Celebrate TWO EIGHT

Digital Guide: Phase One

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01 INTRODUCING LA28 & CELEBRATE TWO EIGHT

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Introducing LA28 & Celebrate Two Eight

In the summer of 2028, Los Angeles will welcome the world back to the city for its third Olympic Games, and, for the first time ever, host the Paralympic Games. As LA writes its next chapter of Olympic and Paralympic history, so too will the United States, which will usher in the first stateside Summer Games in 32 years, and will see participation across the country through the Torch Relays and venues in seven U.S. cities outside of the Greater Los Angeles region. The 2028 Games will not just offer a stage for epic competition, but it will also set the stage to celebrate Team USA and demonstrate national pride.

The Olympic and Paralympic Games are more than moments; they're Movements–bigger, better and stronger with more people participating and experiencing their spirit.

This is your formal invitation to join those Movements. To expand the impact of, excitement around, and access to the Games, we are launching Celebrate Two Eight, a network of community-hosted watch party events.

The primary objective of Celebrate Two Eight is to create free, accessible celebration sites that bring the spirit of the Olympic and Paralympic Games to life and to cheer on Team USA through live watch parties that may also include sport-focused activities, cultural programming and community-driven activations.

Produced by you—the cities, communities and associations that make up the United States—you will have the opportunity to represent and reflect your community's unique cultural identity through the creation of your own experiences and programming. This may include tailgates, street fairs, festival-style events, sport activities, culinary experiences, cultural activations and more.

The vibrant and festival-like environments of Celebrate Two Eight can be decorated in the unique LA28 Look of the Games and enriched by Team USA, and will extend the excitement of the Games well beyond the field of play, delivering an authentic and immersive Games-time atmosphere to your community and communities nationwide.

This Digital Guide will serve as your educational framework for creating a dynamic Celebrate Two Eight event in your own community should you choose to apply. If you are selected to participate, more details and rules on the program will follow, including but not limited to, LA28's Producer Agreement, which will establish the terms and conditions of any Celebrate Two Eight event. Read on to learn how to get involved.

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Reynold Hoover

CHIEF EXECUTIVE OFFICER, LA28

In 2028, Los Angeles will once again welcome the world—just as it did in 1932 and 1984. LA28 will be the largest Olympic and Paralympic Games in history, bringing together more than 15,000 athletes to compete across 51 Olympic and 23 Paralympic sports in more than 50 iconic venues.

The Games will remind us that more than 200 nations and territories will unite in watching and cheering for their favorite athletes, and bring common connections to communities and unity through sport. At LA28, we want everyone around the world and throughout the United States to experience that spirit together.

Our goal is a truly inclusive and accessible experience—shared by all, wherever you may be. At Games time, the country will light up with watch parties, street fairs and festivals to celebrate. Collectively, we're calling this: Celebrate Two Eight.

Through Celebrate Two Eight, we are inviting your community to help bring the 2028 Games to life. This is your invitation to create history alongside us by transforming parks, town squares and community spaces into places where fans gather to cheer on athletes and their teams, while feeling the energy of LA28 wherever they are.

This is a once-in-a-lifetime opportunity to bring the Games to life in your community, amplifying the energy of the Games nationwide.

The impact of the 2028 Games will extend far beyond the city of Los Angeles. Collectively, we can bring that spirit to hundreds of millions, and make this something the entire nation can take pride in.

We hope that you join us to create history together.

This is a once in a lifetime opportunity to bring the Games to life in your community, amplifying the energy of the Games nationwide.

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Janet Evans

CHIEF ATHLETE OFFICER, LA28

The Olympic and Paralympic Games are more than sporting events; they are a cultural moment when the world comes together to witness the greatness of human potential and the power of sport as it transcends borders and nations, creating a common language we can all understand. Athletes from every corner of the globe will demonstrate not only extraordinary physical skill but also resilience, dedication and teamwork, inspiring millions to pursue their own dreams and goals, and unlocking the limitless possibilities within all of us.

Whether you're a sports fan, a Games enthusiast or simply want to be a part of history, Celebrate Two Eight has something for everyone. This program invites you to join in the excitement, share in the achievements of Olympians and Paralympians, and create memorable moments together.

We cannot wait for you and your community to be a part of it, as we collectively celebrate the extraordinary achievements and enduring spirit of the Olympic and Paralympic Games.



Emily Debevec

HEAD OF LIVE SITES AND VENUE EXPERIENCES, LA28

Looking beyond the competition venues, Celebrate Two Eight is your official invite to capture that electric Games-time energy and bring it directly to your streets and parks through watch parties, street fairs, and more.

Gain access to a complete toolkit of vibrant creative assets utilizing the full expression of the official Look of the Games and iconic Super Bloom branding. Plus, receive complimentary broadcast feed access and high-profile event promotion at Games time.

Whether you are planning a high-capacity regional festival or an intimate, neighborhood gathering, our watch party program can be scaled to meet you exactly where you are: You can adapt your watch party to fit your staffing, infrastructure and budget needs.

Celebrate Two Eight has a flexible framework designed to amplify what already makes your community unique. Highlight your local culture, showcase your neighborhood's spirit, and celebrate your unique place on the global map, while cheering on world-class athletes in moments of peak performance.

We don't create community; community is already happening in every corner of the country, every day. Celebrate Two Eight is about giving the Games back to the people, allowing residents and visitors alike to feel the true Games experience and energy. Join us to create experiences that are authentic, accessible, and truly belong to the people—a super bloom in action.

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02 CELEBRATE TWO EIGHT: **PRODUCER 101**

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Celebrate Two Eight: Producer 101

The following U.S.-based entities may be eligible to be a Celebrate Two Eight Producer:

01 **Municipalities,** cities, counties or regional governing entities

02 **Government-produced** initiatives delivered in collaboration with non-profit entities, community-based organizations, or venue operators



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Engagement & Eligibility

Celebrate Two Eight is a collaboration between LA28 and community Producers. LA28 will provide principles and clear frameworks—outlined within this Digital Guide—to establish expectations and standards for delivering a safe, engaging and successful Celebrate Two Eight watch party event. From an operational perspective, event Producers must demonstrate the ability to plan, permit and deliver a compliant Celebrate Two Eight event, including, without limitation:

01

Ensure that third-party companies and brands that are not official sponsors/suppliers/licensees do not market or otherwise associate themselves with your Celebrate Two Eight event, except as expressly and specifically permitted in advance, in writing, by LA28.

02

Celebrate Two Eight events must be free to attend, though there may be paid experiences within the event (e.g., food and beverage offerings, etc.).

03

Producers must independently procure and maintain appropriate insurance coverage for their Celebrate Two Eight event, meeting LA28 minimum requirements as required by LA28 in the Producer Agreement.

04

Event experience must include, at minimum, la large screen for the public viewing of the Games broadcast solely via NBCUniversal (the official domestic media rights holder, with the general size/dimensions dependent on the size of the anticipated crowd; and comply with other technical requirements as communicated by LA28.

05

Securing and managing a suitable venue or public space capable of safely and effectively supporting public programming and attendance.

06

Obtaining all required local, state and federal permits, approvals and licenses necessary to operate the event.

07

Comply with all LA28's commercial guidelines and its Intellectual Property & Branding Requirements, set forth below and further detailed in the Producer Agreement, all of which are subject to change by LA28 at any time in its sole discretion, to ensure Producer and its suppliers, contractors, agents and vendors do not infringe on the exclusive category, marketing, and product supply rights of our official Marketing Partners, defined below.

08

Facilitate priority access and operational support for Marketing Partners and NBCUniversal and their affiliates for on-site brand presence. Producers must coordinate directly with LA28 to accommodate Marketing Partners and NBCUniversal requirements (e.g. - providing designated positions, parking, power supply, and technical hookups as requested by LA28) prior to finalizing site layouts and leading up to and during the event.

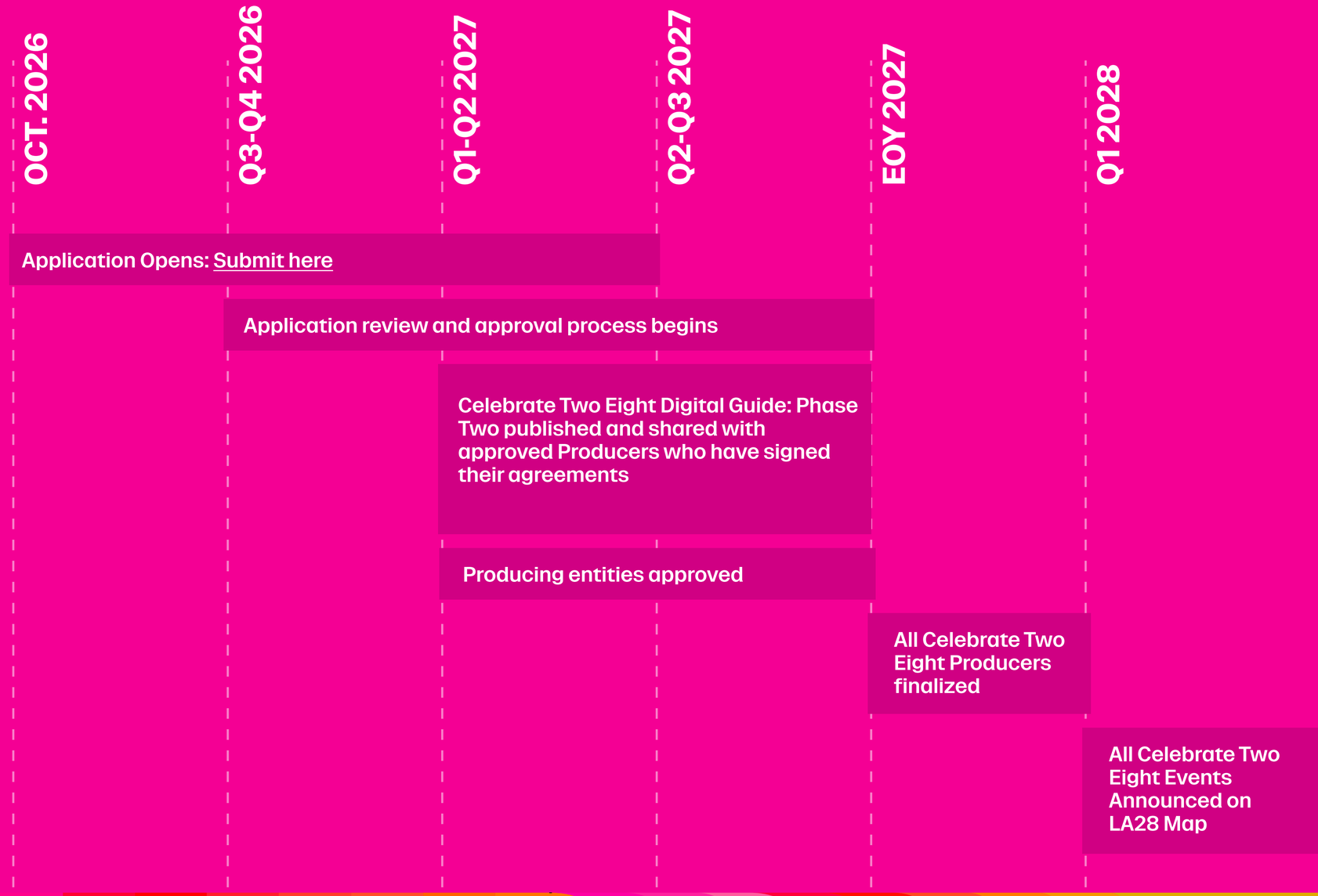
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Timeline

Upon submission, each Celebrate Two Eight applicant will undergo a review by LA28 to assess overall alignment with program principles, brand standards and event expectations as outlined in the Celebrate Two Eight Digital Guide.

This review process enables LA28 to evaluate the proposed event's feasibility and confirm appropriate use of Celebrate Two Eight's programming. Reviews can take 3-6 months and the application may have multiple rounds of correspondence between potential Producer and LA28.

All dates subject to change by LA28 in its sole discretion.



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03 WAYS TO ENGAGE IN CELEBRATE TWO EIGHT

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Ways To Engage In Celebrate Two Eight

Celebrate Sport

The Olympic and Paralympic Games are not only about elite sports performance. They are also an opportunity for communities to discover, learn, play and engage in different sport activities, igniting new passions for new sports, inspiring youth athletes and creating new communities.

Sport activities are a great opportunity to offer fans the chance to try each sport on the Olympic and Paralympic programs at your Celebrate Two Eight event. These sport activities should be inclusive experiences, and available to all attendees within the Celebrate Two Eight perimeter.



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Sport Activities

In alignment with LA28's strategic objectives, programming for these events may include, but is not limited to, the following examples:

01

On-site tournaments or demonstrations of Olympic and Paralympic sports.

02

Sport clinics or "try-it" sessions, where participants can explore new Olympic and Paralympic sports in a fun, low-pressure environment.

03

Adaptive sport experiences that introduce fans of all abilities to inclusive and accessible forms of play.

04

Collaboration with local sports organizations, schools, recreation centers, or community leagues to lead activities and engage existing participants.

05

Coach-led skills workshops or mini-training sessions focused on fundamentals, teamwork and sportsmanship.

06

Multi-sport activity zones that encourage free play and sampling across multiple disciplines rather than formal competition.

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What Celebrate Two Eight Looks Like

LA28 is committed to working with you to bring Celebrate Two Eight to your community. There will be no minimum capacity or required size for Celebrate Two Eight events, but there are other basic requirements that must be respected, as detailed in this Digital Guide, as defined in the Minimum Requirements and Supplementary Elements.

Minimum Requirements

Free access to Celebrate Two Eight events for fans and communities.

A site, chosen by the Producer, to be identifiable by its use of the Look of the Games branding materials, which will be provided in Phase Two of the Digital Guide.

Securing and managing a suitable venue or public space that is accessible to people of all abilities.

A watch party at its core.

Event spaces must have:

- An adequate secure perimeter and screening process.
- First aid / medical services.
- Cleaning and waste services.

Supplementary Elements

A site that offers space for sports and cultural activities.

Culinary experiences and reception areas that embody the LA28 Food Vision, detailed later in this document.

A live entertainment program: Games highlights, performances by local acts and/or discussion panels, accompanied by an adequate sound system. Producer shall be responsible for all third party/music clearances, as required by LA28 and as further set forth in the Producer Agreement.

Programming that showcases environmental sustainability measures.

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Capacity Categories & Visual Examples: Small

Example locations: gymnasiums, parks, courtyards, or on the beach—places that do not require street closures

Screen for Games viewing (to include necessary A/V, connectivity, etc.)

Activities limited to Games viewing and sport initiation (i.e. clinics, tournaments, road events like a 5K, and free play), if space allows

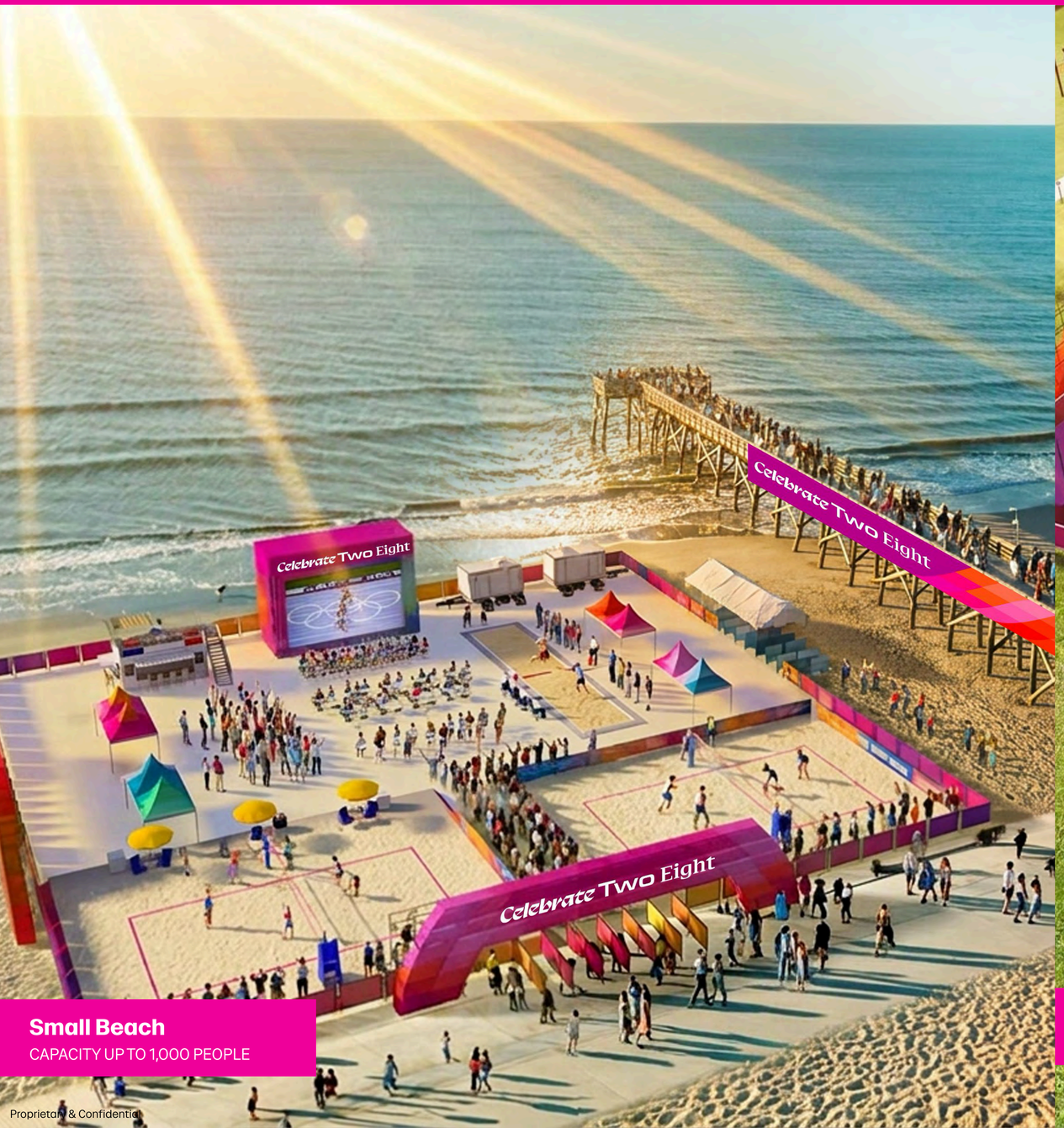
Limited food and beverage offerings (e.g., bottled drinks, packaged snacks)

Spaces to highlight local organizations (if space allows)



Small Gym
CAPACITY UP TO 1,000 PEOPLE

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Small Beach
CAPACITY UP TO 1,000 PEOPLE



Small Park
CAPACITY UP TO 1,000 PEOPLE

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Capacity Categories & Visual Examples: Medium

Located in parks or short open streets (e.g., a block party with streets closed to vehicular traffic)

Screen(s) for Games viewing (to include necessary A/V, connectivity, etc.)

Stage for live entertainment (music, cultural performances, speakers, athlete appearances, etc.)

Activities (in addition to live entertainment) include sport initiation (clinics, tournaments, road events like a 5K, free play), cultural workshops and eSports

Culinary experience to include multiple food trucks or stands

Designated VIP/Secure areas for special guests, donors, etc

Spaces to highlight local organizations (if space allows)



Medium Park
CAPACITY UP TO 7,500 PEOPLE

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Medium Street
CAPACITY UP TO 7,500 PEOPLE

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Capacity Categories & Visual Examples: Large

Located at larger parks, stadiums/arenas, city plazas, or long stretches of open streets (e.g., streets closed to vehicular traffic)

Multiple screens for Games viewing (to include necessary A/V, connectivity, etc.)

Stage for live entertainment (music, cultural performances, speakers, athlete appearances, etc.)

Activities (in addition to live entertainment) include sport initiation (clinics, tournaments, road events like a 5K, free play), cultural workshops and eSports

Culinary experience to include multiple food trucks or stands

Designated VIP/Secure areas space(s) for special guests, donors, etc

Spaces to highlight local organizations (if space allows)



Large Park
CAPACITY MORE THAN 7,500 PEOPLE

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04 IMPACT AND LEGACY

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Impact and Legacy

Our engagement is driven by our motivation to grow the Movement. We lead with a culture of inclusivity that provides possibilities for everyone to leverage the opportunities the Games brings. While every community is unique and diverse, those attributes are precisely what makes each of them exceptional, and worthy of intentional engagement.

Producers are encouraged to help champion LA28's commitment to expand access to:

Economic Empowerment: Driving shared economic development across their region.

Sports: Making it possible for more kids to play and compete, regardless of background.

Healthy Environment: Accelerating local sustainability investment and practices.

More details about LA28's commitments to impact and legacy are outlined in the LA28 Impact & Sustainability Plan.



"The success of the Games will be defined by how we all come together, and it is our responsibility as an Organizing Committee to engage with communities in a meaningful way through Celebrate Two Eight. By using the Games as a catalyst, LA28 is committed to expanding access to youth sports, economic empowerment and a healthy environment. Through these commitments and with the support of your communities, we aim to create a lasting positive impact, both in communities where the Games will take place and in those who produce Celebrate Two Eight events across the nation. Celebrate Two Eight gives communities a lane to create Olympic and Paralympic programming in their own local style, and in their very own community."

Erikk Aldridge
VP OF IMPACT AND LEGACY, LA28

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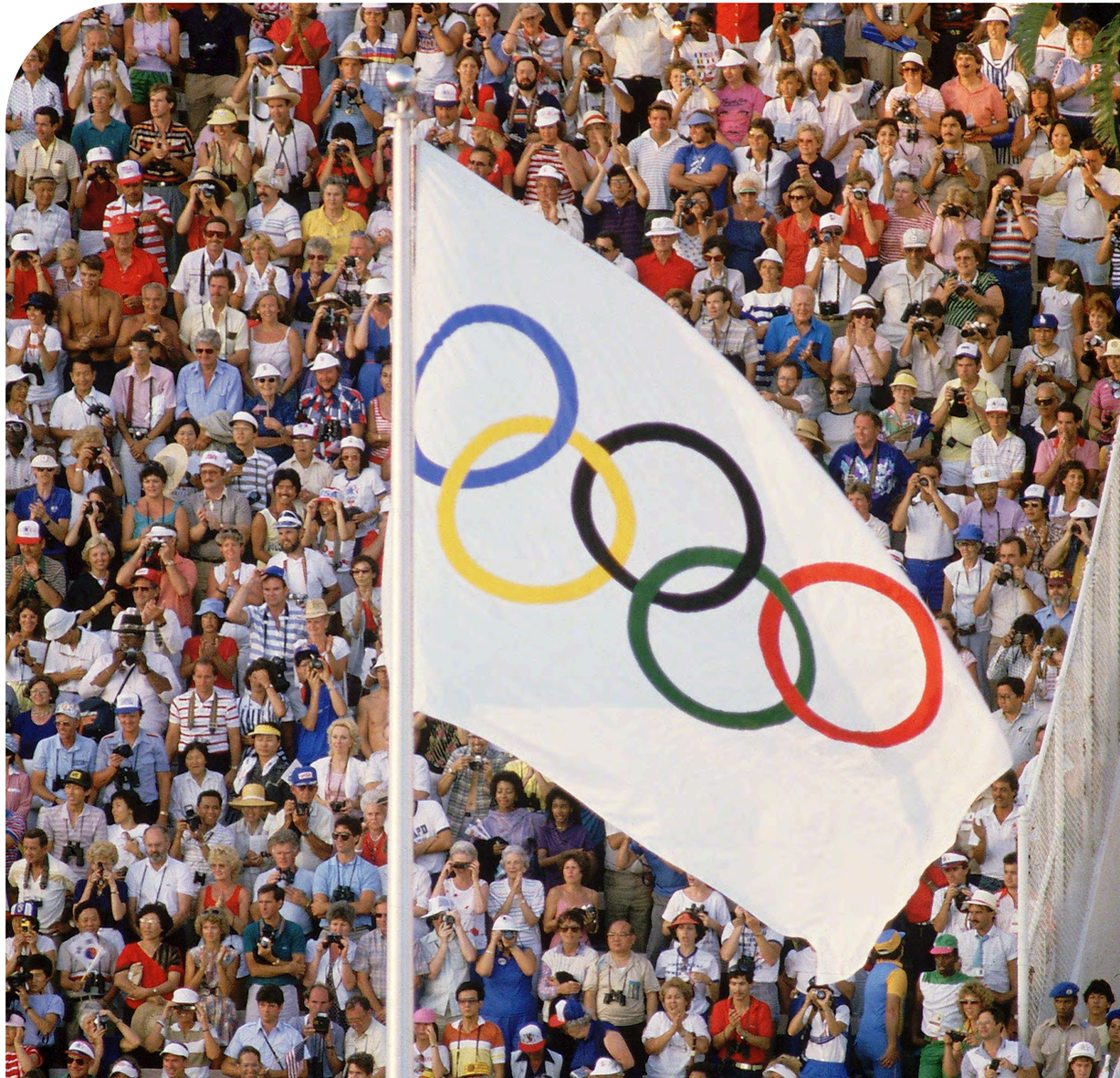
Celebrate Culture

Culture and the arts have been essential components of the Olympic and Paralympic Movement.

By promoting community connection through the arts and uplifting creative voices across disciplines, your Celebrate Two Eight event can share the abundance and excellence of our nation's creative and cultural communities.

Thought starters for your Celebrate Two Eight event:

- Celebrate Two Eight cultural components should uplift and share what makes each local community unique.
- Consider exploring the popular cultural disciplines of Fashion, Film, Food, Performing Arts and the Visual Arts.
- Create on-site art/craft-making opportunities
- Invite local arts organizations to perform (music, dance, spoken word, etc).
- Organize a performance series focusing on local or neighborhood artists.
- Create a community art project.
- Highlight community cuisines with local chefs.



Learn About the Games

For the first time in over 30 years, the United States will host the Olympic and Paralympic Games. With that in mind, we will be making a range of learning materials available for free nationwide. These will include content, activities and tools designed to be used in both formal and informal settings to help young people learn about the Games.

Your Celebrate Two Eight event may want leverage these materials as inspiration for hands-on activities for community members.

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05 LA28'S FOOD STORY **AND YOURS**

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LA28's Food Story and Yours

The LA28 Games will celebrate creativity, self-expression and bold thinking—values rooted in Los Angeles, but reflected in communities across the country. Through food, we celebrate global connections, cultural pride and the delicious future we are building together. We're inviting Celebrate Two Eight communities to build their own food stories, with LA28 helping to create the platform for those stories to be shared, honoring diversity and shaping how communities are authentically represented on the world stage.



"We invite you to create a food experience inspired by your community, one that celebrates local culture, local flavors and the shared stories that can bring the Games to life at your Celebrate Two Eight event. In 2028, through the LA28 Games, we will reintroduce LA to the world while setting the stage for communities everywhere to celebrate what makes their own food cultures distinct.

LA28 Food and Beverage is proud to serve the people of Los Angeles and to inspire communities across the country to bring their own food stories to life."

David McCallum
HEAD OF FOOD AND BEVERAGE, LA28

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Sustainability At The Core

We encourage all food and beverage activations to align with the LA28 Impact & Sustainability Plan, embedding environmental responsibility into every phase of planning and execution.

How We Build the Culinary Experience

To align with how LA28 Food & Beverage is hosting the Games, we recommend the following guiding principles and encourage producing entities to adopt them where applicable:

Engage with local community groups to gather consensus on how the people of your neighborhood feel they should be represented on the world stage.

Curate food and beverage partners/offerings/experiences that collectively meet the diverse needs of your guests and tell the stories of your community.

Engage with local business owners early to give them time to scale their Games-time operations to maximize impact.

Commit to building food and beverage programs that champion sustainability, elevate local suppliers and create opportunities for small and micro businesses to participate meaningfully in each producing city's food ecosystem.

Key Considerations & Guardrails

To ensure consistency, equity and operational success:

Curate diverse food offerings to limit direct competition and support balanced price points.

Prioritize affordability and universal accessibility across menus and physical layouts.

Ensure regulatory compliance with food safety, alcohol service and public health requirements.

Respect Marketing Partners' rights and exclusivity, including following the Intellectual Property & Branding Requirements detailed below.

Clearly delineate roles and responsibilities with operating partners across areas, including but not limited to: signage, utilities, space allocation, cleaning and waste management.

Accessibility & Equity by Design

Accessibility is seamlessly integrated into all aspects of the food and beverage experiences at the Games. Here are five opportunities to activate a more accessible food and beverage experience in your city:

Menus designed with dietary needs, allergen awareness and cultural considerations in mind.

Physical layouts accessible for those with mobility, sight, hearing and other impairments.

Clear signage, intuitive flow and training your staff to support all guests.

Pricing structures that ensure offerings remain inclusive and welcoming.

Food Safety & Trust

- Adhering to local and national health regulations.
- Proper food handling, storage and temperature control; and maintaining clean, hygienic preparation environments.
- Trained staff and certified food handlers.

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06 TEAM USA STORY & OPPORTUNITIES

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Sarah Hirshland

A MESSAGE FROM TEAM USA CEO

Team USA is the most successful team in history, with more Olympic and Paralympic medals than any other nation, thrilling crowds around the world with excellence and respect for over a century. In 2028, after 25 years since the Games were last held in the United States, we can once again celebrate the amazing athletes on Team USA together on home soil.

Celebrate Two Eight gives us a real opportunity to think about how we showcase the beauty and power of sport with Team USA across the country while inspiring future generations to get involved.

And when the Olympic and Paralympic watch parties begin, we won't just be a crowd, we will be a nation rallying behind our home team.

On the road to LA28—from the Olympic and Paralympic Team Trials to the Opening Ceremony, and all the moments in between—our goal is to help fans make a personal connection with the athletes who represent Team USA on the greatest stage in sports. And when the Olympic and Paralympic watch parties begin, we won't just be a crowd, we will be a nation rallying behind our home team.

On behalf of everyone at the U.S. Olympic & Paralympic Committee, let me reiterate how excited we are to celebrate Team USA and share in this incredible LA28 Olympic and Paralympic Games experience with fans across the nation.

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Team USA- Story & Opportunities

To harness the spirit of Team USA and bring the joy of the Olympic and Paralympic Games to the entire nation, we recommend the following guiding principles and encourage producing entities to adopt them where applicable:

01

Next Team USA: Sport-focused activations where kids get introduced to Olympic & Paralympic sports—ideally ones with local club infrastructure nearby (e.g., gymnastics, swimming, wrestling, fencing). Partner with local clubs to run brief clinics. Team USA continues to live with the next generation.

02

Team USA Emcee or notable local community member who builds crowd energy around Team USA moments.

03

Rally Corners for vendors that can support fans in their Team USA fandom (e.g., face painting, cheer signs, American flags, balloon artists).

04

Hometown Olympian & Paralympian Spotlights through meet & greets, interview sessions, autograph signings or sports demonstrations.

For Team USA in 2028, home is every city, every block and every neighborhood that sends an athlete to the Games. Team USA Olympians and Paralympians are our neighbors, growing up on streets like ours, learning sports in our communities with someone who trained like them, someone who believed like them. And now that person represents all of us.

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07 SITE OPERATIONS

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Site Operations

Site Selection

Suitable locations for Celebrate Two Eight events include existing sites that require minimal build-out, provide access to grid power to reduce reliance on temporary power systems, and are easily reachable by public transit. Producers should ensure that all environments are universally accessible, removing barriers for individuals with mobility, sensory, cognitive or other support needs, while maintaining appropriate security measures.

LA28 encourages producing entities to design Celebrate Two Eight activations that are sustainable, accessible and serve as meaningful extensions of the Games.

Events should be planned with a transit-first approach to align with LA28's goal of a public transit-first Games—and to create opportunities for long-term improvements across community transportation systems.

Prioritize sites within 0.5 miles of high-capacity, frequent rail or bus services. For locations beyond this range, organizers should assess first/last mile needs and consider options such as bike share, micromobility, shuttle or bus services, or temporary measures like open or slow streets during Games-time operations. When feasible, provide safe, secure, on-site bike parking to support active travel.

In alignment with LA28's sustainability and energy practices, Producers should consider these principles:

01 **Choose locations** that are accessible for people with disabilities and close to high-frequency transit.

02 **Consider opportunities** to create long-lasting community benefits (e.g., installing drinking fountains and/or shade structures, and planting vegetation.

03 **Promote recycling** and prioritize the use of recyclable materials.

04 **Consider grid electricity** for all energy needs and limit generator use to reduce costs and emissions.

05 **When selecting a site,** consider the effects an event like this could have on your area's plant and animal life, and try to take measures aimed at mitigating its impact.

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Dressing and Signage

LA28 will provide digital assets for Celebrate Two Eight Producers to use. More details of the Look of the Games visuals and assets will be provided in Phase Two of the Digital Guide.

To support a Celebrate Two Eight event in look and feel, install clear and engaging signage to energize fans, guide their experience and support crowd control throughout the event. Ensure signage is accessible to people who are blind or have low vision through the use of high-contrast text, clear typography where appropriate, and identification of available accessibility features.

To aid in crowd control and spectator experience, deploy required signage (road closures, speed limits, local traffic only, etc.) and wayfinding materials to help visitors navigate safely and connect to multi-modal transit options, such as pedestrian and bike routes, rail and bus stations.

When possible and where relevant, include distances and estimated walk times to nearby points of interest, such as Games venues, transit stops or cultural destinations, to encourage exploration of the surrounding community.

To reduce waste, prioritize digital signage wherever possible, and when physical materials are needed, use recycled and recyclable products. All signage, wayfinding elements and supporting fixtures or equipment should be designed in alignment with LA28's Celebrate Two Eight look and feel.

Security Programming

Safety and security planning must be coordinated closely with local agencies—including police, fire, EMS and public health—and all required documentation should be submitted to the appropriate authorities that have jurisdiction in accordance with local laws.

For large gatherings, Producers should begin consulting municipal regulations early, as many jurisdictions require formal safety filings and permit applications well in advance of the event. Ensuring adequate lighting, particularly along all entry and exit routes, is essential to support safe attendee movement during evening hours.

Producing entities will determine the appropriate combination of municipal police, contracted security and trained crowd managers based on event size and local requirements. Producers may also engage trained stewards to support guest flow and fan services. Where necessary, Producers should coordinate licensing, permissions and capacity reservations for law enforcement or additional security support. Consider using the services of an event security consultant to assist with your security plan development.



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Key Security Considerations

01

Conduct crowd modeling to determine site capacity limitations and monitor crowd capacities in real-time to stay within approved capacity limits. Consider issuing (free) tickets for each session to ensure that capacity limitations aren't exceeded.

02

Identify and mark both ingress and egress routes with clear signage.

03

Clearly identify and communicate emergency evacuation routes and assembly points via signage. Ensure security and fan experience staff are appropriately trained to assist with any evacuation.

04

Implement site perimeter control, secure easily identifiable access points, and establish credentialing procedures for workforce.

05

Consider security screening requirements, including metal detection and bag checks, and develop and enforce a prohibited items policy.

06

Coordinate with local public safety and law enforcement agencies, medical service providers and local hospitals prior to producing the event.

07

Ensure adequate emergency vehicle lanes and staging areas are identified and implemented.

08

Identify and implement an appropriate medical plan, including first-aid stations / medical post(s) and triage protocols.

09

Develop a security plan for your event and include a fire safety plan (extinguisher types and placement, clear lanes for emergency vehicles and hot-work permit procedures if necessary).

10

Plan for weather contingencies (heat, thunderstorms, etc.): Provide cooling zones and water distribution, and have a sheltering plan.

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Accessibility & Inclusion

Prioritize accessibility and compliance with the Americans with Disabilities Act (ADA), and any applicable local accessibility codes by considering site topography, quality of existing sidewalks/roadways near the site (width, maintenance status, etc.), state of existing accessibility infrastructure (roadway crossing technology, truncated domes, etc.), and presence of stairs, ramps and elevators.

Although not required, producing entities are encouraged to follow the recommendations outlined in the IPC Accessibility Guide to ensure accessible environments that remove barriers for people with mobility, sensory, cognitive or other support needs, while ensuring appropriate security measures.



"The LA28 Games are for everyone and Celebrate Two Eight is an exciting opportunity for everyone to feel connected to the Olympic and Paralympic Games. As Olympians and Paralympians showcase their elite athletic ability while having the experience of a lifetime on the world stage, we hope these celebrations create equally unforgettable memories for fans everywhere and bring communities together like never before. By prioritizing accessibility and inclusion from the very beginning, we can help ensure that every fan has the opportunity to fully participate, enjoy and be part of this historic moment."

Ileana Rodriguez

VP OF PARALYMPIC STRATEGY AND RELATIONS, LA28

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Accessibility Checklist

Accessible drop-off and parking near site entrance reserved for guests with mobility needs.

Consistent high-contrast signage identifying accessible routes, restrooms and seating.

Paths of travel which are wide enough to allow for two-way wheelchair traffic and free of obstacles. These should include hard surfaces, non-slip pathways, and coverings across grass/dirt/sand where required. Provide ramps and temporary coverings as necessary.

Accessible restrooms and seating areas clearly marked with signage.

Provide communication access: live captioning on broadcast, and American Sign Language (ASL) interpreters when possible.

Additional Accessibility Recommendations

Designated quiet areas and rest areas for guests with sensory needs. Additional sensory support (noise-canceling headphones, fidgets, calming items) can be recommended by the LA28 Accessibility Team.

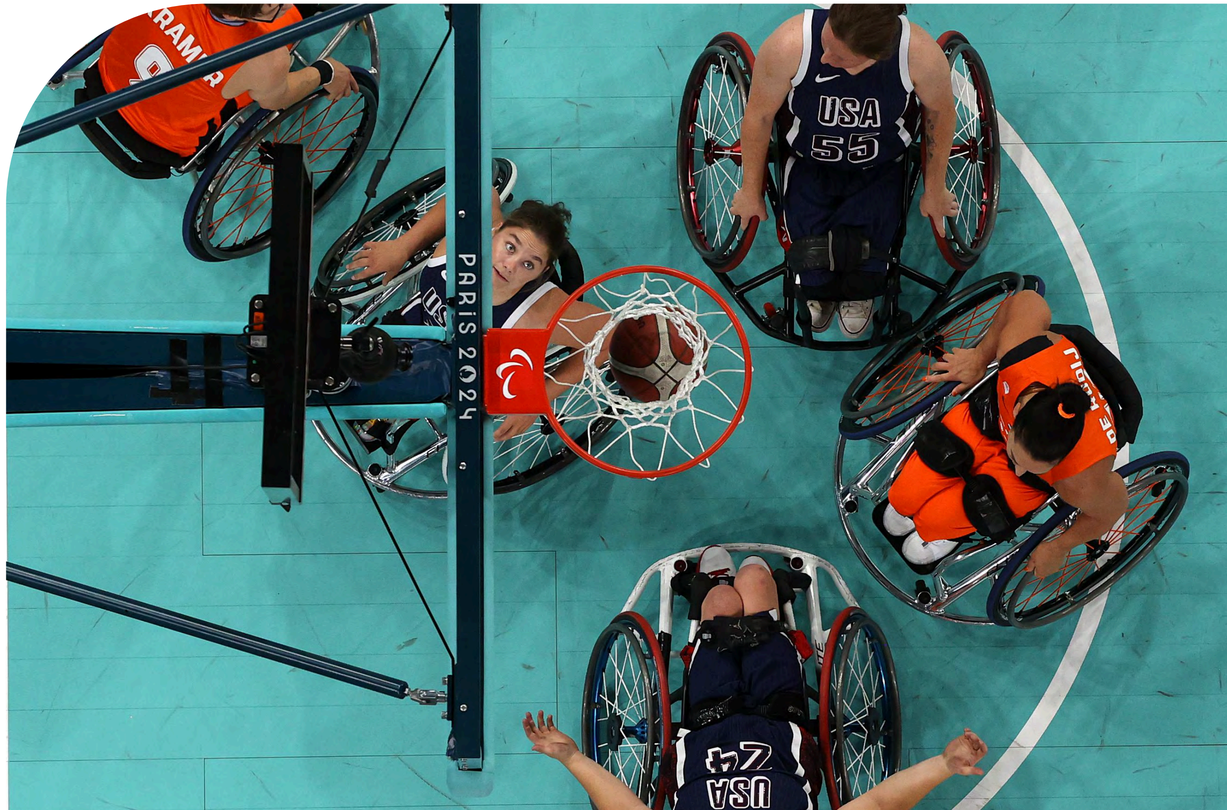
Designated accessible viewing platforms close to screens and stages.

Rest areas which include a bench, water and shade for heat mitigation.

Volunteer training on disability etiquette and assistance procedures.

If producing entities are planning for more Paralympic programming, the IPC accessibility standards are recommended in anticipation of a higher volume of disabled attendees.

The LA28 Accessibility Team is available to provide additional support or recommendations for best practices.



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Cleaning & Waste Management

Producers are encouraged to plan for cleaning and waste operations that maintain a safe, welcoming environment during and after the event.

01

Be intentional with procurement by selecting materials and products that can be recycled or composted where local systems exist.

02

Provide clear and consistent signage for waste streams (e.g., landfill, recycling, compost) to support proper disposal and minimize contamination.

03

Consider outlining how waste will be collected, sorted and removed throughout the event and the post-event breakdown.

04

Where feasible, prioritize waste reduction by applying a hierarchy of prevention, reuse, donation, recycling and recovery.

05

Coordinate with service providers to align on available recycling and composting services, including appropriate bins and signage for front- and back-of-house areas.

06

Align with waste haulers to understand how materials may be processed and, where possible, contribute to circular solutions.

07

Where possible, implement simple tracking (e.g., by volume or weight) to support reporting and continuous improvement.

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08 TERMS & CONDITIONS

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Terms And Conditions

Fundraising

Except as otherwise communicated in writing by LA28, all Celebrate Two Eight events must be completely self-funded through existing organizational or municipal budgets. External fundraising, donor solicitation, and third-party commercial sponsorships are strictly prohibited for all participating cities, municipalities and entities. Any unauthorized fundraising will result in disqualification. For further guidance, please reach out directly to your LA28 representative.

Intellectual Property & Branding Guidlines

Unlike many other countries, support for the Olympic and Paralympic Games and for Team USA does not rely on the government's financial support. The funding necessary to feed, house and train U.S. athletes, and to fund the Games, comes primarily from private sources, including licensing the use of the Olympic and Paralympic marks to official sponsors and licensees. **The generous support of the commercial sponsors and licensees of LA28, Team USA, the IOC and the IPC ("Marketing Partners") is essential to the success of the Games.** A non-exhaustive list of our Marketing Partners can be found here, which will be updated from time to time and Producers should continue to review such updates as they plan their events.

Because the scope and magnitude of the LA28 Games would not be possible without our commercial sponsors' participation and support, they receive the right to an exclusive commercial association with the Games and associated events—including Celebrate Two Eight. In addition, only official licensees of LA28 and the Olympic and Paralympic Games may create any Olympic, Paralympic, LA28 and/or Torch Relays products.

We recognize that the upcoming Olympic and Paralympic Games are a once-in-a-lifetime event, and our goal is to work together to enable communities to express their excitement and embrace the Games, while at the same time not infringing upon our intellectual property or our sponsors' and licensees' rights.

As such, all producing entities are required to honor Olympic and Paralympic Marketing Partners' rights and adhere to LA28 brand standards when planning, promoting and delivering their Celebrate Two Eight events, including but not limited to, the following:

01

Exclusivity: Only Olympic and Paralympic Marketing Partners are permitted to use LA28, Team USA, and Olympic and Paralympic intellectual property and marks, including in connection with Celebrate Two Eight events. Producer shall not use (or authorize any third party to use) LA28, the USOPC, the IOC, IPC or their respective affiliates', sponsors', or licensees' names, logos or other intellectual property to market or promote itself or any third parties without the express prior written consent of LA28. For example: Coca Cola holds exclusive category rights for non-alcoholic carbonated and non-carbonated beverages, AB Inbev for beer, and Starbucks for coffee, so competing brands may not be sold, promoted, displayed or marketed at the event.

02

Brand Use and Visibility: All LA28, Team USA, and Olympic/Paralympic marks, logos and branding elements must be used in strict accordance with the Intellectual Property and

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Branding Requirements and guidance set forth herein, and which may be supplemented in the Producer Agreement and/or the Digital Guide Phase 2 in LA28's sole discretion. In addition, any authorization from LA28 to display Celebrate Two Eight, Team USA, and/or other Olympic or Paralympic properties in connection with any official Celebrate Two Eight event shall terminate upon the conclusion of the Producer's pre-approved event duration. Producer is not permitted to retain, permanently install, transfer, resell, repurpose, or otherwise continue to use any assets containing LA28 or USOPC intellectual property or Olympic or Paralympic properties after the event. Following the event, all such assets must be removed and either recycled, disposed of, or destroyed in accordance with an agreed decommissioning plan, expressly agreed otherwise, in writing, prior to the event.

03

Brand Presence, Clean Venue, and Ambush Marketing: To safeguard the integrity of the Games and the exclusivity of our Marketing Partners, Celebrate Two Eight events should adhere to clean venue principles, meaning Celebrate Two Eight sites should be free of non-Marketing Partner commercial advertising and free of political/religious messaging. Producers are responsible for covering or removing unauthorized third party advertising, branding, and/or signage in and around their Celebrate Two Eight site and bear any and all associated costs and expenses incurred in doing so. Producer must take measures against ambush marketing by ensuring third parties do not exploit event goodwill to suggest or imply official endorsement, sponsorship, or affiliation with LA28, the USOPC, the Olympics or the Paralympics.

04

Products and Services: Non-alcoholic beverages should be procured from Coca-Cola, beer should be procured from AB InBev, and coffee should be procured from Starbucks. Producers are also encouraged to utilize other products and services from our Marketing Partners. Unless approved by LA28, producing entities must "white label" any and all non-Marketing Partner products at the event – i.e., remove or conceal any third-party branding, signage, logos, etc., or be of a generic or unbranded variety.

05

Activations: Any on-site activations or experiences that enhance the attendee experience are subject to LA28 approval and program guidelines. No activations or experiences may be conducted under the branding of a non-sponsor entity.

06

Miscellaneous: Unauthorized promotions, sweepstakes, themed advertising, and counterfeit merchandise bearing Games, LA28, USOPC, or IOC/IPC-related marks are strictly prohibited. More detailed rules and restrictions regarding use of intellectual property and marketing rights restrictions will be set forth in the Producer Agreement.

Producer Agreement And Legal Framework

If selected to participate in Celebrate Two Eight, Producers must sign the Producer Agreement, in form(s) and substance as required by LA28 ("Producer Agreement"). Such Producer Agreement will include, without limitation, the Intellectual Property & Branding Requirements set forth above and customary legal provisions (e.g., representations and warranties, indemnification, insurance requirements, etc.) per LA28's standards, including without limitation, the following minimum terms and conditions:

Producer's Exclusive Responsibility: Notwithstanding the requirement for Producer to comply with LA28's terms and conditions for Celebrate Two Eight events or any LA28 (or USOPC or NBC) branding or marketing of the Celebrate Two Eight event, Producer shall have sole and exclusive responsibility, operational control and liability for all aspects of and in connection with Producer's Celebrate Two Eight event, including without limitation, its planning, permitting, staging, operation, security, and breakdown/load-out. LA28, the USOPC, NBCUniversal, the IOC and the IPC shall have no liability, obligation, or duty of any kind in connection with Producer's Celebrate Two Eight event.

Ticketing: While Celebrate Two Eight events must remain free to the public, some Producers may decide to make them free, but ticketed events, to help plan appropriately and/or control

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capacity (taking into account input from LA28). The Producer acknowledges that Eventim AXS Ticketing, LLC ("AE") is LA28's exclusive ticketing partner and (unless otherwise approved by LA28 in writing) agrees to use AE for all of its ticketing services as applicable. LA28 will assist in facilitating engagement with AE. Based on the specific details of the event (including, without limitation, capacity, venue, and activities), LA28 reserves the right to require that the event be ticketed.

Insurance: Producer agrees to maintain and provide evidence of insurance (or maintain equivalent self-administered insurance) with respect to the property and the conduct of business against loss or damage through the course of the Celebrate Two Eight event, including, without limitation, comprehensive general commercial liability, property, auto, workers compensation (if applicable), and sexual abuse and molestation insurance coverage, at levels consistent with industry standards, and as required by law. ***The details of the required insurance policies and limits shall be provided by and subject to approval by LA28.*** For commercial general liability insurance, LA28, the USOPC, NBCUniversal, the IOC, and the IPC shall be named as additional insureds, and Producer's endorsement of insurance shall include a waiver of any rights of subrogation against LA28, the USOPC, NBCUniversal, the IOC, and the IPC.

Footage: Producer shall grant LA28, USOPC, NBCUniversal and its affiliates, the IOC, the IPC, and their respective licensees, staff and agents the right, but not the obligation, to attend and access the Celebrate Two Eight event and associated activities (the **"Premises"**) in order to record and photograph (still or moving) during the Celebrate Two Eight event for any purpose (the **"Footage"**) which Footage may include, without limitation, exterior and interior images of the Premises, and images or voice captures of Producer's personnel. Producer acknowledges that LA28 (and the IOC/IPC as ultimate beneficiary) will own all copyrights and other proprietary rights in and to the Footage, or if such copyrights or proprietary rights are owned by any other person or entity, LA28 (and its successors, assigns and licensees) will have the royalty-free, perpetual, worldwide right and license to use, and to authorize third parties to use, the Footage in any media now known or hereafter devised, for any legitimate purpose in relation to the Olympic and Paralympic Movements.

Producer Marks and Content : From time to time, LA28 may request that the Producer take and submit photography and/or videography content to LA28 regarding its Celebrate Two Eight venue, surroundings, activations and branding (the **"Producer Content"**). Producer agrees to grant LA28, USOPC, NBCUniversal, the IOC, the IPC and their respective affiliates, licensees and subsidiaries a perpetual, irrevocable, worldwide, royalty-free, transferable, and sublicensable license to use the Producer Content, as well as Producer's trade names, trademarks, service marks, logos and other related indicia (the **"Producer Marks"**) owned or controlled by Producer, for any purpose with respect to the Celebrate Two Eight event. Producer shall represent and warrant that it owns or controls all rights, title or interest in the Producer Marks and the Producer Content, and that LA28's, USOPC's, NBCUniversal's, and the IOC, the IPC's (or their respective licensees, affiliates and subsidiaries) use of the Producer Marks and the Producer Content in accordance with these terms and conditions will not infringe or violate any third-party rights. Producer agrees to indemnify, defend, and hold harmless LA28, USOPC, NBCUniversal, the IOC, the IPC and their respective affiliates, licensees and subsidiaries and assigns from and against any claims, losses, damages, liabilities, costs, and expenses, including reasonable attorneys' fees, arising out of or relating to any breach or alleged breach of the foregoing representations and warranties.

Confidentiality : The Producer will: (i) keep all information and data disclosed by LA28 to the Producer which is identified as confidential at the time of disclosure or is reasonably identifiable as confidential ("Confidential Information"), in strict confidence and will not, without LA28's prior written consent, disclose any such Confidential Information to any person not expressly authorized by LA28 to review such Confidential Information other than for the performance of the Producer's obligations in connection with the Celebrate Two Eight event; and (ii) if the Producer is subject to the provisions of the California Public Records Act (Cal. Gov. Code §§ 7920 et seq.), the Freedom of Information Act (5 U.S.C. § 552 et seq.), or any equivalent legislation of general application in the Producer's jurisdiction, the Producer shall promptly notify and consult with LA28 regarding any relevant request received prior to making any disclosure of Confidential Information.

Olympic and Paralympic Marks: Producer shall not publish any public statements regarding the Celebrate Two Eight event, nor shall Producer use any intellectual property owned or controlled by LA28 or an affiliated Olympic or Paralympic entity, or create any implied association with LA28 or any affiliated Olympic or Paralympic entity, without LA28's prior express written approval. Producer shall have no rights, title, license, ownership interest, or other permission to use any intellectual property owned or controlled by LA28 and its affiliates and subsidiaries without LA28's prior express written approval.

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Indemnification: Producer must agree to indemnification terms benefiting LA28, USOPP, the USOPC, NBCUniversal, the City of LA, the IOC, the IPC, and IOC-controlled entities and their respective affiliates, licensees, agents, officers and employees.

Compliance, Data Privacy & Protection: Producers must comply with all applicable laws, including data privacy and protection laws. When processing personal data in connection with the event (e.g., attendee registrations, filming notices, volunteer management, accessibility accommodations, or children's participation), Producers must provide appropriate privacy notices, implement suitable technical and organizational safeguards, and enter into necessary data processing or data-sharing agreements.

Termination: LA28 may, in its sole discretion, terminate Producer's participation in Celebrate Two Eight at any time for any or no reason, without notice or liability of any kind.

Additional guidance and reference materials to support compliance with Marketing Partners rights and brand standards will be included in Phase 2 of the Digital Guide and/or the Producer Agreement, which is expected to be shared with Producers in or around early 2027.

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THANK YOU

APPLY NOW

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