

LA28 UPDATE

ASOIF GENERAL ASSEMBLY

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LOS
ANGELES
2028



LA28 GAMES OVERVIEW

In the summer of 2028, Los Angeles will **welcome the world** for an unparalleled Olympic and Paralympic Games experience as the **best athletes from around the globe** compete on the **biggest stage in sports**. Every day, people come to Los Angeles from every corner of the earth to chase their wildest dreams and, in 2028, approximately 15,000 elite athletes between the Olympics [10,500] and the Paralympics [4,350 TBC] will join that chase. LA28 will be a **different kind of Games**, progressing the movement forward, **innovating for the future** and establishing a new benchmark for global events.

In a world so often divided, sports and the Games provide a critical opportunity to connect people and bring together a **collection of voices** to share stories and celebrate human achievement. As the **storytelling capital of the world** and a city of constant **innovation and creativity**, Los Angeles is the perfect place to host the Olympic and Paralympic Games.

Los Angeles is one of the most desired tourist destinations in the world and is built for live, large-scale, global events – from the GRAMMYS and the Oscars to the World Cup and the Super Bowl. With LA's abundance of **existing world-class stadiums and arenas** ready to host the Games today, athletes at the LA28 Games will have exceptional fields of play and fans will enjoy unbeatable spectating.

The United States has hosted the Games eight times before [most recently in Salt Lake City in 2002 and Atlanta in 1996]. The LA28 Games will mark **the third time Los Angeles hosts the Olympic Games** – previously hosted in 1984 and 1932 – and will be the **first time it hosts the Paralympic Games**, creating an invaluable opportunity to foster more dialogue around and awareness for people with disabilities and adaptive sports.

Los Angeles has been intentional about designing an Olympic and Paralympic Games plan to host a **sustainable and fiscally responsible Games** in a way that fits the existing Southern California region and reflects the values of the United States and the Olympic and Paralympic movement. The commercial market in the U.S. allows for a **private funding model** to deliver the Games in a way that's a win-win-win for athletes, partners, and the community. The LA28 Games will elevate sports development, deliver employment opportunities, drive economic benefit, and **inspire pride in people across the U.S.** before, during, and well after the Games conclude.

Today, more than ever, our world needs the Olympic and Paralympic movement to be a strong, vital force for good. LA and the U.S. can be the place that leverages **sports as a driver of progress** and inspire the movement to reinvent its path forward, **reimagining the way the Olympic and Paralympic Games serve the world**. The LA28 Games can be a **catalyst for lasting change**, building a more equitable and inclusive world by embracing the **power of our differences**.

At its core, LA28 is a sports organization, and so much more. The Games will capture and reflect the spirit of Los Angeles and the United States as places of **limitless possibility, ultimate creativity, diversity, innovation, and optimism**. Everyone can be part of the LA28 story, and we're excited to welcome a **new generation of fans** into the Olympic and Paralympic Games.

LA28 CURRENT STATE OF PLAY IN 2023

We are maximizing our unprecedented runway

- With a first-ever 11-year planning window, the LA28 Games has made the most of its extra time
- We have already:
 - Unveiled the LA28 brand and emblem
 - Launched LA28's commercial program
 - Brought on world-class commercial partners
 - Established a \$160 million investment to support local youth sports
 - Advanced Games planning to reduce complexity and drive efficiency
 - Finalized the Games Agreement with the City of Los Angeles
 - Engaged athletes in LA28 planning with a Commission and Fellowship program
 - Announced LA28's initial Olympic and Paralympic sport program
 - Supported athletes beyond the field of play
 - Reimagined Olympic and Paralympic hospitality
 - Engaged the Los Angeles community
 - Connected with a new generation of Olympic and Paralympic fans
 - Recruited an exceptionally talented team
 - Established critical organization foundations

We are now in the traditional 7-year lead up to the Games

- We are just now in our traditional lead up time to the Games
 - We are laser focused on what we need to do to deliver a successful event in 2028
- We are focused on Games planning and delivery
 - Sport program
 - Venue agreements
 - Transportation
 - Accommodations
 - Technology
 - Sustainability
- We are focused on continuing to advance our commercial program
 - Bringing on new partners
 - Preparing marketing activations
 - Ticketing
- We are focused on engaging the community
 - Youth sports
 - Economic empowerment
 - Healthy environment
- We are preparing for the Paris Games
 - Observation program
 - Activate with commercial partners
 - Looking forward to the official handover to LA28

LA28 SPORT PROGRAM PROCESS

The LA28 sport program is the **bedrock for an incredible Games** and exceptional competition.

With this commitment in mind LA28 has always been about **bringing freshness and innovation to the Games**, while celebrating Olympic and Paralympic tradition.

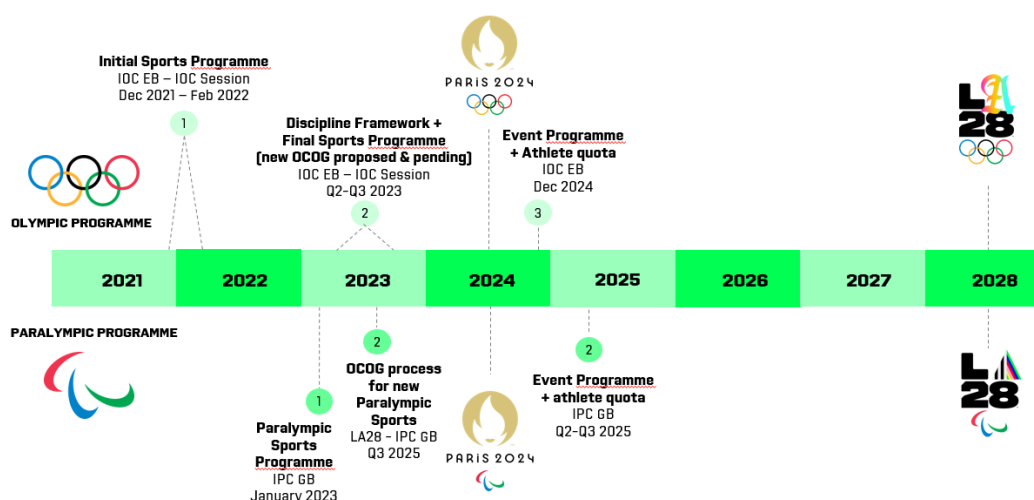
This vision led the IOC to include three [3] quintessential West Coast sports as part of the LA28 Initial Sport Program confirmed in February 2022, namely **Surfing, Skateboarding and Sport Climbing**. There is a strong joint commitment founded in **Olympic Agenda 2020+5 to prioritize a reduction in the cost and complexity of hosting the Games**. This commitment includes an IOC-led review of each sport's disciplines prior to the IOC Session in October 2023, in consultation with all Olympic IFs and LA28.

Subsequently, we want to thank all Olympic IFs involved in the discipline review process led by the IOC for their partnership in shaping the evaluation framework and providing all the technical information of their respective disciplines through the Questionnaire submission, as well as all the various follow ups.

Pending the outcomes of this discipline review process and prior to the Session in October, LA28 will have the **opportunity to propose to the IOC one or more additional sports** to be considered for inclusion as part of the traditional OCOG-proposal process. This potential LA28 proposal will be reviewed by the IOC EB and IOC Session in September/October 2023, in parallel with the IOC review of the three [3] pending Olympic sports, namely Boxing, Modern Pentathlon, and Weightlifting, to be potentially included on top of the 28 sports currently in the LA28 Initial Sport Program, while **respecting the cap of 10,500 athletes** competing at the Olympic Games and the commitment to deliver the final sport program in a **financially responsible and sustainable way**.

Please find below a summary of the key milestones to finalize the LA28 Olympic Sport Program:

- IOC EB decision on all existing and proposed disciplines – June 2023
- LA28 proposal to IOC on new sports – prior to the IOC Session in October [August 2023 – TBC]
- IOC EB/IOC Session decision on LA28 proposed sports and pending sports – September / October 2023
- IOC EB decision on Olympic Event Programme and Athlete Quota decisions – December 2024



VENUE MASTER PLAN

The Los Angeles region is unlike any other. Home to 11 professional sports teams, two collegiate powerhouses and venues and facilities across the region that host tens of thousands of people every day for work, education, and entertainment, Southern California offers an exceptional landscape to host the Olympic and Paralympic Games in 2028. Leveraging the best of the region, the LA28 Games Plan will use LA's world-class infrastructure to support a more sustainable and fiscally responsible Games.

World-class Facilities

LA is built to host the Games

Los Angeles has so many existing, world-class stadiums and arenas that are Games ready today

- LA is home to some of the most iconic and modern venues in the world
- LA28 venues will offer athletes and fans an unparalleled sports experience
- LA28 Games will use 80+ venues (including non-competition) across Southern California
- 25 percent of the LA28 venues were used for 1932, 1984, or both
- The Coliseum and Rose Bowl will be the first venues to host three Olympic Games
- Expert operators across LA host large-scale events all the time

Los Angeles is home to the most iconic sports teams, stadiums, and venues with experts that operate global events regularly

- No new permanent structures are needed to host the Games in LA
- LA28 will rent venues for the Games period, then turn them back over to their operators
- Private investment continues to support LA's long-term sports and entertainment environment, keeping Los Angeles on the cutting-edge of event delivery and experience

Sports parks and venues across Southern California will host Olympic and Paralympic events

- Sports parks include downtown LA, the South Bay, Long Beach and the Valley, using the best of LA LIVE, USC, Dignity Health Sports Park, Long Beach Waterfront, and more
- Ensures a shared experience across neighborhoods
- Works with the way the city is built; doesn't change the city for the Games

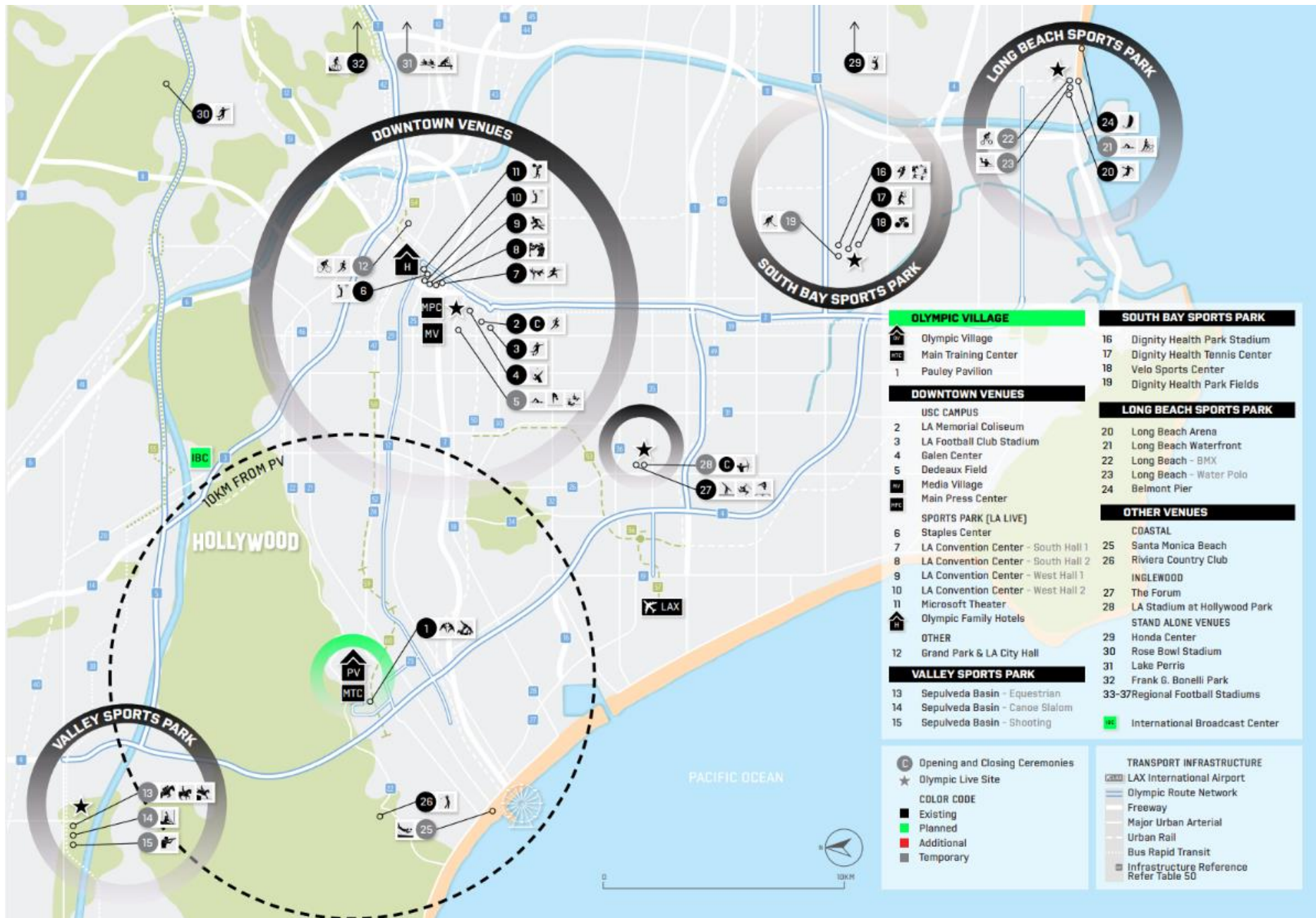
Finalization Process

Further optimization by leveraging on the latest state-of-the-art sport venues

The 11-year runway of LA28 gave us the opportunity to established critical organization foundations, which includes considering the opportunity to the take a great venue master plan based on iconic locations, which was presented as part of the LA24 bid in 2017 [next page], and make it even better.

In the coming months, following the finalization of the sport and discipline program, we want to continue working closely with the IFs to confirm the respective venue locations and, whenever applicable, explore together the possibility to leverage on the newest state-of-the-art facilities being built in LA since 2017. LA28 is targeting the end of 2023 for clarity on the final jigsaw of sports and venues in order to be in a position to initiate a more collaborative design review and venue planning in 2024.

LA24 Bid Plan – Under review with a number of potential changes currently discussed with the respective IFs



Competition Schedule Development

The LA28 Olympic Games Opening Ceremony is set for **14 July 2028**, with the Games running through **30 July 2028**, and the LA28 Paralympic Games will kick off **15 August 2028** and close **27 August 2028**.

Building on the 11-year runway as well as benefitting from the early clarity that will be provided by the IOC decision on the final Olympic disciplines for LA28, the LA28 Sport team is aiming at an **early engagement with all IFs on the respective competition schedule by day**, noting the importance to ensure the necessary flexibility for any potential changes in the event program to be defined in December 2024.

With this in mind, once the discipline program is finalized **later this summer**, LA28 will reach out to each IF's dedicated point of contact to start reviewing the competition schedule. The schedule review process will include OBS and involve various scenarios around competition schedule by day of your respective sports and their overarching assumptions.

Sport Managers

The identification of the Sport Managers for your respective sports/disciplines is a critical step in the ramp up of the LA28 Sport team to support a successful delivery of Games. We want to work closely with all the IFs and the respective National Governing Body (NGB) here in the USA to identify the best profiles, leveraging also on the vast sport expertise in the host country, and maximizing the soft legacy that these Games will leave behind.

On this note, as part of our engagement with the USOPC and the NGBs, we have started a sport-by-sport mapping exercise of the sport expertise as well as the respective history in organizing international events in the US. The goal is to **identify by the end of 2023 a pool of potential Sport Managers candidates to be reviewed by the respective IF**, with the aim of finalizing the identification process of each by **Q1 2024 in close coordination with each IF**. This timeline would ultimately enable LA28 to potentially expose select future LA28 Sport Managers to the Paris 2024 Olympic and Paralympic Games, as we continue to discuss potential observation and secondment programs with the Paris 2024 Organizing Committee.

It should be noted that the 'identification' of the Sport Manager will not necessarily result in their immediate onboarding. The timing of each Sport Manager's appointment is dependent on the domestic context of the Games (e.g. complexity of the venue) and the international sport experience of the various candidates will be assessed on case-by-case basis. Based on the ramp up of the workload, we are also open to explore with you hybrid scenarios where the identified sport manager is recruited progressively, initially on a part-time basis followed by full-time employment.

Confirmation of dedicated point of contact for each IF and TDs

While the LA28 Sport team has already initiated a regular engagement with the vast majority of Olympic IFs based on specific ad-hoc topics, we look forward to formalizing the identification of the LA28 dedicated point of contact for each IF ahead of moving into key processes, such as a formal review of competition schedule and VDB versions.

Therefore, **later this summer**, LA28 will reach out to all Olympic IFs seeking a **formal confirmation of the IF point of contact**, while targeting Q1 2025 for your feedback regarding the identification of your respective TDs for the LA28 Games.

Other upcoming Sport Priorities

➤ **IF Travel Policy**

LA28 will shortly finalize the draft of the IF travel policy, to be reviewed for final approval by IOC, IPC, and ASOIF. LA28 aims to start welcoming various IF delegations for **official site visits following the conclusion of the Paris 2024 Games**.

➤ **Sport/Event Delivery Plan**

The Sport Delivery Plan [SDP] was used for the first time for Tokyo 2020 and adapted for Paris 2024. Building on the lessons learned from these precedents, LA28 Sport plans to finalize a refined SDP template as well as its overarching process that will support collaboration between each IF and LA28, enhancing IF engagement to ensure full clarity throughout the planning phases. The first draft of the LA28 SDP process will be ready to be discussed with each IF in **Q1 2024** and will become an integral subset of the Event Delivery Plan as part of “Event-centered approach” of LA28.

➤ **Testing Events Strategy**

The LA28 Sport team is targeting to establish the **framework of principles** for the LA28 Test Event Strategy by the **end of 2023**. As the Paris 2024 events approach with the upcoming summer, LA28 will work with Paris 2024 to identify which of their test events will be most relevant to incorporate any key learnings, along the feedback of the IFs, into our approach for the LA28 test events and the overarching readiness strategy.