



#### FOR IMMEDIATE RELEASE

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

## NFL, Los Angeles Rams and Los Angeles Super Bowl Host Committee to Welcome Local Businesses to Super Bowl LXI Source Program

**LOS ANGELES — [June 16, 2026]** — The National Football League, the Los Angeles Rams, and the Los Angeles Super Bowl Host Committee will jointly host a Welcome Event on Wednesday, June 17, bringing together businesses selected for the Super Bowl LXI Source Program and stakeholders involved in the planning and execution of Super Bowl LXI.

Designed to expand awareness of and access to opportunities for small, local, and underrepresented businesses, the Super Bowl LXI Source Program helps participants build relationships, gain insight into the procurement process, and position themselves to compete for opportunities associated with one of the world's largest sporting events.

The Welcome Event will convene participating businesses, civic and community leaders, and key partners to foster meaningful connections and provide a roadmap for engagement throughout the lead-up to Super Bowl LXI.

Participating local businesses represent a broad cross-section of the Los Angeles business community, with expertise spanning event services, catering, transportation, security, staffing, marketing, promotional products, construction, maintenance, hospitality, photography, audiovisual services, and other specialties.

Held at Rams Practice Facility in Woodland Hills, the event will officially launch the Super Bowl LXI Source Program and provide participating businesses with an introduction to the procurement process, key program resources, and stakeholders involved in planning and executing Super Bowl LXI.

"The Super Bowl LXI Source Program serves as the League's primary vehicle for connecting businesses with opportunities associated with the Super Bowl," said **Myisha Boyce, NFL Source Program Lead**. "Through this event, we're helping participants better understand the procurement process, connect with key stakeholders, and prepare to compete for opportunities tied to Super Bowl LXI."

"At the Rams, we believe the Super Bowl should leave a legacy that extends far beyond the game itself," said **Rams Senior Director of Social Justice and Football Development Johnathan Franklin**. "By creating pathways for local and underrepresented businesses to participate in opportunities surrounding Super Bowl LXI, we're helping ensure that the economic benefits of this moment are felt throughout our communities. We are proud to partner with the NFL and the Los Angeles Super Bowl Host Committee to invest in the businesses and entrepreneurs that drive innovation, create jobs, and help Los Angeles thrive."

“One of the Host Committee’s top priorities is ensuring that Super Bowl LXI creates lasting benefits for communities across the Los Angeles region,” said **Kathryn Schloessman, President & CEO of the Los Angeles Sports & Entertainment Commission and CEO of the Los Angeles Super Bowl Host Committee.** “The businesses participating in the Super Bowl LXI Source Program represent the talent, creativity, and diversity that define our region. By creating pathways for local businesses to engage with one of the world’s premier sporting events, we are establishing a lasting legacy well beyond February 2027.”

The event will take place at 6:30 p.m. on Wednesday, June 17, 2026 (media check-in at 6 p.m.). Media interested in attending should RSVP to [media@lasec.us](mailto:media@lasec.us).

###

### **About the Los Angeles Super Bowl Host Committee**

The Los Angeles Super Bowl Host Committee has been established to deliver a premier Super Bowl LXI experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between the National Football League and Los Angeles to harness the opportunities surrounding the Super Bowl to elevate our community. Through initiatives such as the LASEC Business Connect program, the Host Committee works to expand access to opportunities for local and eligible businesses across the region. The Host Committee is led by the Los Angeles Sports & Entertainment Commission (LASEC) and includes SoFi Stadium and Hollywood Park and the Los Angeles Rams. For more information, visit [lasuperbowlhc.com](http://lasuperbowlhc.com).

### **About Los Angeles Rams**

The Los Angeles Rams – Los Angeles' original professional sports team and Super Bowl LVI Champions – stand as one of the oldest franchises in the National Football League and since its founding in 1937, have garnered four World Championships and sent 30 of its members to the Pro Football Hall of Fame. As a professional sports team, the organization is committed to be a valuable civic partner and serving the greater Los Angeles area 365 days a year. The Rams play their home games at SoFi Stadium, which is located at Hollywood Park, a 298-acre sports and entertainment destination owned, being developed and operated by Los Angeles Rams Owner/Chairman E. Stanley Kroenke in Inglewood, CA.

### **About the Super Bowl LXI Source Program**

The Super Bowl LXI Source Program connects local and underrepresented suppliers with opportunities tied to Super Bowl planning and production while supporting business growth through training, networking, and capacity-building initiatives. The program is part of the NFL’s broader commitment to driving economic opportunity and inclusive procurement in Super Bowl host communities. For more information, visit [NFLSource.com](http://NFLSource.com).