants,	options, conver	tible secu	ırities)		
Security (Instr. 3)	2. Conversion or Exercise Price of Derivative	Date	3A. Deeme Execution Date, if any	4. Trans. Code (Instr. 8)	5. Number of Derivative Securit Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		ve Securities d (A) or d of (D)	6. Date Exercisable and Expiration Date				Underlying Security	Derivative Security (Instr. 5)	Securities Beneficially Owned	Ownership Form of Derivative Security:	Beneficial
	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	4/8/2021		M			3333	4/8/	2021	<u>(1)</u>	Commo Stock	n 3333.0	\$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, second and third anniversaries of the date of grant of 4/7/2020. 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								
Paparting Owner Name / Address	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
Benck David Mitchell								
2700 MILAN COURT			SVP General Counsel					
BIRMINGHAM, AL 35211								

Signatures

/s/ David M. Benck 4/13/2021

**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.