



OUTFRONT/

OFFICIAL MEDIA PARTNER

FOR IMMEDIATE RELEASE

Contacts:

Steve Brener, BZA, 818-398-8039; Arlene Guzman, BZA, 415-517-5470

Courtney Richards, OUTFRONT Media, 646-876-9404, courtney.richards@outfront.com

Matt Biscuiti, The Lippin Group for OUTFRONT Media, 212-986-7080, outfront@lippingroup.com

Stephan Bisson, OUTFRONT Media, 212-297-6573, stephan.bisson@outfront.com

**THE LOS ANGELES SPORTS & ENTERTAINMENT COMMISSION
NAMES OUTFRONT OFFICIAL MEDIA PARTNER
SUPPORTING UPCOMING MAJOR EVENTS**

*Through dynamic out-of-home displays and creative campaigns,
OUTFRONT will showcase the major events and unlock brand experiences around Los Angeles*

LOS ANGELES (November 18, 2025) – The Los Angeles Sports & Entertainment Commission (LASEC) announced that OUTFRONT, one of the nation’s leading out-of-home (OOH) media companies, has been named an Official LASEC Media Partner, supporting major global events coming to Los Angeles. As the region prepares to welcome the World Cup for the first time in 32 years — and the Super Bowl for the second time this decade — OUTFRONT will help elevate the Los Angeles region’s story on a global stage.

The Los Angeles region is in the midst of hosting a run of major events unmatched by any other destination and through this collaboration, OUTFRONT Media will help LASEC tell the story of these major events, inform the community on how they can get involved, and bring unparalleled marketing opportunities for brands, leveraging access to large-scale and impactful out of home media and new experiential activations customized for these events across the Los Angeles market.

“OUTFRONT gives us a powerful way to share the excitement of these milestone events with the entire region,” said **Kathryn Schloessman, President & CEO of the Los Angeles Sports & Entertainment Commission**. “Their work will help capture the energy that’s already building across Los Angeles and celebrate the local communities that make our region such a vibrant and inspiring place to host the world for these upcoming major events.”

“Whether celebrating the World Champion Dodgers or bringing fans from all over the globe together for events like the World Cup, Super Bowl or Olympic and Paralympic Games, Los Angeles is one of the most dynamic and diverse sports markets on the planet,” said **Patrick Cresson, VP, Asset Development and Events at OUTFRONT**. “Fans, teams, athletes and, yes, brands are embracing this, and through this partnership with LASEC, OUTFRONT is able to bring trusted, impactful and experiential opportunities to connect with the most passionate consumers during these key cultural moments.”

OUTFRONT Media will use its expansive network of billboards, digital displays and transit signage to engage residents and visitors with creative campaigns that reflect the region’s cultural pride and global influence. In addition to its industry leading network of billboards and digital signage in the market, OUTFRONT

and LASEC will bring brands a series of larger-than-life canvases for advertisers, from eye-catching building super graphics to dynamic wall displays that will transform spaces into memorable brand moments in real life.

For more information about LASEC's initiatives around the upcoming major events, please visit [LASEC.net](https://lasec.net).

###

About the Los Angeles Sports & Entertainment Commission

The Los Angeles Sports & Entertainment Commission (LASEC) is a non-profit organization officially designated to attract, secure and support high-profile sports and entertainment events in Los Angeles and serves as the lead for the [Los Angeles World Cup 2026](#) and [Super Bowl LXI](#) Host Committees. LASEC connects local businesses and communities with these major events to create lasting economic, cultural, and social impact for the region. For more information, visit: [LASEC.net](https://lasec.net)

ABOUT OUTFRONT

OUTFRONT is one of the largest and most trusted out-of-home media companies in the U.S., helping brands connect with audiences in the moments and environments that matter most. As OUTFRONT evolves, it's defining a new era of in-real-life (IRL) marketing, turning public spaces into platforms for creativity, connection, and cultural relevance. With a nationwide footprint across billboards, digital displays, transit systems, and other out-of-home formats, OUTFRONT turns creative into powerful real-world experiences. Its in-house agency, OUTFRONT STUDIOS, and award-winning innovation team, XLabs, deliver standout storytelling, supported by advanced technology and data tools that can drive measurable impact.