

The background features a large white circle in the center, partially overlapping a light blue area on the left and a light pink area on the right. A dark blue shape is at the bottom, also overlapping the white circle. The text is centered within the white circle.

ALLISON CITELLI

UCSB CLASS OF 2009

UCSB RESUME

- Communications & Psychology Double Major
- UCDC Spring 2006 – Washington Nationals
- Member of Alpha Phi Sorority
- UCSB Campus Tour Guide
- UCSB Rec Sports Sponsorship Sales Intern
- Interned for the Oakland Raiders for three summers
- Chilis Goleta Server





POST-UCSB LIFE

- Marketing / PR for a restaurant in Santa Cruz
- Moved to LA to work as an assistant at LA Models
- Teamwork Online -> LA Kings interview -> STAPLES Center job
- Three seasons with STAPLES Center
- Met future husband (not via work)
- Joined the LASEC Young Leadership Forum
- 2013 offered a role at current company, LASEC
- Started as a coordinator and now am the Vice President, Events & Business Development



EVENTS I'VE WORKED ON

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- LA Kings, LA Lakers, LA Clippers, Oakland Raiders, Washington Nationals, LA Sparks regular season and playoff games
- GRAMMY Awards
- People's Choice Awards
- MTV VMA's
- ESPY Awards
- American Music Awards
- X Games
- Breeders' Cup
- CONCACAF Gold Cup
- U.S. Amateur
- World Baseball Classic
- 2015 Special Olympics World Games
- NCAA Men's West Regional
- NHL All-Star
- NBA All-Star
- MLB All-Star
- MLS All-Star
- Super Bowl LVI
- College Football Playoff Semifinal
- College Football Playoff National Championship
- WrestleMania / SummerSlam / Raw
- 123rd U.S. Open Championship (June 2023)
- FIFA World Cup 2026 (June-July 2026)
- Rugby World Cup 2031

WHAT IS A SPORTS COMMISSION?

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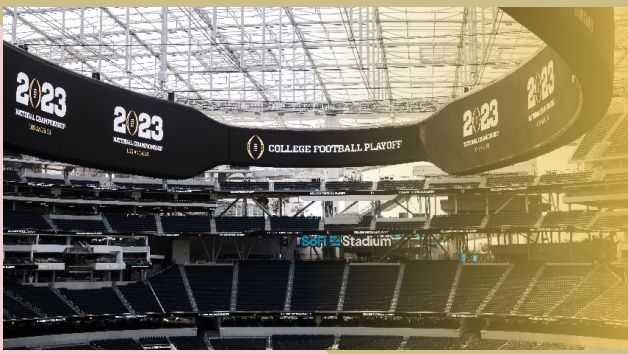
The Los Angeles Sports & Entertainment Commission (LASEC) is the nonprofit organization officially designated to attract, secure and support high-profile sports and entertainment events in Los Angeles. We champion Los Angeles by creating lasting and positive economic, cultural and social impact for the Los Angeles region by attracting and securing some of the most high-profile events with global visibility.

LASEC serves as a one-stop resource for high-profile events, connecting them with an expansive and trusted network of local businesses and communities to support their needs.



BID CATEGORIES:





HOW ARE CITIES CHOSEN?

A board or organizing committee representing the event will then evaluate these bids and select the candidate which proves to be most compatible, and in many cases, surpasses their requirements.





BUILDING A BUDGET

Examples of expenses related to major events include:

- Game—Venue and Operations
- Ancillary Events (all other events outside the game, including practice facilities)
- Transportation, Operations & Logistics
- PR, Promotion, Media, Décor & Marketing
- Legacy Initiatives (legacy program, local diverse procurement, sustainability)
- Team Accommodations and Hospitality
- Volunteers (uniforms, training, food, parking)
- City Services (police, fire, permits)
- Personnel, Finance & Administration

SUPER BOWL BY THE NUMBERS



225

Women, Minority, LGBTQIA+, & Veteran-owned companies

in Los Angeles participated in the Business Connect program



70+

ChampionLA Donors

supported our mission to create positive economic and community impact through major events



3

3 Year Partnership

to run the Mobile Play Unit, Park on the Move which will provide access to play to underreached neighborhoods



250+

Special Events

and Parties were produced throughout LA County



542

Welcome Team Volunteers

worked **2,225** total Volunteer Hours



2,016

Paid NFL Teammates

worked **16,001** Hours



5,750

Trees and Native Greenery

planted throughout LA County



22K

Units of Sports Equipment

donated through Super Kids Super Sharing program



69K+

Room Nights

contracted in LA region hotels by the NFL



100K+

Visitors

to the LA Convention Center over five days of the Super Bowl Experience



\$800K

in Grant Awards

distributed to **56** deserving LA nonprofits through the SBLVI Legacy Program



3.27M

Metro Rides

logged over SBLVI week up 602% from the same week last year



208M+

Viewers

watched SBLVI—the most watched show in 5 years



\$477.5M

in Total Economic Impact

and 4,700 new annual jobs (projected by Micronomics)



1.8B

Social Media Impressions

across league social platforms throughout the week (an all-time NFL record)



5,289

Credentialed Media

covered the game that was televised live in more than 180 countries and 25 languages.

GET INVOLVED



PROFESSIONAL DEVELOPMENT PROGRAM SUMMIT

JUNE 2023

LOS ANGELES, CA

The 2023 LASEC Professional Development Program (PDP) Summit is designed to prepare students for a successful career in the sports industry in Los Angeles. Accepted students will identify and start to cultivate the critical job training and communication skills needed to get hired and thrive in this highly competitive industry.

The PDP Summit also includes direct access to a network of sports leaders through a formal mentorship program, interactive industry-specific discussions, as well as access to hands-on event experience, when available. The in-person PDP Summit is free for accepted students.



COST

FREE for accepted students.

For additional information, visit
LASEC.net/professional-development-program-summit/

PROCESS

Acceptance into the in-person PDP Summit is highly competitive. Students will have to submit a completed application at LASEC.net.

Applications will be available in March 2023.



THANK YOU

Allison Citelli

acitelli@lasec.us