



ONE GAMES

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MAHIR SOOFI, BEN WEISS



VALERIE CARBARY



ISABELLA NOVAK



MAHIR SOOFI



BENJAMIN WEISS

OPPORTUNITIES

01

Strategic opportunity to enhance the athlete experience for remote competitors.

02

How to enhance the Olympic spirit.

RECOMMENDATIONS

BENEFITS

03

What LA28 and athletes gain from the implementation of recommendations.

04

Inclusion. Support. Legacy.

KEY TAKEAWAYS

REPORTS

IOC REPORTS

LA28 LOGISTICS

PARIS 24

MILAN CORTINA 26

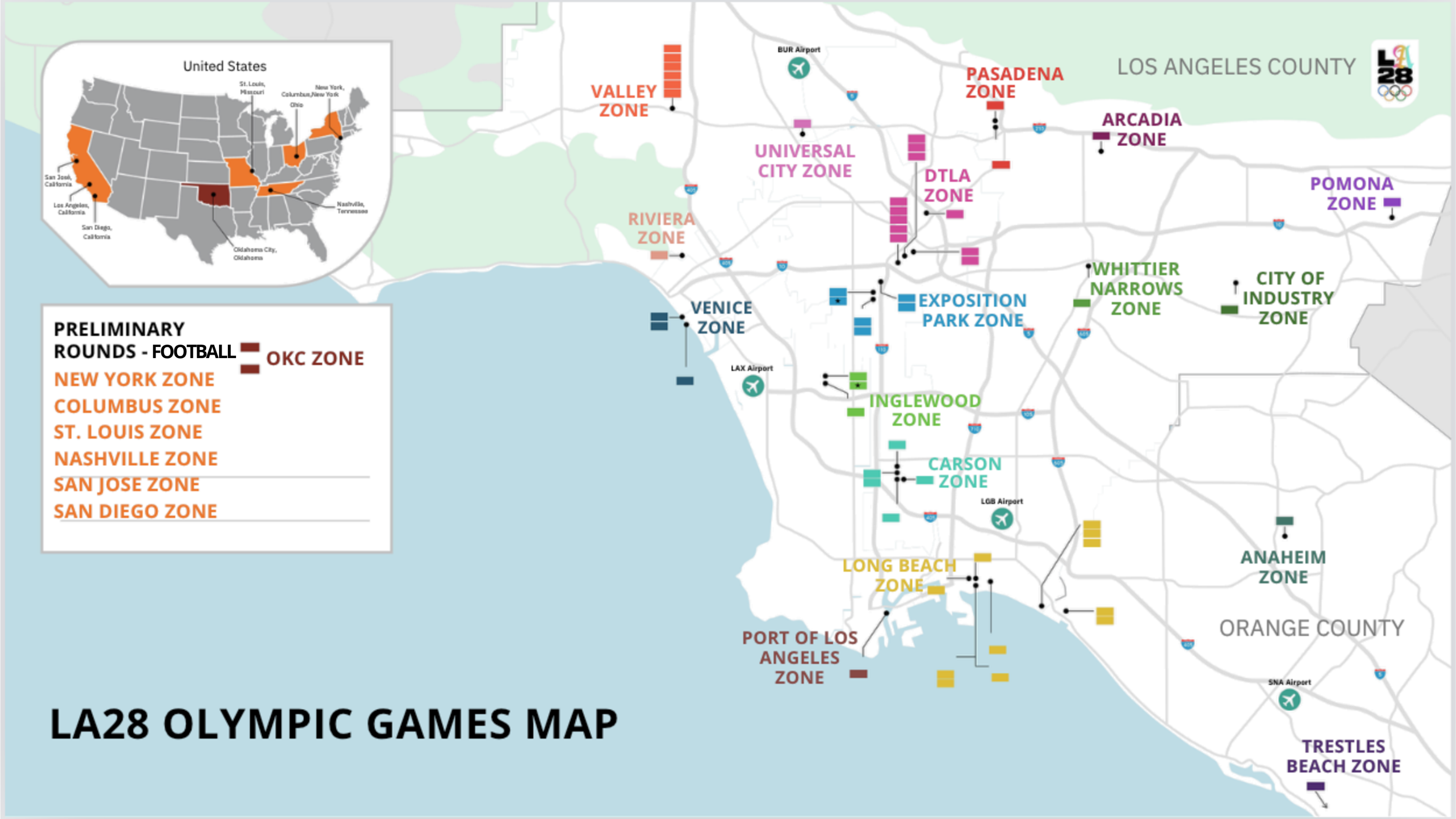
SOCIAL MEDIA MERICS

The background is a collage of various cityscapes, including New York City (with the Statue of Liberty and Empire State Building), London (with the London Eye), and other urban environments. The entire image is overlaid with a semi-transparent pink color. The text "ONE GAMES MANY CITIES" is written in large, bold, white, sans-serif capital letters, centered horizontally and spanning across the middle of the image.

ONE GAMES MANY CITIES

INCLUSION AND SENSE OF COMMUNITY

OPPORTUNITY #1



Olympic village is the central hub for athletes (Katz, 2026).



**PRELIMINARY
ROUNDS - FOOTBALL**

OKC ZONE

NEW YORK ZONE

COLUMBUS ZONE

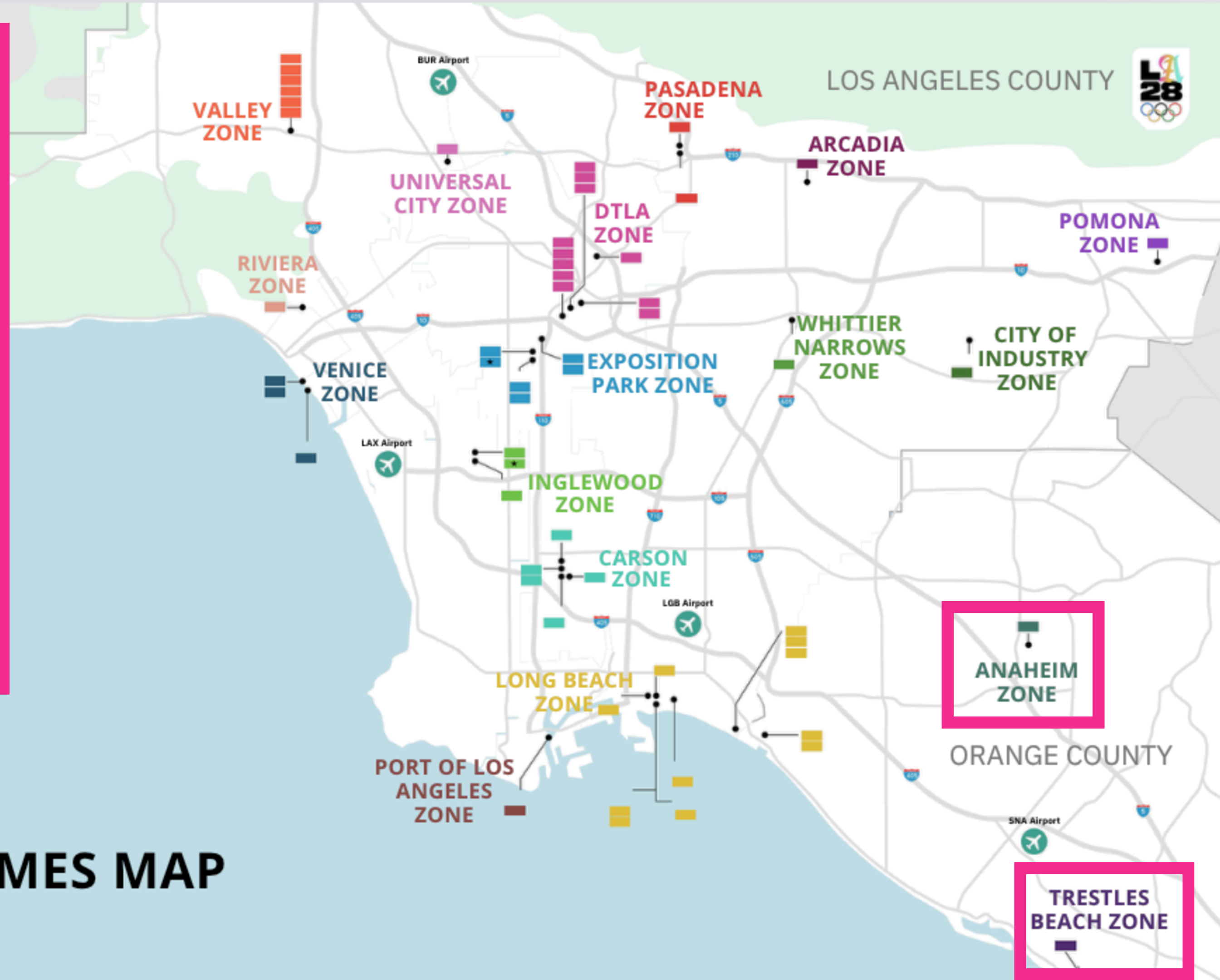
ST. LOUIS ZONE

NASHVILLE ZONE

SAN JOSE ZONE

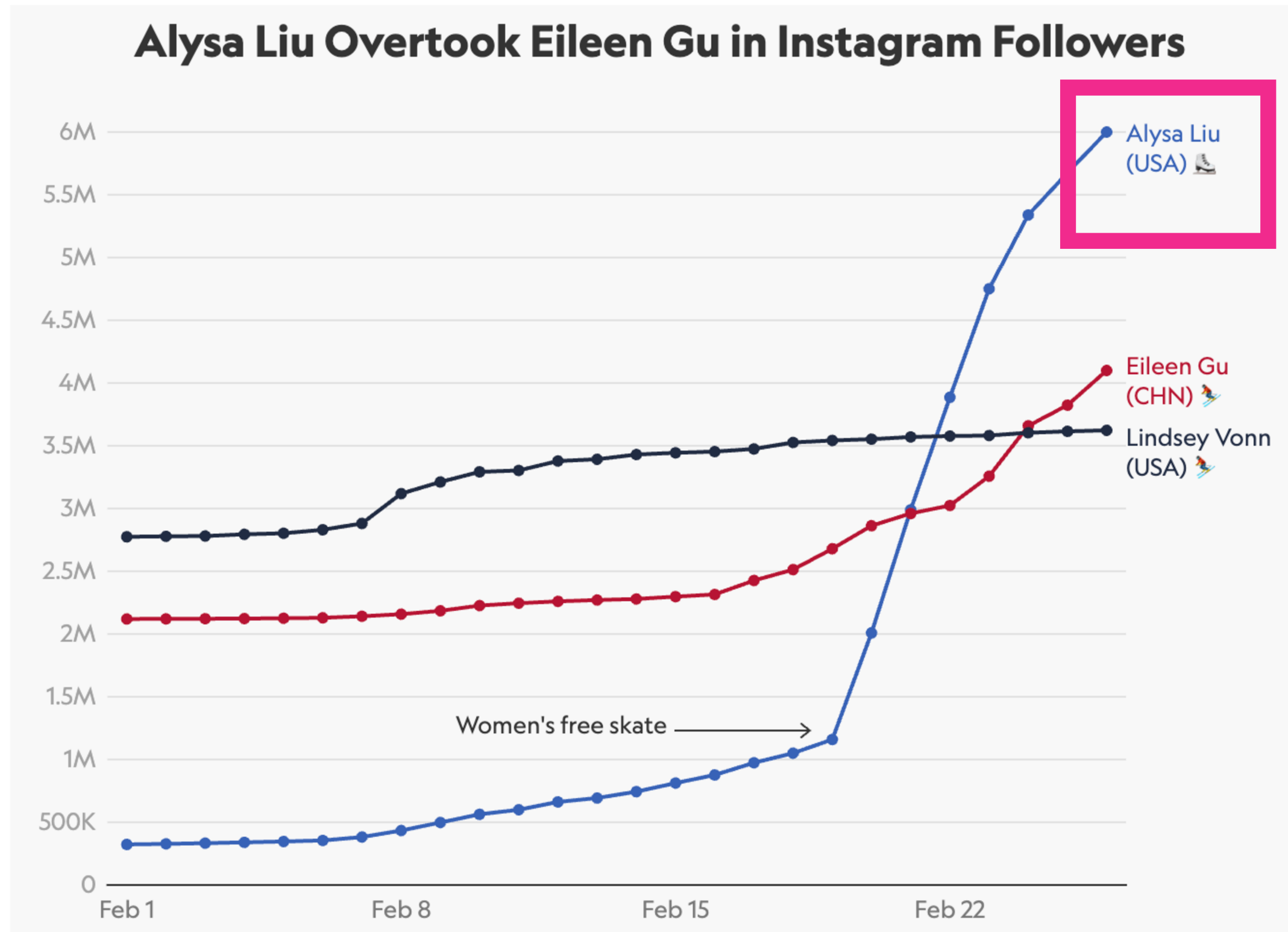
SAN DIEGO ZONE

LA28 OLYMPIC GAMES MAP



FAN SUPPORT AND VISIBILITY

OPPORTUNITY #2



(Akabas, 2026)



Preliminary rounds of football happen before the opening ceremony, possibly limiting visibility to fans. (Cattry, 2026).



LA28 FOOTBALL (SOCCER) Tournament Match Dates

		-4	-3	-2	-1	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
		MON JULY 10	TUE JULY 11	WED JULY 12	THU JULY 13	FRI JULY 14	SAT JULY 15	SUN JULY 16	MON JULY 17	TUE JULY 18	WED JULY 19	THU JULY 20	FRI JULY 21	SAT JULY 22	SUN JULY 23	MON JULY 24	TUE JULY 25	WED JULY 26	THU JULY 27	FRI JULY 28	SAT JULY 29	SUN JULY 30
VENUES	SESSION	GROUPSTAGE								QUARTERFINAL				SEMIFINAL			BRONZE & GOLD MATCHES					
NEW YORK STADIUM	SESSION 1				M	W																
	SESSION 2	M	W		M			M				M										
COLUMBUS STADIUM	SESSION 1	M			M	W		M														
	SESSION 2	M	W		M			M				M										
NASHVILLE STADIUM	SESSION 1				M	W			W													
	SESSION 2	M	W					M	W			M	W									
ST. LOUIS STADIUM	SESSION 1				M	W		M														
	SESSION 2	M	W					M	W			M										
SAN JOSÉ STADIUM	SESSION 1		W			W			W													
	SESSION 2		W			W			W				W									
SAN DIEGO STADIUM	SESSION 1		W			W			W											W		
	SESSION 2		W			W			W				W			M	W		M			
PASADENA ZONE ROSE BOWL STADIUM	SESSION 1																				W	
	SESSION 2												W			M	W			M		

The background features three large, overlapping circles in a vibrant pink color. They are arranged in a horizontal row, with the middle circle slightly offset behind the other two, creating a sense of depth. The circles are hollow, showing the white background through them.

RECOMMENDATIONS

INTEGRATION

Implement a structured athlete integration strategy, reconnecting athletes competing in remote venues with LA and the Olympic Spirit

MEDIA EFFORTS

Create strategic social media campaigns, highlighting the remote athletes and event locations

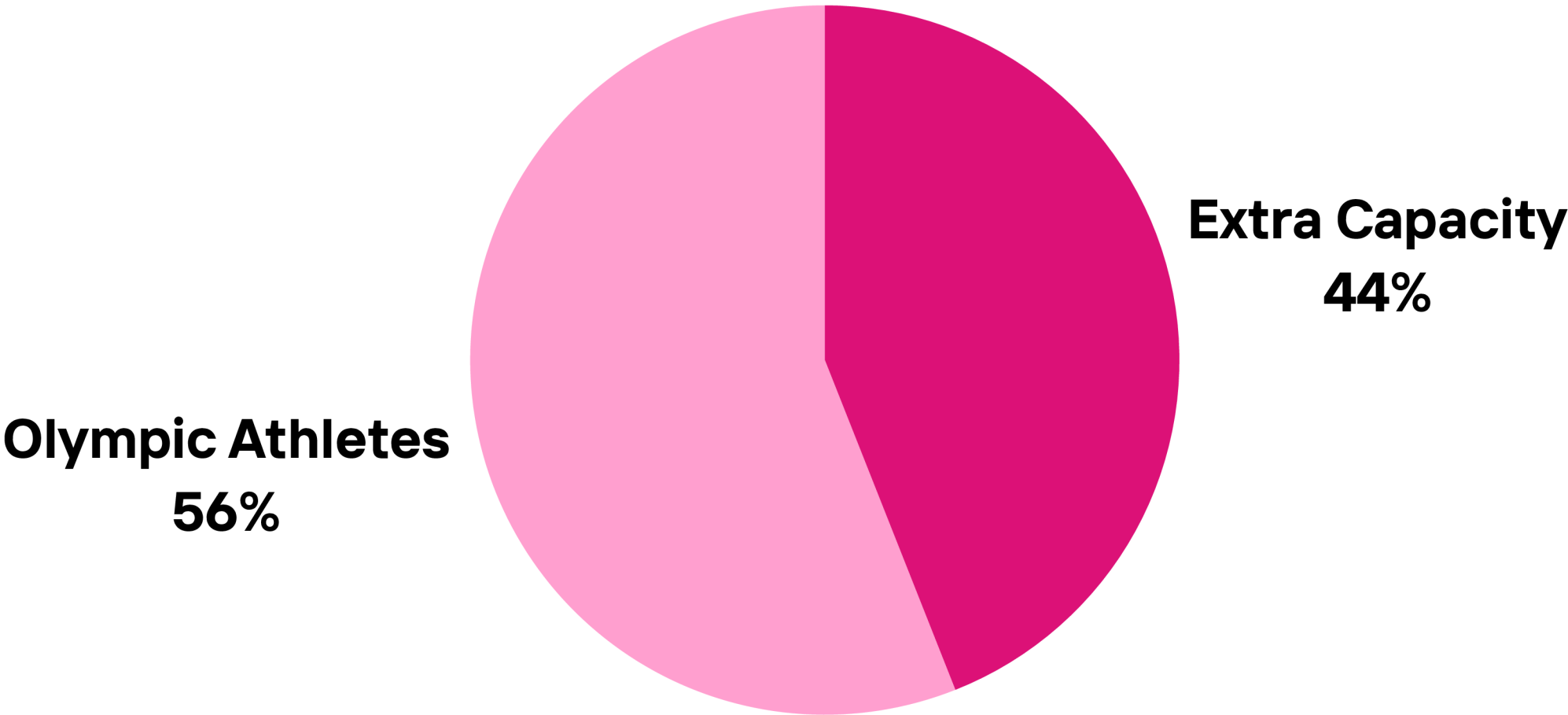


UCLA HOUSING



ACTION #1

VILLAGE INTEGRATION PROGRAM



(UCLA, n.d.; Athletes360, n.d.)



LA28 FOOTBALL (SOCCER) Tournament Match Dates

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NEW YORK STADIUM	SESSION 1				M	W																
	SESSION 2	M	W		M			M				M										
COLUMBUS STADIUM	SESSION 1	M			M	W		M														
	SESSION 2	M	W		M			M				M										
NASHVILLE STADIUM	SESSION 1				M	W			W													
	SESSION 2	M	W					M	W			M	W									
ST. LOUIS STADIUM	SESSION 1				M	W		M														
	SESSION 2	M	W					M	W			M										
SAN JOSÉ STADIUM	SESSION 1		W			W			W													
	SESSION 2		W			W			W				W									
SAN DIEGO STADIUM	SESSION 1		W			W			W											W		
	SESSION 2		W			W			W				W			M	W		M			
PASADENA ZONE ROSE BOWL STADIUM	SESSION 1																				W	
	SESSION 2												W			M	W			M		

(LA28, n.d.)

1ST PHASE (AFTER GROUP STAGE)

72 HOURS

**PRIORITY ACCESS TO
DIFFERENT DISCIPLINE
ATHLETE (DDA) TICKETS**

VILLAGE ACTIVATIONS

2ND PHASE (AFTER QUARTERFINALS)

96 HOURS

**PRIORITY ACCESS TO
DDA TICKETS**

VILLAGE ACTIVATIONS

SKILLS COMPETITION

ACTION #2

ENHANCED MEDIA EFFORTS

SELECT NWSL/MLS ATHLETES

MINI SOCIAL MEDIA SERIES

VLOG STYLE CONTENT

LOCAL MICRO-INFLUENCERS



(WSC Sports)

< cortneevine



Cortnee Vine

229
posts

90.2K
followers

786
following

Athlete

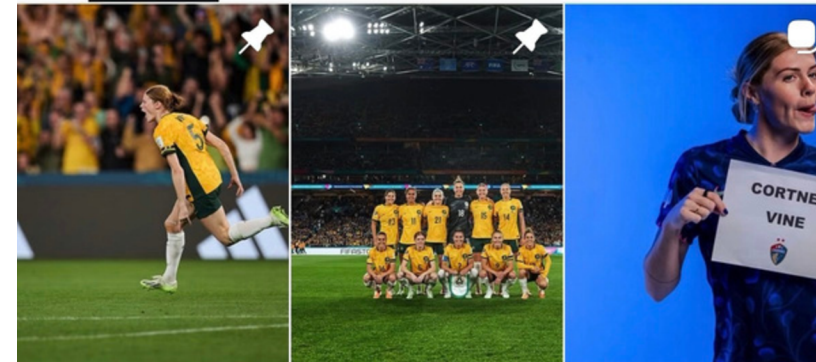


@matildas

@thencourage

@adidasau... more

www.matildas.com.au/player/cortnee-vin...



< benjacremaschi



Benjamin Cremaschi

159
posts

404K
followers

1,462
following

Athlete

@parmacalcio1913

@adidasfootball

give.cureangelman.org/give/



< edisonazcona



Edison Jr.

102
posts

29.5K
followers

805
following

Athlete

@sedofutbol @lvlightsf



The background features five interlocking rings in a vibrant pink color, arranged in a horizontal row. The rings are thick and have a slightly irregular, hand-drawn appearance. The word "BENEFITS" is centered over the middle rings.

BENEFITS

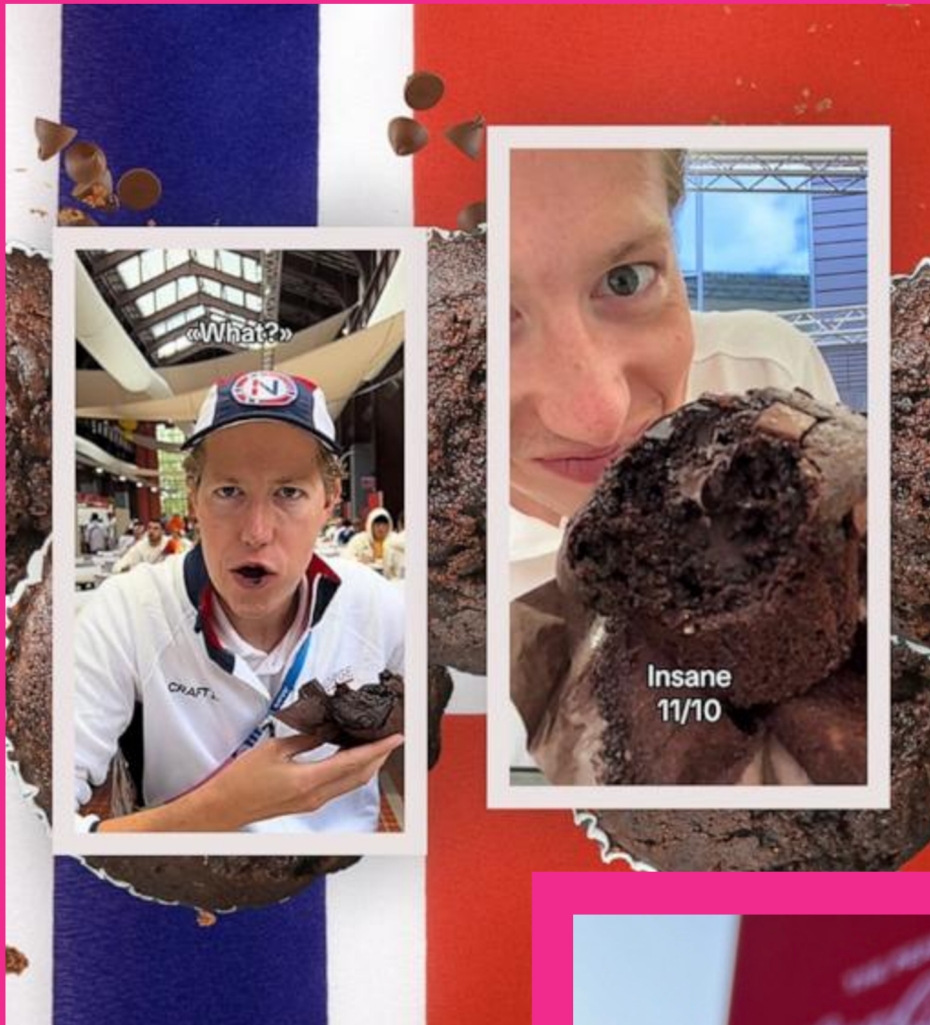


**“AT FIRST I WAS GOING TO
MOVE, AND THEN I KEPT
MEETING ALL THESE
AMAZING ATHLETES
STAYING IN THE VILLAGE”**

- Coco Gauff

CHANCE TO EXPERIENCE THE OLYMPIC VILLAGE

FOOD TRENDS



ACTIVATIONS



"UNOFFICIAL SPORT" PIN TRADING

INCREASED SUPPORT



(Front Office Sports, 2026)



BENEFITS TO LA28

"TOGETHER"

In 2021, the IOC changed the official Olympic motto, further focusing on community. Our recommendations reinforce this.

LEGACY

The integration and social media plans create a blueprint for future Olympics as they continue to become more spread out, further establishing LA28's legacy.

The background features three large, overlapping pink circles arranged horizontally. The circles are thick-lined and overlap in the center, creating a Venn diagram-like effect.

KEY TAKEAWAYS

ATHLETE EXPERIENCE

01

Focus on athletes outside of
main host city.

VILLAGE INTEGRATION PROGRAM

02

Implementing village integration to strengthen
community and elevate the athletes' experience.

MEDIA EFFORTS

03

Increasing digital engagement and footprint.
Evolving the story behind the Games.

04

Delivering an experience worthy of the global
stage. Establishing a legacy for inclusion.

ATHLETES, FANS, & LA28

LA28

**ONE GAMES.
ONE SPIRIT.**