



# THE LA SPORTS SUMMIT

JUNE 24-25

Presented By  BANC OF CALIFORNIA

Thank you for joining us at the first day of the inaugural Los Angeles Sports Summit. The Bunker Hall Ballroom was packed with attendees and featured cutting edge ideas from our panelists.

Los Angeles Mayor Eric Garcetti started off the Summit by emphasizing the impact of sports on the growth and unification of a diverse community. His calls for Los Angeles to reach beyond its grasp ushered in the presentation of the Economic Impact Analysis of Sports in the greater Los Angeles Region. The study compiled statistics about the economic output, jobs, labor income, and state and local taxes created by professional, collegiate, and local sporting events in Los Angeles. The subsequent Esports 101 and 201 panel called upon esports leaders to analyze similarities with traditional sports and innovative changes to advertising. The topic of sports technology was continued in the Sports Innovation panel which discussed the future of 5G and the possibility of new forms of sports related connections. A final interview with Byron Scott featured conversations about his favorite NBA championship experience and his decision to stop coaching. The evening was wrapped up by appetizers and networking at the International Olympic Day Reception.



The second and final day of the Los Angeles Sports Summit promises another full day of informative panels, and interviews. We look forward to seeing you there.

Sincerely,  
David Siegel  
President & CEO Los Angeles Sports Council &  
Southern California Committee for the Olympic Games

## LA Sports Summit Committee



3x NBA Champion Byron Scott after his stellar interview



Bryce Blum addresses the group during the esports 101 & 102 panel



Have you met the stellar Summit staff? Stop by the registration desk to say hello!



Economic Impact Analysis of the Impact of the Sports Industry in the greater Los Angeles Region



More than 300 guests attended Day One of the inaugural LA Sports Summit



Los Angeles Mayor Eric Garcetti was on hand to give his remarks on the Economic Impact Analysis



## SCHEDULE OF EVENTS: DAY - 2 TUESDAY, JUNE 25, 2019

7:00 a.m. **BREAKFAST AT THE OMNI**  
Continental Plus Breakfast for all Badge Holders

8:15 a.m. **DAY TWO OF THE LA SPORTS SUMMIT**

8:30 a.m. **THE FUTURE OF LIVE TELEVISION: "CONTENT IS KING"**

This panel will discuss the future of sports television viewing given the continued disruption of the traditional pay television model. Competition from the streaming services has vastly changed how, when and where we consume content. While television broadcast rights to the major sports leagues continue to reside for the most part with the broadcast and regional sports networks, it is anyone's guess as to what will happen when the television rights come up for renewal in the next few years. Will the new players further disrupt the TV ecosystem by jumping into the sports arena? As rights fees continue to skyrocket will only the deepest pockets be able to bid on marquee sports programming? How will traditional distributors (e.g. cable and satellite) deal with the increasing cost to carry these networks (Dodgers, Cubs), effectively cutting out the middleman? Are sports streaming services like ESPN+ and DAZN the future or can all distribution technologies co-exist?

Moderator:

Dan Hartman, Broadcast Media Consultant, Hartman Media

Panelists:

Lindsay Amstutz

Senior Vice President, General Manager. FOX Sports West

Jeff Proctor, President, ProAngle Media

Rob Thun, Senior Vice President, Content. DIRECTV

9:30 a.m. **LEADERSHIP AND SPORTS**

What's on the minds of some of the top leaders in sports? This panel examines issues and trends, with an insider perspective and point-of-view. The conversation will explore a number of key topics, including the impact of game changing technology advancement on personalized fan engagement and athletes as content creators. We will also discuss the growth of European soccer in the US, what it means for an ever-growing fan base and who is capitalizing from it. Finally, we will examine social responsibility and the relationship between sport and society. How is it changing the way sports are marketed and what are the implications for community engagement and sponsorship? What are the key issues and how are they evolving?

Moderator:

Rhonda Brauer, RBrauer Consulting, Vice Chair, Southern California Committee For The Olympic Games

Panelists:

Karen Brodtkin, EVP Of Content Strategy & Development. Immediate Past Chair Of The Los Angeles Sports Council

Rebecca Lowe, NBC Sports: Host Premier League Live; Olympics Host

Renata Simril, President & CEO, LA84 Foundation

Gillian Zucker, President Of Los Angeles Clippers



## SCHEDULE OF EVENTS: DAY - 2 TUESDAY JUNE 25, 2019 *continued*

10:45 a.m

### SUSTAINABILITY IN SPORTS

The business of sport has been very influential to the advancement environmental sustainability. Venues, teams, events, and athletes have collectively been shifting to more efficient and eco-friendly operations. All have worked hard to reduce the environmental footprint of sport. Through advocacy and implementation of sustainable practices, sports have communicated positive environmental messages on a worldwide basis. Infrastructure, use of existing venues, climate, and best practices are all open topics. This panel will discuss how leaders in sustainability see the future and the actual implementation of sustainable measures, the manner in which we can use available data to advance environmental sustainability, and how to maintain the integrity of sport.

Moderator:

Zaib Shaikh, Consul General Of Canada, Los Angeles

Panelists:

Paul Gonzales, Public Affairs Manager For The Southern California Regional Rail Authority

Melinda May, Brand And Marketing Strategist.

Jay Sanders, Banc Of California. Regional President, Head Of Private Banking & Specialty Banking

11:45 a.m.

### HOSTED BUFFET LUNCHEON

Hosted Buffet Luncheon in the Showcase Foyer of the Omni Hotel

11:55 a.m

### CHESS STRATEGY AND ATHLETIC PERFORMANCE

Every crucial, high-stakes decision an athlete makes comes at the vertex of time and pressure. When you've only got seconds to choose, and it's all riding on you. You need laser-sharp focus and the ability to see five moves ahead. We will discuss how we use the chessboard to train and reinforce elite professionals to master their minds for competitive edge and greater success.

Moderator: Seth Makowsky, US Chess Coach

Panelists:

Tanner Mangum, Former BYU Quarterback

Bryce McDonald, Chief of Administration - UCLA Football

12:30 p.m.

### GILLIAN ZUCKER. PRESIDENT OF LOS ANGELES CLIPPERS, ONE-ON-ONE INTERVIEW BY KRISTINA PINK

Host:

Kristina Pink in 2018-19 returned for her seventh season as a sideline reporter for Clippers broadcasts on Prime Ticket.



## SCHEDULE OF EVENTS: DAY - 2 TUESDAY JUNE 25, 2019 *continued*

1:00 p.m.

### FROM NAMING RIGHTS TO GAMING RIGHTS: AN EXPLORATION OF NEW SPORTS REVENUE GENERATION

This session will discuss the different commercial models sports organizations use to generate revenue via sponsorships, naming rights, advertising, licensing, etc. and will explore how these revenue generators are evolving and becoming true fan-focused partnerships. Panelists will share their perspective on the particular challenges in the SoCal market, including the impact of expanded legalized sports betting as a new revenue source for sports organizations. The panel will review the opportunities that sports organizations may gain within legalized sports betting and how the media and advertising landscape and fan experience will change due to the demands of sports betting.

Moderator:

Richard Brand - San Francisco Managing Partner And Head Of The Sports Group, Arent Fox LLP. LA Sports Council Board Member

Panelists:

Jennifer O'Sullivan, Sports Partner, Arent Fox LLP.

Dan Grigsby, Chief Legal Officer & General Counsel Of The Los Angeles Lakers.

John Keenan, Anschutz Entertainment Group (AEG), Senior Vice President And General Counsel

John Keenan Joined AEG In 2003 And Serves As The Organization's Senior Vice President & General Counsel

2:00 p.m

### EMERGING SPORTS PANEL

The International Olympic Committee announced at the IOC Session in Rio de Janeiro that it was undergoing the most comprehensive evolution of the Olympic programme in modern history. Plans by the IOC are to energize a movement to take sport to an audience with a focus toward a younger generation, innovation, and flexibility that provide gender equality and a legacy value. With that in mind, the LA Sports Summit has chosen four sports to highlight this emerging trend that are extremely popular, in a growth mode, and embrace the future of the type of sports we believe will fulfill this vision for the future. On our panel we have included the leaders in surfing, skateboarding, functional fitness (CrossFit), and lacrosse. All are experiencing incredible expansion worldwide with new models that showcase their sport's popularity. This panel will explore the developments and future plans from the leaders in each sport.

Moderator:

Jack M. Caress, PhD, LA Sports Summit Director. LA Sports Council And SCCOG Board Member.

Panelists:

Paul Rabil Professional Lacrosse Player. Co-Founder, Premier Lacrosse League, 2-Time World Lacrosse Champion With Team USA. 2-Time NCAA Champion At Johns Hopkins.

Nick Street, Vice President Of Global Integrated Marketing At Vans.

Gretchen Kittlelberger, President, International Functional Fitness Federation



## SCHEDULE OF EVENTS: DAY - 1 MONDAY, JUNE 24, 2019 *continued*

3:10 p.m

### NEXT GENERATION PARTNERSHIP MARKETING

In an ever growing fragmented marketing landscape, it is becoming more important every day for brands to find unique and powerful ways to reach their target consumers through sports & entertainment. Hear from some of the top corporate partners in the US on how they have evolved their strategies to leverage their sponsorship deals, create multi-platform programs to develop consistency of messaging and the challenges they face in cutting through the clutter.

Moderator: Dave Klewan, GM Genesis Open, LA Sports Council Board Member

Panelists include:

Erwin Raphael, Chief Operating Officer, Genesis Motor America

Ann Hand, CEO and Chairman, Super League Gaming

Paul Hourigan, Director - Sports Marketing, The Coca Cola Company

4:00 p.m.

### SPONSORING AN OLYMPIC ATHLETE PANEL

How to Maximize the Activation of an Olympian sponsorship: Once you reach an agreement to work with an Olympic or Paralympic athlete (or Olympic or Paralympic hopeful) here's what you can do to get the most "bang for your buck." You'll learn how to pick the right athlete to amplify your company's message, how to negotiate for their services, and how to connect the Olympic ideals to your company's brand. You will also learn about the pitfalls to avoid.

Moderator: John Naber, 5-Time Olympic Medalist, Board Member, LA Sports Council And Southern California Committee For The Olympic Games

Panelists:

Rahsaan Johnson, Director Of Sponsorships & Brand Activation, United Airlines

Lenny Krayzelburg, Four-Time Olympic Gold Medalist

Sheryl Shade, Principal Of Shade Global

5:00 p.m.

LA Sports Summit Adjourns

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