

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.



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EXTRAORDINARY EXPERIENCES. LASTING IMPACT.

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MAJOR EVENTS SUPPORTED BY



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LA Sevens Rugby

Dignity Health
Sports Park
Feb 2020*

MLB All-Star Game

Dodger Stadium
July 2020

Super Bowl LVI

SoFi Stadium
Feb 2022

123rd U.S. Open Championship

LA Country Club
June 2023

Summer Olympic & Paralympic Games

June–July 2028

NCAA Men's West Regional

STAPLES Center
March 2020

MLS All-Star Game

Banc of CA Stadium
July 2020

College Football Playoff National Championship

SoFi Stadium
Jan 2023

FIFA Men's World Cup

Jun/Jul 2026
(Candidate Host City)

More at lasec.net

**Timeline includes major events LA has bid on and won over the next decade.*



MAJOR EVENTS

LA CAN BID ON IN THE FUTURE:

- 2021 WrestleMania
- 2023-2026 NCAA Men's West Regional
- 2025 FIFA Men's Club World Cup
- 2025 NBA All-Star
- 2027 Super Bowl
- 2027 FIFA Women's World Cup
- 2029 NCAA Men's Final Four



ECONOMIC IMPACT

Economic Impact per Micronomics (average in 2018):

- MLB All-Star \$70 million
- Super Bowl \$343 million
- College Football Playoff \$65 million
- U.S. Open \$130 million
- NBA All-Star \$116 million
- FIFA Men's World Cup \$400 million + per city
- 2028 Summer Olympics \$11 billion +



COMMUNITY EVENTS AROUND SUPER BOWL

PUBLIC EVENTS & ACTIVITIES

1. Super Bowl Experience
2. Super Bowl Live (free)
3. Super Bowl Opening Night
4. Man of the Year Fan Forum
5. Play Football Family Festival
6. The Kids Tailgate Party (free)
7. Play 60 All-Ability Event (free)

COMMUNITY LEGACY EVENTS

1. Athlete's in Action - Super Bowl Breakfast/ Dinner
2. Rebuilding Together- "Kickoff to Rebuild"
3. Legacy Press Conference
4. Crucial Catch/ Salute to Service Events
5. Bowling for Humphries Legends Charity Event
6. NFL Play 60 Character Camp (free)
7. NFL & All Pro Dad Family Football Clinic
8. NFL-USAA Military Outreach
9. Super Bowl III Camera Run Through
10. Make-a-Wish® Foundation Events
11. NFL Honors Internship Program
12. Ross Initiative in Sports for Equality (rise)
13. Super Bowl Legacy Grant Event
14. Special Olympics Unified Flag Football Game
15. Play Football Middle School Developmental Camp
16. Super Bowl Environmental Programs

CORPORATE HOSPITALITY EVENTS

1. Friday Night Party
2. NFL House
3. NFL Honors
4. NFL Legends Lounge
5. Taste of NFL
6. Sponsorship Brunch
7. NFL Tailgate
8. Super Bowl Game
9. NFL on Location
10. NFL Man of the Year Reception
11. NFL 1st and Future
12. Business Connect Celebration
13. NFL Player Care Foundation Screenings
14. NFL Women's Summit
15. Creating a Culture of Care
16. Play Football Youth Breakfast



HOW CHAMPIONLA WORKS





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WHAT ARE HOST CITY EXPENSES?

• Ancillary Events (all other events including practice facilities)	\$9 million
• Game Operations/Venue	\$7.5 million
• Hotels	\$4.5 million
• City Services (police, fire, DOT, etc.)	\$5 million
• Staffing & Administration	\$5 million
• PR, Promotion & Marketing	\$2.5 million
• Transportation	\$2.5 million
• Charity/Legacy Initiatives	\$1.5 million
• Volunteers	\$1.5 million
• Media	\$1 million
• Food & Beverage	\$250,000

**Numbers sourced from a preliminary budget
done by Deloitte for the 2022 Super Bowl**



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ACADEMY



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