

LA 2028 REPORT

136th IOC SESSION

July 2020



TEAM
USA



LA 2028
PARALYMPIC GAMES



2020 STRATEGIC INITIATIVES

- 1 Continue to establish our organization and operational foundation
- 2 Solidify our commercial future through sponsorship, licensing and hospitality
- 3 Establish our unique brand
- 4 Deliver on our youth sports promise

These initiatives remain our 2020 priority recognizing certain aspects evolved due to COVID-19



INITIATIVE #1: ORGANIZATIONAL FOUNDATION

KEY PRIORITIES

Los Angeles 2028 continues to build a strong foundation as an Organizing Committee and react to the impacts of COVID 19.

With 65 employees across three offices, LA28 continues to operate in a remote “work from home” environment keeping offices closed based on expert guidance.

Priorities

- Build foundational capabilities including the hiring of key roles in IT, HR, Legal and Finance
- Review the Games Plan and progress on venue use guarantees
- Build integrated business platforms to fuel commercial

Impacts of COVID 19 & New Priorities

- Manage postponement of Tokyo Games, including the delay of Observer Program and extension of USOPC partnerships

ATHLETE’S VILLAGE AT UCLA



UCLA—a critical venue partner to the delivery of the Olympic and Paralympic Games—remains the primary focus of LA2028’s Venue Use Agreement (VUA) efforts and milestones for 2020.

INITIATIVE #2: COMMERCIAL PROGRAM

KEY PRIORITIES

Los Angeles 2028 aims to make the most of the unprecedented opportunity of an extended lead up to the Games and continues to prioritize commercial development across sponsorship, licensing, ticketing, hospitality and philanthropy.

In March 2020, LA 2028 announced Delta as the first Founding Partner.

Priorities

- Establish core business plans for all commercial businesses and solidify operational integration for potential LA28 sponsors
- Execute on licensing business plan
- Continue to define the ticketing and hospitality business model in partnership with IOC's Hospitality Working Group

Impacts of COVID 19 & New Priorities

- Deploy COVID response, including the extension of USOPC partners through 2021 and supporting USOPC licensing

DELTA ANNOUNCEMENT MARCH 2020



Coinciding with the airline's 95th anniversary on March 2, Delta and LA28 announced and celebrated the partnership at an event at L.A.'s Griffith Observatory.

INITIATIVE #3: BRAND & ENGAGEMENT

KEY PRIORITIES

After two years of creative work and ideation, Los Angeles 2028 is preparing to launch its brand.

The LA28 brand launch will emphasize a digital experience and opportunities for co-creation.

Priorities

- Complete brand architecture & prepare to launch brand
- Develop actionable consumer insights to support brand

Impacts of COVID 19 & New Priorities

- Support partnerships, review activation plans for Tokyo in 2021, and explore new opportunities for partner integrations
- Focus on ongoing fan engagement once the brand is live

LOCAL, NATIONAL & INTERNATIONAL ENGAGEMENT



LA28 views the brand launch as a shift from a low-profile and local approach to the start of a more active engagement strategy.

INITIATIVE #4: YOUTH SPORTS

KEY PRIORITIES

When Los Angeles was chosen to host the Games, LA 2028 and the IOC agreed that up to USD 160 million would be invested in local youth sports leading up to the Games.

In March 2020, the Youth Sport Agreement with the City of Los Angeles was approved—with a projected Fall 2020 start. However, in response to COVID-19, the City of LA has temporarily closed all Recreation facilities and delayed the program launch.

Impacts of COVID 19 & New Priorities

- Update project plan for 20/21 City fiscal year (7/1 – 6/30)
- When the city is ready, collaborate with city and youth sport stakeholders
- When the city is ready, evaluate potential sport delivery partners and resource needs to support programming

SUMMER SWIM SUCCESS



In advance of finalizing the youth sport program with the City of LA, LA 2028 supported two pilot programs in the summers of 2018 and 2019 with Swim LA.