



# THE LA SPORTS SUMMIT

JUNE 24-25

Presented By  BANC OF CALIFORNIA

**WELCOME** and thank you for being a part of the inaugural Los Angeles Sports Summit presented by Banc of California. This event will bring together sports industry leaders, athletes, dealmakers, and innovators. We are excited to have you a part of this distinguished list.

The next two days will be action packed, bringing you an in depth examination of sports business trends in leadership, marketing, broadcasting, sponsorships and sustainability in the number one sports city in the world. On Monday, you can expect an all-star line-up of panelists with topics ranging from esports to the Olympics. The afternoon will begin with a presentation of the findings of an Economic Impact Analysis of the Sports Industry in the Greater Los Angeles Region. We are pleased to have Mayor Eric Garcetti on hand to kick it off. That will be followed by a dynamic esports and Innovation in Sports panel. The afternoon will be wrapped up by an exclusive interview with three-time NBA Champion and coach Byron Scott. Please stay and mingle, network and enjoy the International Olympic Day cocktail reception, presented by United Airlines.

We are confident that the LA Sports Summit will be a one of a kind opportunity for discussions and unprecedented insight into the Los Angeles sports landscape. I look forward to meeting you!



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

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

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1:30 p.m. **LOS ANGELES SPORTS SUMMIT OPENS**

**MASTER OF CEREMONIES**

John Naber 5-time Olympic Medalist, 4-time Gold Medalist, Board Member LASC and SCCOG

Ann Meyers Drysdale - Olympian, Gold Medalist, Broadcaster, Board Member LASC and SCCOG

Candace Cable - 9-time Paralympian and 12-time Medalist, Vice Chair and Director of Paralympic and Disability Engagement for the LA2028 bid commission

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1:40 p.m. **WELCOME**

Gene Salomon, Chairman, Southern California Committee for the Olympic Games

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1:45 p.m. **ECONOMIC IMPACT ANALYSIS OF SPORTS IN THE GREATER LOS ANGELES REGION**

The Los Angeles Sports Council will present the findings of an Economic Impact Analysis of the Sports Industry in the Greater Los Angeles Region at its inaugural LA Sports Summit. Serving as a cornerstone for the annual Summit, the report will analyze the contribution of sports to the region including jobs supported, taxes generated and output produced by the extensive sports business network across Los Angeles and Orange counties.

The independent study is being conducted by the Los Angeles County Economic Development Corporation (LAEDC) and will evaluate data covering all professional sports teams, NCAA Division I, II and III schools, and community colleges, stadiums, arenas and sports facilities in the greater Los Angeles area.

Opening Remarks: Eric Garcetti | Mayor, City of Los Angeles

**MODERATED BY:**

William Allen, CEO of the LA Economic Development Corporation

Bill Allen is the Chief Executive Officer of the Los Angeles County Economic Development Corporation. Mr. Allen is also a Vice Chair of The Valley Economic Alliance, a past Chair of Film LA and the California Stewardship Network, and a member of the Board of Directors of the Weingart Foundation, Regional Economic Association Leaders of California Coalition, Los Angeles Area Chamber of Commerce, Los Angeles Coalition for the Economy and Jobs, FilmL.A., Unite L.A., and Sister Cities of Los Angeles.

Jerry Papazian, Fountainhead Associates. LA Sports Council and Southern California Committee for the Olympic Games Board Member.

**PANELISTS INCLUDE:**

Lee Malleau, Executive Vice President, Edmonton Global Investment & Trade. CEO of Vancouver Economic Commission. Led the Vancouver's Olympic Business Programs generating hundreds of millions in economic benefit & new investment during the up to and after the 2010 Winter Olympic Games in Vancouver.

Alan Rothenberg, Chairman of 1st Century Bank. Alan was Chairman and CEO of the 1994 World Cup; 1999 FIFA Women's World Cup and Founder of Major League Soccer. Past Chairman of the LA Sports Council, LA Chamber of Commerce, and the Los Angeles Tourism and Convention Board.

Somjita Mitra, Senior Economist, Institute for Applied Economics, Los Angeles County Economic Development Corporation.

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

3:00 p.m

### ESPORTS 101 & 102: FROM THE BASICS TO NEXT LEVEL

This session will consist of two parts. Part one (eSports 101) will provide a brief and entertaining tutorial on eSports (what it is, how it is growing, the nature of the sport, etc.) in order for attendees to gain a general understanding of the eSports ecosystem and the industry's dynamic innovation and growth. The second part (eSports 201) will be a panel discussion of eSports experts who will take a more in-depth approach and explore the ideas and concepts introduced in the tutorial.

#### MODERATOR:

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

#### PANELISTS:

Bryce Blum, Founding Partner, ESG Law (Esports And Gaming Law). Contributing Writer At ESPN On Esports And Op-Eds On Business And Legal Issues Facing The Esports Industry.

Chuck Steedman, Chief Operating & Development Officer At AEG Facilities LLC

Chris Hopper, Head Of Esports (North America) At RIOT Games

Ari Segal, CEO, Immortals (Professional Esports Franchise)

4:00 p.m.

### SPORTS INNOVATION

Technology is rapidly changing almost all aspects of our lives with major disruptions coming to nearly every field from healthcare to ecommerce to transportation. As these changes have begun to influence the way fans engage with their favorite teams, either at home, in arena or on the way to the game, the brands partnering with sports properties have also evolved. This panel will focus on how this evolution has led to fundamental shifts in sports partnerships, the types of brands making deals, the structure of these deals and the valuation of the underlying assets.

#### MODERATOR:

Jeff Marks, CEO, Innovative Partnerships Group - Innovative Partnerships Group - IPG360. Board Member, Los Angeles Sports Council and Southern California Committee for the Olympic Games.

#### PANELISTS INCLUDE:

Bryan Fries, Vice President, Sprint, 5G Strategies + Global Services. Engages with current and prospective industry partners to understand how consumers will use 5G, including 5G's intersection with gaming and eSports. Has lead Global Services organization since 2014.

Marc Alba, NTT Data Services

Cary Granat | CEO | Immersive Artistry. Leader, innovator and pioneer in the entertainment industry with over 57 films and \$5.8 billion in box office revenues with a track record for creating new business models in 3D cinema, global film production and education. Granat co-founded and served as CEO for Walden Media from 2000 to 2009, producing the hugely successful Chronicles of Narnia series, Journey to the Center of the Earth, Bridge to Terabithia, Holes, and many others. Granat launched Walden Education, which for six years was the only studio-sponsored educational program that served school and youth groups between the ages of 8 and 13. Granat served as President and COO to Miramax/ Dimension from 1995 to 2000, where he oversaw the Scream series, the Scary Movie and Spy Kids franchises, From Dusk Till Dawn, and countless others, and built Dimension into a recognizable brand.



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

5:00 p.m

ONE-ON-ONE INTERVIEW WITH BYRON SCOTT

Byron Scott - 3-time NBA Champion and NBA Head Coach

INTERVIEWED BY:

Ron Frierson - Director of Economic Policy, Mayor's Office of Economic Development, City of Los Angeles

5:30 p.m

INTERNATIONAL OLYMPIC DAY RECEPTION & CELEBRATION OF THE 35TH ANNIVERSARY OF THE 1984 OLYMPIC GAMES

Omni Hotel

Olympic Day Reception at the Noe Restaurant and Patio at the Omni

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