



THE LA SPORTS SUMMIT

JUNE 24-25

Presented By  BANC OF CALIFORNIA

Thank you to everyone involved in the inaugural LA Sports Summit! Our sponsors, panelists, and attendees were all a part of making the event an unforgettable one.

Day two of the summit kicked off with a morning panel on the future of live television, which explored the competition for viewer's attention as well as the future of sports video content and its various platforms. This was followed by the Leadership in Sports panel featuring top executives in the industry who covered a wide range of topics including cohesion between players, their teams, and their followers, the growing use of social media, and much more. Next, the sustainability of sports panel featured expert analysis on public transportation in relation to sports, connecting sports to the community, clean energy, and environmentally conscious preparation for the Olympics before US Chess coach Seth Makowsky led an intriguing discussion on the relationship chess strategy can have on athletes relating to their personality, mental strength, and performance.

After a fantastic interview with Los Angeles Clippers President of Business Operations Gillian Zucker that covered her impact upon joining the organization, the impressive CourtVision animation technology, and the Clippers' community impact in conducting vision testing for children, a panel on sports revenue generation observed international branding, sponsorship involvement with fans, social experiences inside an arena, and digital deals that apply to a younger fan base. Following this, an emerging sports panel explored the growing worlds of lacrosse, skateboarding, and functional fitness, and a panel on the next generation of partnership marketing examined value in content sharing, personal interaction, long term marketing, and more. Finally, an Olympic athlete sponsorship panel discussed the relationship between a sponsor and Olympic athlete, matching athletes to a brand, and more, prior to the closing of the Summit.

It is our hope that each and every one of you left with greater insight into the sports industry and the exciting future of sports in the L.A. region. In the coming days you will be receiving a survey on the LA Sports Summit. We appreciate you taking the time to share your thoughts and experience with us. We also welcome your direct feedback and would like to stay touch with you. If you would like to communicate with LASC directly, please email information@lasports.org.



Thank you all for your participation and I hope to see you again soon!

Sincerely,

David Siegel

President & CEO Los Angeles Sports Council &
Southern California Committee for the Olympic Games

The Los Angeles Sports Council Facebook page has two albums with photos from both days of the conference. Please visit [@lasportscouncil](https://www.facebook.com/lasportscouncil) to see photos of the panelists, moderators, and guests courtesy of Montage Media.

Also, don't forget to follow us on Twitter, [@lasportscouncil](https://twitter.com/lasportscouncil), and on Instagram, [@la_sportscouncil](https://www.instagram.com/la_sportscouncil), to stay updated on the LASC's action in the world's number one sports city and receive other general information about Los Angeles sports community.



John Naber welcomes attendees to day 2 of the LA Sports Summit



A special thank you to the Los Angeles Sports Council Associates who helped out at the Summit!



Photo op for the Next Generation Partnership Marketing Panel



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Thank you to the Omni for hosting the Los Angeles Sports Summit



Attendees had access to the panelists after their panels



Attendees network in the lobby



Attendees pose for a photo with panelist Renata Simril



Future of Live Television Broadcasting Panel



Did you catch the Emerging Sports Panel?

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