

ABOUT LA SPORTS COUNCIL

INNOVATE. INCLUDE. IMPACT.

Founded in 1988, the LA Sports Council is the premier sports trade association in the Los Angeles region. Through year-round innovative programming and strategies, the LA Sports Council brings together and celebrates the greatest sports community in the world.

OUR MISSION

To create positive **IMPACT** in the Los Angeles region by utilizing the **INCLUSIVE** power of the LA SPORTS ecosystem through year-round **INNOVATIVE** strategies and programs.



INNOVATE

We champion the Los Angeles sports community by connecting LA's incredible sports teams, venues, and business leaders while leveraging our Board of Directors and unparalleled resources. The LA Sports Council provides a unique opportunity for our network to create strategic alliances through **INNOVATIVE** thought sharing and programs.



INCLUDE

The LA Sports Council is led by a diverse Board of Directors that is **INCLUSIVE** of prominent sports industry leaders representing teams, leagues, venues, annual events and businesses. By uniting the LA sports industry and beyond, we are a resource for members of the greatest sports community year-round. We believe that a strong and connected sports business community means a strong community across the region.



IMPACT

As the premier Los Angeles sports trade association, the LA Sports Council strives to make a significant **IMPACT** in the Los Angeles community. Our ongoing programs and events, including the LA Sports Awards, LA Sports Innovation Conference and exclusive Board member engagements, drive awareness and funds to meaningful causes such as Ready, Set, Gold! and other charitable initiatives. With this common goal, the LA Sports Council is fulfilling its commitment to bettering the Los Angeles community and celebrating its successes on and off the field.

