



LA28 UPDATE

ASOIF General Assembly · April 9, 2024



THE MOST AMBITIOUS SPORT PROGRAM EVER

LA28 BRAND HEALTH AT AN ALL-TIME HIGH

The new sports announcement corresponded with growth in both fandom and awareness for LA28, with both reaching new highs in Q4

Announcement reached an estimated **audience of 1.8B+** throughout October 2023

Website: 1.1B+

TV: 355M+

Radio: 295M+

FLAG FOOTBALL SPARKED NATIONAL BUZZ

Across the new sports, Americans were most likely to have seen that Flag Football is joining the Games, likely due to national attention across major sports networks and news channels

ANGELENOS NOTICED BASEBALL IS BACK

Despite flag football's national popularity, awareness that Baseball would return to the 2028 Games rose to the top among Angelenos

CRICKET MADE GLOBAL HEADLINES

Unlocking new audiences world-wide, Cricket led all conversations on social media with a reach of 200M+



VENUE MASTER PLAN



Fast Facts

LA is home to both iconic and modern venues that are Games ready today

25 percent of the LA28 venues were used for 1932, 1984 or both

Expert operators across LA host large-scale events regularly

Decentralized Games plan ensures a shared experience across neighborhoods

Venues within Sport Parks will create a festive atmosphere

Changes to the Games plan have been rooted in maximizing

- Athlete and Spectator Experience
- Operational Efficiencies
- Fiscal Responsibility





**Sepulveda Basin
Recreation Area**



UCLA



LA LIVE



**LA Memorial Coliseum
and Exposition Park**



Hollywood Park



**Dignity Health Sports
Park**



**Long Beach Arena and
Waterfront**

A GAMES MADE FOR

Los Angeles

Updated LA28 venues, including sport-specific changes, will be announced in 2024



2024 / 2025

SPORT TEAM GROWTH AND MILESTONES

LA28 Sport Team



NICCO CAMPRIANI
Sr. Director of Sport

SPORT PLANNING



KATY DUNNET
Sr. Advisor, Sport Planning



MOLLY SCHAUS
Associate Manager, Sport Planning



CLOVIS JAHAN
Advisor, Sport Planning

COMPETITION MANAGEMENT



JACK SMITH
Sport Group Manager

SPORT GROUP MANAGER #2
Q2 2024

SPORT GROUP MANAGER #3
Q3/Q4 2024

SPORT GROUP MANAGER #4
Q3/Q4 2024

SPORT MANAGERS
Ongoing 2025-2026

 **CURRENT**
 **PLANNED**

Looking ahead

LA28 + IF Deliverables 2024 / 2025

H1 2024

Complete first wave of IF Venue approvals

Ongoing development of comp schedule by day

Finalize IF Visit Policy

IPC GB finalization of Paralympic Sport Program



**LA28
OBSERVATION
IN PARIS**

H2 2024

Complete second wave of IF Venue approvals

Ongoing development of comp schedule by day and by session

IFs review of VDB 2.0

Official IFs site visits period begins

LA28 to define the testing and readiness strategy

H1 2025

IOC EB decision on Olympic Events, Athlete Quota, and Format

IOC EB decision on competition schedule by session

IFs and LA28 agreement on framework of Sport Delivery Plan

Finalize sole supplier principal guidelines

H2 2025

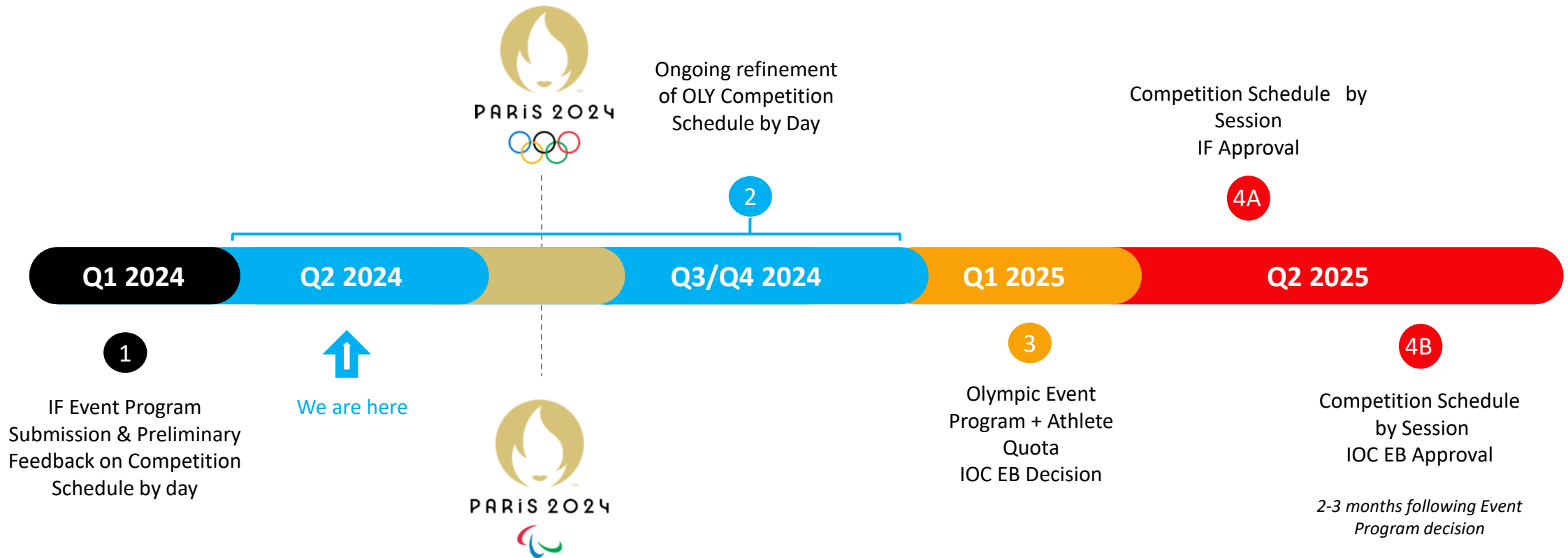
Sport Equipment lists finalized with each IF

Finalized draft of SDP per sport

IPC GB decision on Paralympic Events, Athlete Quota, and Format

Sport Manager identification and confirmation ongoing, including exploring with IFs event delivery models

LA 28 Competition Schedule Timeline





Thank you!