

FOR IMMEDIATE RELEASE

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**JMI Sports Named Rose Bowl Stadium's Multimedia Rights Partner,
Donates Major Gift for *Lasting Legacy Campaign* Renovation Projects**

*The San Diego-based company will lead all multimedia rights sales on
behalf of America's Stadium*

December 4, 2024 (San Diego and Pasadena, CA) - The [Rose Bowl Stadium](#) and [JMI Sports](#) have announced a multi-year multimedia rights partnership beginning in 2024. The long-term agreement with a leading media rights and venue development company comes as the Rose Bowl Stadium welcomes the College Football Playoff quarterfinal game and prepares to host its third Olympic Games in 2028.

Through this partnership, JMI Sports will leverage its expertise in attracting and securing high-value sponsorships, developing innovative marketing strategies, and building upon purpose-driven partnerships to elevate the Rose Bowl Stadium's global profile. The partnership sets the stage for a decade of innovation, growth and unparalleled success in collegiate sports marketing.

"It is a unique privilege to represent the Rose Bowl Stadium under the great leadership of their team and the City of Pasadena," said JMI Sports CEO Erik Judson. "We are inspired by their vision to continue to improve this incredibly iconic building, making investments in new revenue streams to support the Rose Bowl Stadium for the next decade and beyond. We are thrilled to help implement innovative strategies to boost revenue and enhance the fan experience for UCLA football and the many events the Rose Bowl hosts each year."

In addition to the new partnership, JMI Sports is supporting the Rose Bowl Stadium's new [Lasting Legacy](#) capital campaign with a major lead contribution towards the venue's revitalization projects. The campaign is the first in the history of the Rose Bowl Stadium and was announced earlier this week amidst national media attention. The contribution from JMI

Sports is the largest gift to-date to the campaign. The lead commitment directly impacts the venue's Field Club project which is a hallmark project of the campaign's initial phase and is expected for completion in Fall 2026.

"We are very grateful for the commitment from JMI Sports, not just as our MMR partner but as a key stakeholder in the future of America's Stadium," said Rose Bowl Stadium CEO Jens Weiden. "As a Southern California-based company that is aligned with big brands throughout intercollegiate athletics and all of sports, we are thankful that our partners at JMI Sports fully understand the economic and cultural significance that the Rose Bowl Stadium holds within the Pasadena community, the Southern California region, and across the country."

In addition to the support from JMI Sports, support from private donors to the Rose Bowl Legacy Foundation will be vital in stewarding the successful execution of Phase I and Phase II of the *Lasting Legacy* campaign. Launched on December 2, 2024, the Lasting Legacy campaign is a crucial step to reaffirm the Stadium's place as a global icon in sports, entertainment and culture. The Lasting Legacy campaign will be led with privately raised funds cultivated by the Legacy Foundation.

This ambitious campaign initiative goes beyond mere preservation. The venue will be enhanced to create more generational memories for attendees and the community, ensuring that the experience meets the modern-day expectations of our visitors. The projects will prioritize the improvement of the experience at America's Stadium for all fans, while leveraging the overall environment to enhance the sights, sounds and views that have written the venue's iconic story.

"JMI Sports is an industry-leader in so many ways and understands the long-term value of the in-venue experience for major live events," said Rose Bowl Legacy Foundation President Dedan Brozino. "As a best-in-class partner, we are incredibly grateful for their foundational commitment as a signal of belief in the vision of the future at America's Stadium for the next generation of families, competitors, performers and more."

This partnership follows JMI Sports' recent 11-year multimedia rights agreement with UCLA Athletics, who just completed their first regular season in the Big Ten Conference with the Rose Bowl as their home field, as it has been since 1982.

For more information on JMI Sports, a leading media rights and venue development company dedicated to transformative partnerships, please visit jmisports.com.

For more information on the Lasting Legacy Campaign, visit www.RoseBowlLastingLegacy.com.

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ABOUT THE LASTING LEGACY CAPITAL CAMPAIGN –
www.RoseBowlLastingLegacy.com

Launched on December 2, 2024, the *Lasting Legacy Campaign* is a crucial step forward in reaffirming the Stadium's place as a global icon in sports, entertainment and culture. The *Lasting Legacy Campaign* will be led with privately raised funds cultivated by the Legacy Foundation. It is an eight project, two phase campaign estimated to be completed between 2024-29.

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ABOUT THE ROSE BOWL LEGACY FOUNDATION

Formed in 2010, the Rose Bowl Legacy Foundation is a 501(c)3, tax-exempt organization whose primary goal is to financially ensure the protection, preservation, and enhancement of the future of the Stadium as a National Historic Landmark. The Foundation has established funding for key capital improvement initiatives, educational programming and heritage protection due to the generosity of supporters from around the world who are invested in its premier future. The Foundation has led private philanthropy initiatives, government relations and charitable relationships on behalf of the Rose Bowl Stadium. In December 2024, the Legacy Foundation launched the Stadium's first-ever capital campaign titled Lasting Legacy as a multi-phase, multi-year effort to fund key revitalization and improvement projects at the venue surrounding safety, security and patron experiences. For more information on the Lasting Legacy Campaign, visit www.RoseBowlLastingLegacy.com.

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ABOUT THE ROSE BOWL STADIUM

The Rose Bowl Stadium is a National Historic Landmark built in 1922 and known around the world, the Rose Bowl Stadium has earned its world-class reputation by hosting five NFL Super Bowl games, the 1984 Olympic Soccer matches, the 1994 Men's World Cup, the 1999 Women's World Cup, four BCS National College Football Championship Games and the College Football Playoff Semifinal Game.

The Rose Bowl is the proud home of the annual Rose Bowl Game., UCLA Bruins Football, world class concerts, International and Premier League soccer matches, music festivals, AmericaFest 4th of July Celebration, and the World's Largest Flea Market.

ABOUT JMI SPORTS

JMI Sports is a leading media rights and venue development company that provides management of collegiate multimedia rights, sponsorship sales agency representation, and project management expertise for the development of collegiate and professional sports facilities. The company serves to maximize each client's economic potential through customized initiatives, from marketing and branding solutions to facility design strategies.

JMI Sports' signature collegiate multimedia rights partnerships include the University of Kentucky, the University of Utah, the University of Pennsylvania, the University of Pittsburgh, Harvard University, DePaul University, Columbia University, San Diego State University, University of California at San Diego, and joint-venture properties of the University of Georgia (with Learfield), and University of Notre Dame (with Legends). JMI Sports also represents multimedia rights for several conferences, including the Ivy League, the Mid-American Conference, the Mountain West Conference, the Patriot League and the Atlantic 10, and serves as third-party sales representation for premier sports properties, venues and events, including the Breeders' Cup, Rupp Arena at Central Bank Center, and the Penn Relays.

JMI Sports was founded in 2006 by CEO Erik Judson and technology entrepreneur John Moores, former owner of the San Diego Padres. To learn more, please visit www.jmisports.com