



LA28 update

ASOIF GENERAL ASSEMBLY
Lausanne – 11 June 2025

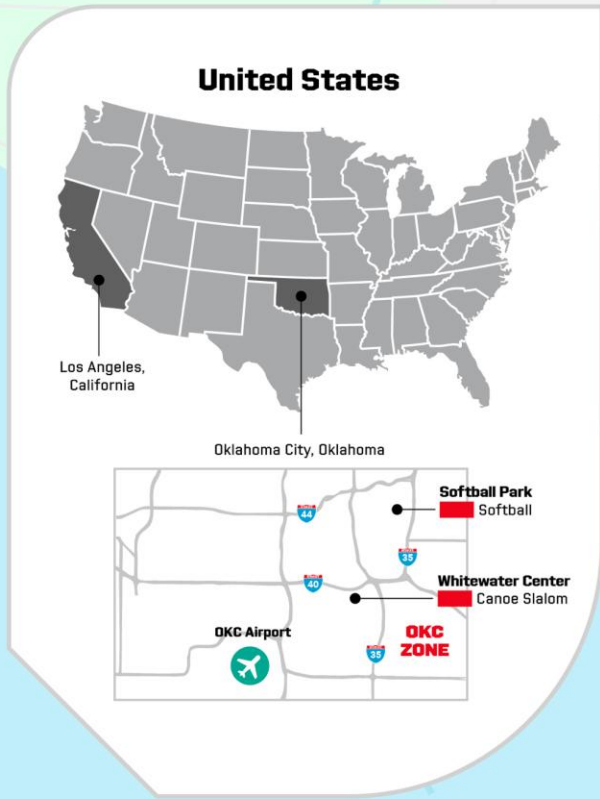


Agenda

June 11

1. Venue Plan Finalization
2. Sport Team Update
3. LA28 Event Delivery Model and IF role
4. IF Services & Engagement
5. Next steps/milestones





To Be Confirmed
Football [Prelims], Athletics - Marathon [Finish], Athletics - Race Walk, Cycling - Road [Finish], Cycling - Mountain Bike

Standalone Venues

OLYMPIC GAMES PLAN

COMPETITION VENUES

As of April 21, 2025 - Version 1 - All names and venues subject to change





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LA28 SPORT TEAM UPDATES

LA28 SPORT TEAM



Nicco Campriani
VP of Sport

SPORT PLANNING & OPS



Katy Dunnet *Sr. Advisor*



Molly Schaus *Planning & Ops Manager*



Matt Varraveto *Competition Schedule Manager - Deloitte*



Leah Bonga *Planning & Ops Manager*



Melissa Zhang *IF Services Manager*



Ben Smith-Helman *Special Projects
Secondee - Deloitte*



Frank Palumbo *Sport Equipment Manager*

COMPETITION MANAGEMENT



Jack Smith *Lead Sport Group 1*



Brandon Kendrick *Lead Sport Group 2*



Rodrigo Rangel *Lead Sport Group 3*



Gemma Acheampong *Associate*



Gia Trevisan *Athlete Fellow*

Lead Sport Group 4 2025

Sport Managers Ongoing

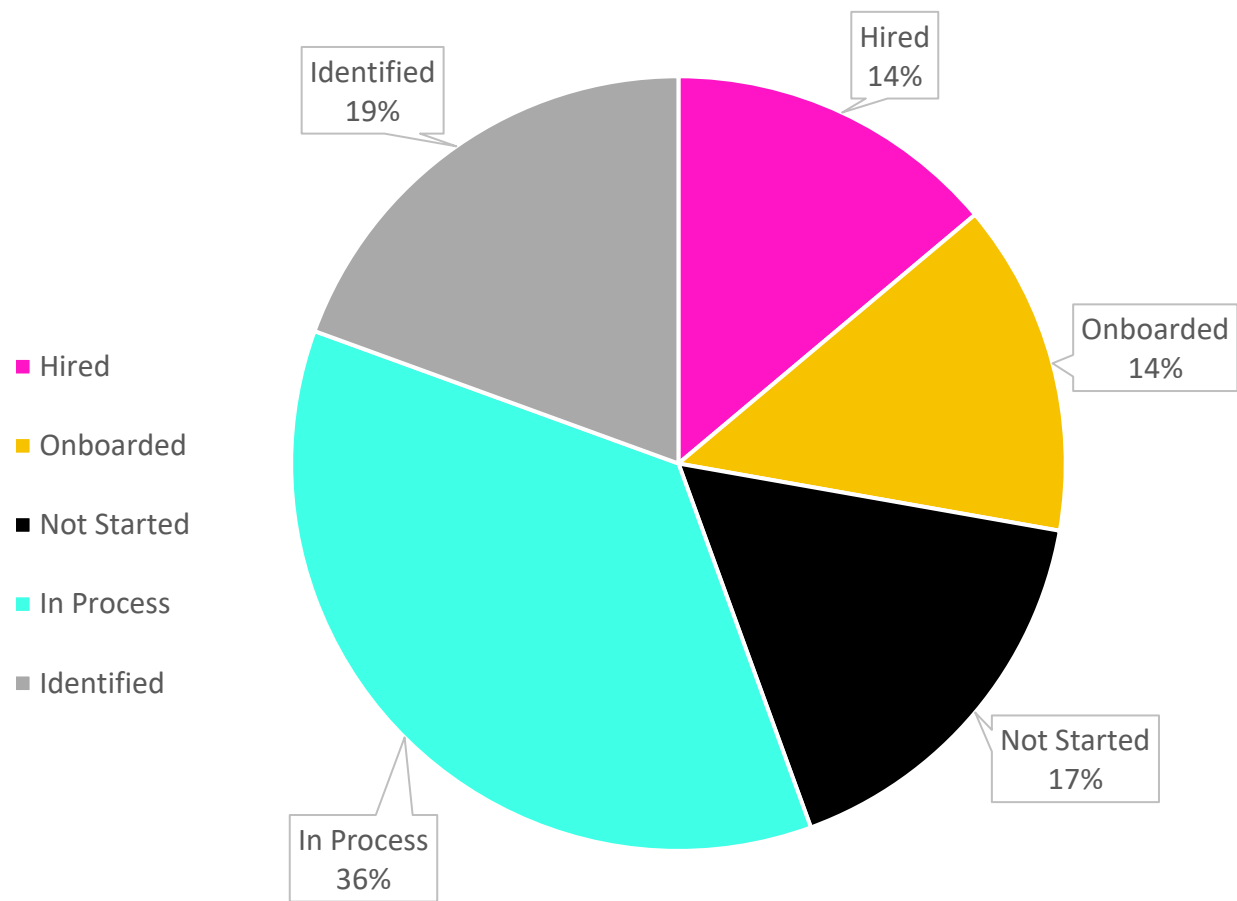
SPORT PRESENTATION

Head of SPP 2025

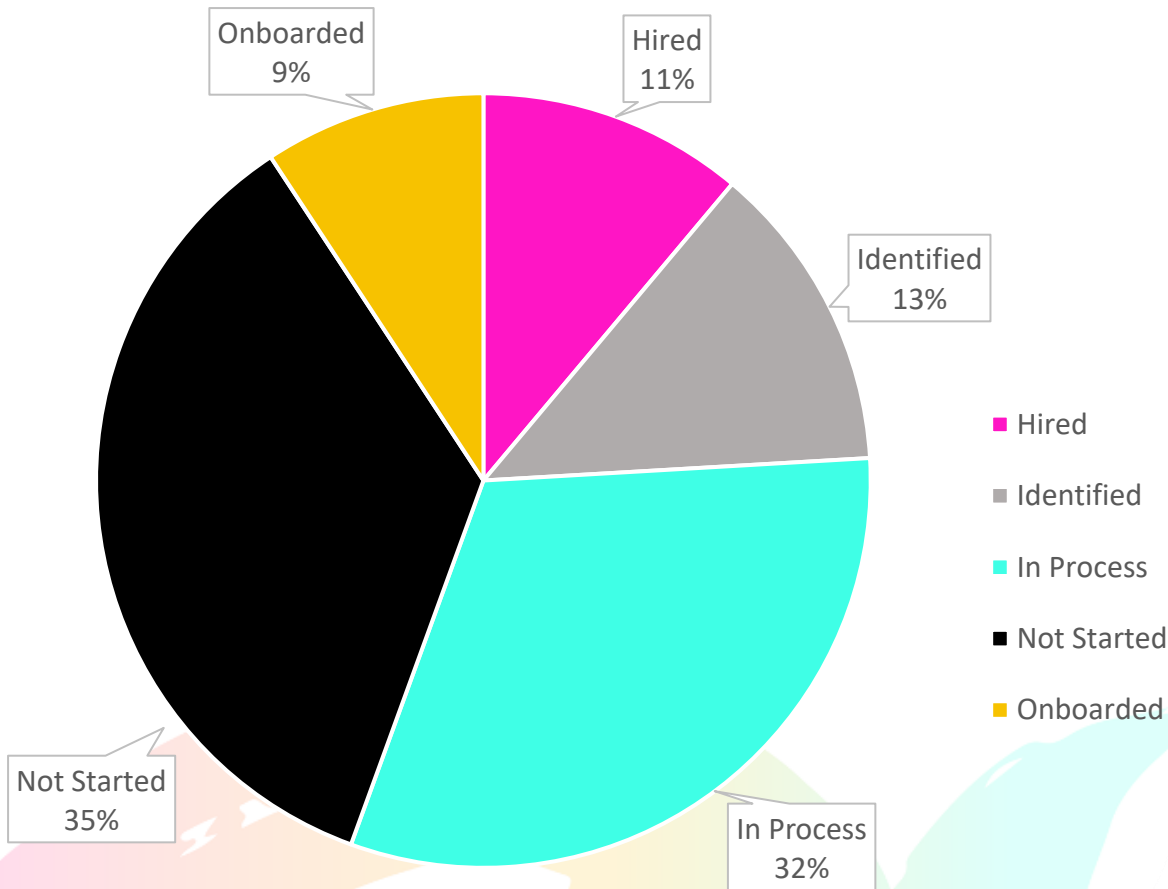
CURRENT PLANNED

SPORT MANAGERS RECRUITMENT STATUS

36 Sport Managers (OLY)



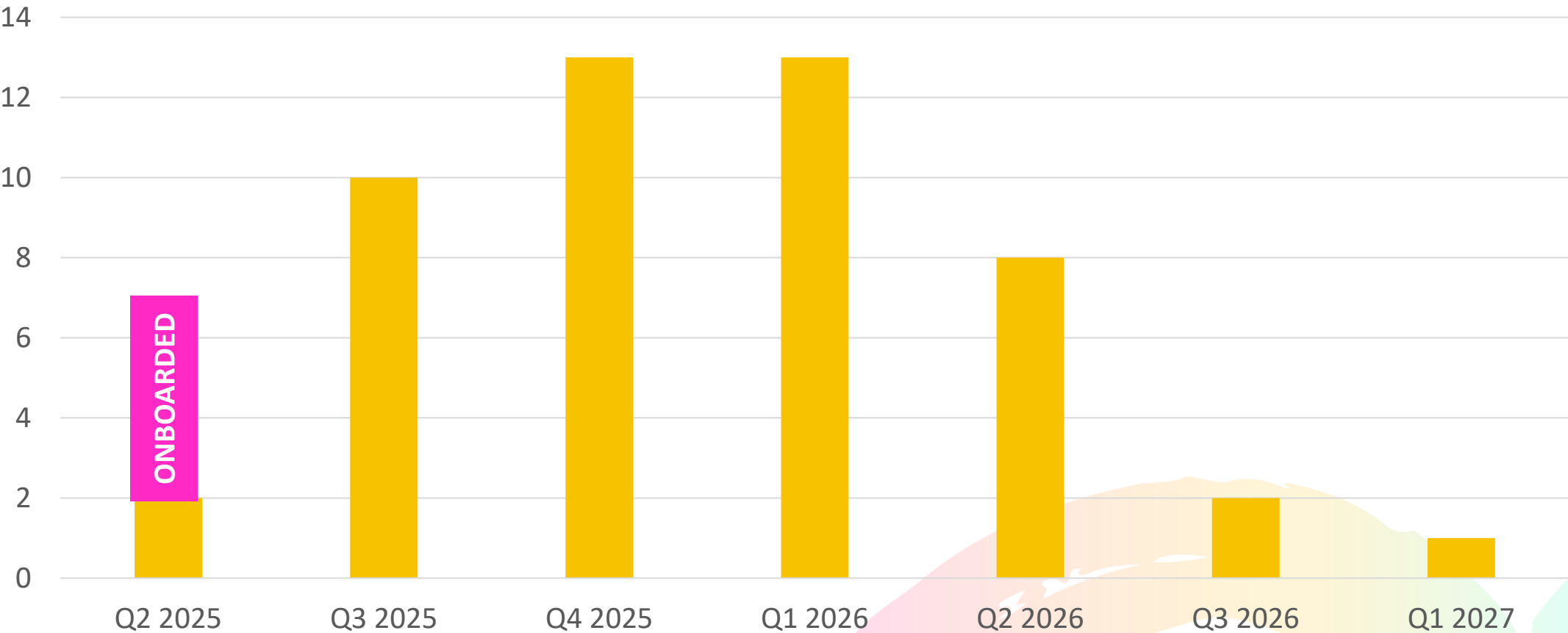
54 Sport/Discipline Managers (OLY)



SPORT MANAGERS RECRUITMENT STATUS

Expected Start

49 Sport/Discipline Managers (OLY)
(5 onboarded Q2 2025)



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IF & EVENT DELIVERY PARTNERSHIPS



LA28 Event Delivery Guiding Principles

LA28 will balance the below four (4) guiding principles to inform decisions on whether to leverage a strategic EDP, more than one of the criteria is met in each case



Reduce Cost / Increase Revenue: EDP can deliver infrastructure and services at a cheaper rate, as they run similar complex events on a regular basis; or EDP can leverage sport-specific sales expertise and fanbase databases to increase ticket sales and related revenues



Reduce Complexity: EDP's unique relationships, venue knowledge, capabilities, and / or labor pool offset the inherent complexity of adding a new partner



Reduce Risk: EDP can deliver the event with less risk (operational & financial), as the EDP runs similar complex events on a regular basis



Enhance Product: EDP can help ensure the participation of the best athletes and can meet LA28's sport-specific expectations for level of service, including Sport Presentation

Paris 2024 OCOG Key Learnings

Paris 2024's objectives were to leverage EDEs and CDEs to provide delivery excellence and expertise, maintain cost efficiency and budgetary control, and minimize complexity risk – however, these objectives were not consistently met

- 1 EDEs / CDEs at Paris 2024 were more successful when they had deep **experience operating the sport at the venue** (e.g., FFT / Roland Garros and Tennis)
- 2 In several cases where the EDE / CDE did not run the venue or run the sports in the venue, the use of EDE / CDE **inadvertently increased complexity** (e.g., duplication of roles across OCOG and EDE / CDE)
- 3 Paris 2024 **underestimated the complexity of negotiating, contracting and change orders** with EDEs / CDEs and the dedicated time required of Legal, Finance, Procurement, and Event Management
- 4 EDEs / CDEs **provided less flexibility** when it came to budget changes (reductions) and forced other sports to reduce their budget to make up for the EDE events where budgets were fixed, however in some cases the **EDE funded the budget gaps themselves**

LA28 Event Delivery Tactical implications

Based on the LA28 Event Delivery Guiding Principles and lessons learned from Paris 2024 and past OCOGs, the following tactical implications have emerged

- Prioritize strategic EDPs that have **experience operating the event in the venue(s)**
- Strong understanding of **the local market context and culture**
- Working **relationships with relevant City authorities and agencies**
- Preference for **suppliers with US operations** to simplify planning and delivery (e.g., avoid visa issues, time-zone alignment)
- Focus on strategic EDPs that can **clearly demonstrate cost savings**, such as existing vendors at market rates
- **Engage with strategic EDPs early** (i.e., discussions already started) to ensure sufficient planning time, given Paris 2024's experience and potential deal complexities, in order to be the voice of sport / venue inside the OCOG

STRATEGIC EDPs – FIRST PRIORITY

Initial priority EDPs due to higher commercial potential and alignment to guiding principles; goal is to have agreements by Q4 2025

	Professional Leagues / Teams				Event Organizer
Strategic EDP	★ 	★  	★ 	★ 	★  
Sport	Flag Football	Baseball	Football (Soccer)	Surfing	Golf
Rationale	Leverage the NFL's sport-specific expertise and marketing power to showcase flag football as an Olympic sport for the first time	Partner with MLB to ensure player participation (which will drive revenue) in exchange for other commercial / financial arrangements, and with the Dodgers on sport presentation	Leverage MLS/SUM network and capabilities to streamline venue negotiations, achieve savings on venue rent, promote the football tournament, and reduce event delivery complexity	WSL has unmatched experience hosting events at Trestles and can potentially reduce venue and infrastructure costs	Leverage Tiger Woods Foundation's experience running the Genesis Invitational at Riviera ("outside the ropes") and IGF's Games-time experience as CDE to deliver Golf at the Games
Potential Agreements (subject to change)	✓ Event delivery ✓ Marketing and promotion ✓ Licensed consumer products	✓ Event delivery ✓ Sport presentation ✓ Marketing and promotion ✓ Licensed consumer products ✓ Player costs	✓ Event delivery ✓ Marketing and promotion ✓ Venue selection and negotiation	✓ Event delivery ✓ Marketing and promotion ✓ Licensed consumer products ✓ Temporary infrastructure	✓ Event delivery ✓ Infrastructure delivery

★ = Discussions either previously occurred or are currently active

Agreements are critical for finalization of the venue master plan

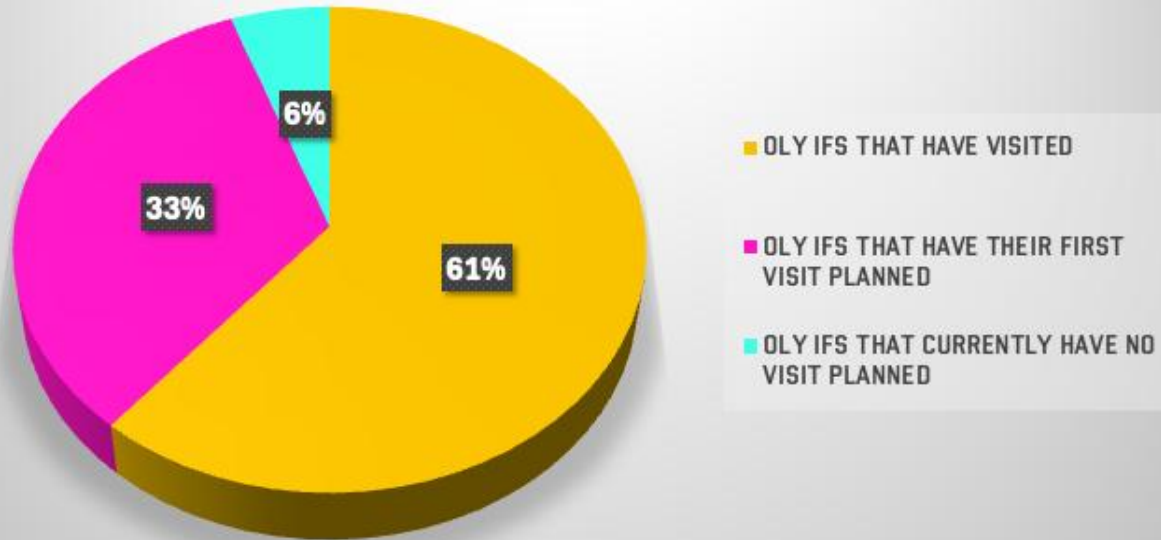
04

IF SERVICES & ENGAGEMENT

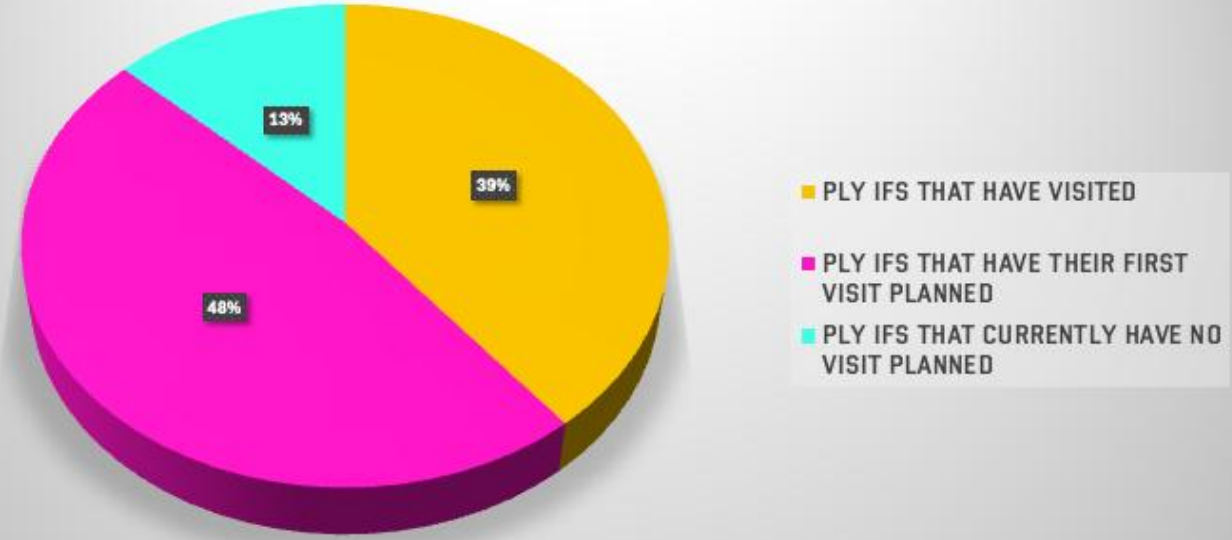
IF SERVICES

IF Visits: To Date + Planned

LA28 OLY IF SITE VISIT PROGRESS



LA28 PLY IF SITE VISIT PROGRESS

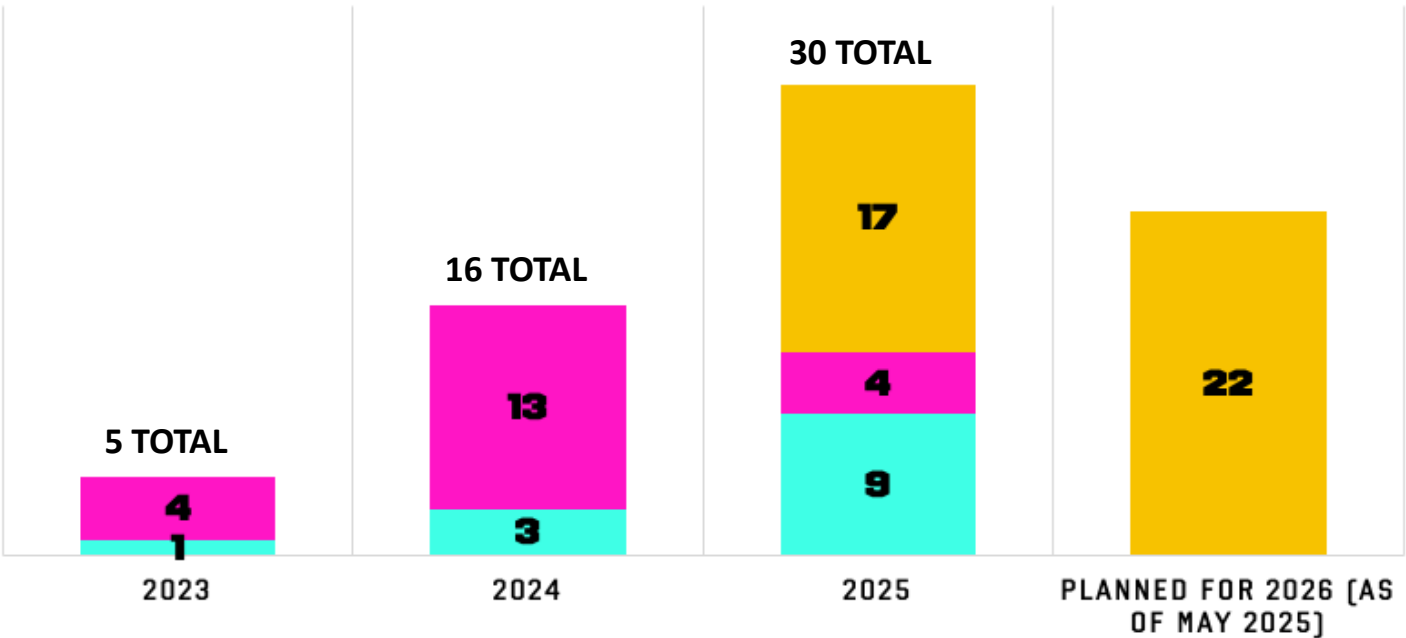


IF SERVICES

IF Visits: To Date + Planned

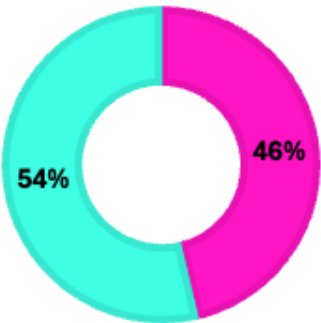
NUMBER OF IF VISITS

OFFICIAL VISITS UNOFFICIAL VISITS UPCOMING



OFFICIAL VS UNOFFICIAL IF SITE VISITS

VISITS COVERED UNDER LA28 SITE VISIT POLICY
VISITS NOT COVERED UNDER LA28 SITE VISIT POLICY



IF SERVICES

Communications & Engagement Plan

Monthly Meetings

- Sport Managers to conduct monthly meetings with IFs for updates on Sport Delivery Plan milestones, LA28 updates, and more.

IF Newsletters

Providing updates to IFs through MailChimp newsletter platform – will provide separate newsletters for OLY and PLY

Proposed cadence:

- 2025 summer newsletter
 - Proposed content: SPT team introductions, 3 Years To Go highlights, upcoming and previous LA28 announcements, venue maps, key timeline reminders
- 2025 end-of-year newsletter
- 2026 quarterly newsletters
- 2027 quarterly newsletters

IF Webinars

- Cross-functional webinars in collaboration with LA28 FAs to focus on specific contractual obligations
- Invite: all OLY and PLY IFs or host specific to PLY IFs
- ACM webinar: May 8, 2025
 - Complete – topics included ACM overview, AMS Portal, and TRA overview
- TKT webinar: August 2025
 - To focus on TKT overview, TKT request portal
- PLY-specific webinar, HSP webinar: TBC
- More to follow

Email

- IF Services inbox for open communication, direct questions/requests from IFs: IFServices@la28.org
- Managed by IF Relations & Services Manager

05 UPCOMING MILESTONES

NEXT STEPS/MILESTONES

- Competition Schedule by Session finalization
 - IOC EB approval on 23-25 June
 - Publication in July
- Training Venue Locations confirmed – Dec 2025
- OLY Accommodation (portal is open)
 - OLY Accommodation Portal closes Sep 30
 - OLY Accommodation Portal reopens Mar 16, 2026
- OLY Ticketing
 - Client Ticket Portal **Registration** Open Sep 3
 - Client Ticket Portal **Requests** Open Oct 1
 - 1st Ticket Usage Plan deadline Dec 20



NEXT STEPS/MILESTONES

- Sport Delivery Plan
 - SDP baseline/generic reviewed with IOC + ASOIF – Jul 2025
 - Start development of sport specific plans with IFs – start Aug 2025
- Sport Equipment
 - IFs to confirm Sole Suppliers – Aug 2025
 - IF to review baseline sport equipment lists – starting Jul 2025
- LA28 Sport Testing Strategies
 - Review with IOC: Jun / Jul 2025
 - Reviewed with IFs: Jun – Sept 2025
- Sport Initiation expression of interest by NF/IF



THANK YOU!

