

## CHAMPIONLA OVERVIEW

- The state-of-the-art SoFi stadium project at Hollywood Park has allowed us to begin bidding on high-profile events (e.g. Super Bowls, World Cups) that, over the last 20+ years, were not accessible to us.
- These events have gotten very expensive and require host cities to pay for the a significant portion of the hosting costs.
- To provide the necessary funding, we have created ChampionLA—an exclusive fundraising initiative dedicated to hosting the world's leading sports and entertainment events in Los Angeles, driving lasting social and economic impact.
- Our mission is to shape the future of Los Angeles by connecting the most influential leaders with the world's most renowned events—building a brighter, stronger community for all.
- We will be elevating our city's profile through these extraordinary experiences.

## EVENTS & FUNDRAISING GOALS

The fund has an initial goal of \$100M to help support the following events:

2020 MLB All-Star	2022 Super Bowl	2023 College Football Playoff	2023 U.S. Open	2026 World Cup
Dodger Stadium/LA Live	SoFi Stadium/LA Live	SoFi Stadium/LA Live	Los Angeles Country Club	Rose Bowl/SoFi Stadium/ LA Live/LAFC/Dignity
N/A	~\$35-50M	~\$20-30M	N/A	~\$30-50M

Exploring: 2024-25 NBA All-Star Game (-\$1-2M), 2027 Super Bowl (-\$30-50M), and a future NCAA Final Four (-\$15M)

## THE ASK

- Los Angeles will host an unprecedented run of world-class events over the next decade.
- These events will provide tremendous economic, community engagement and visibility benefits.
- To successfully host these events and compete for similar events in the future, we need to demonstrate extraordinary civic support.
- We need your support of ChampionLA to build a brighter future for our city.

## DONOR BENEFITS

- *Personal Legacy:* Become a driving force in LA's future by helping host these events.
- *Access:* Connect with influential community leaders and participate in once-in-a-lifetime experiences through ChampionLA VIP experiences (TBD) and exclusive access to purchase tickets (TBD).
- *Civic:* Help us build a better LA by shaping legacy programs associated with each event.
- *Brand Promotion:* Elevate your brand by associating with LA's foremost sports and entertainment fundraising initiative.

## POTENTIAL DONOR QUESTIONS

- *Who makes up ChampionLA?* The Governing Committee will direct all governance, investment and allocation of funds held, and will be governed by a Charter Agreement.
- *What is the criteria for choosing beneficiaries?* Major events that generate 10,000+ hotel room nights
- *What expenses will ChampionLA cover?* Dictated by bid agreements (e.g., venues, transportation, marketing)
- *Tax deductibility?* The ChampionLA fund is part of the Los Angeles Sports & Entertainment Commission, a nonprofit 501c3.
- *What portion goes to charitable programs?* Each event will have legacy programs.
- *Why isn't public money paying for these events?* LA does not currently have a public funding mechanism in place, but we are working to change this.
- *Why aren't the Olympics included?* Not needed, because they are funded through IOC revenue and sponsorship sales.