



BUSINESS
CONNECT



MEDIA ADVISORY

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LASEC BUSINESS CONNECT SPOTLIGHTS LOCAL AND DIVERSE BUSINESSES AT PITCH DAY PRESENTED BY ARCHER

Selected Pitch Day participants will advance toward inclusion in the Business Connect Program, connecting local suppliers with contracting opportunities tied to major events across Los Angeles

LOS ANGELES, Oct. 19, 2026 — The Los Angeles Sports & Entertainment Commission (LASEC) brought together local and diverse businesses, procurement leaders and industry experts at Deloitte's office at Hollywood Park for its 2026 Business Connect Pitch Day presented by Archer. The event provided more than 50 qualified suppliers an opportunity to showcase their capabilities, build connections across a range of business organizations and industries and earn a chance to be included in the LASEC Business Connect Program.

The suppliers represented more than 20+ industries, ranging from catering to transportation. Each supplier presented their services, experience and readiness to meet the demands of major events to a panel of judges, including Miles Rogers, Chief Marketing Officer, Archer. Judges provided direct insight and feedback as they evaluated participating businesses for potential inclusion in the program.

"As Los Angeles continues to host major events on the global stage, ensuring our local business community has access to opportunities remains an integral part of our legacy programming and goal of Business Connect," said **Samona Caldwell, Director of Business Connect, Los Angeles Sports & Entertainment Commission**. "Pitch Day presented by Archer is about creating meaningful connections between Los Angeles businesses and industry leaders and having those leaders share their expertise, provide guidance, and ultimately open doors to new opportunities."

Participating judges at Pitch Day were represented by the following organizations: AECOM, AEG, Archer, Black Business Association, Deloitte, LA28, LA Chargers, LA Latino Chamber of Commerce, LASEC, NBC/Universal Group Procurement, California Rainbow Chamber, Southern California Minority Supplier Development Council, Sony Pictures Entertainment and Wolfgang Puck Catering.

"The Los Angeles Sports & Entertainment Commission has helped make Los Angeles the world's premier host city, bringing in global events that drive billions in economic impact and lasting benefits for our communities," said **Miles Rogers, Chief Marketing Officer, Archer**. "As a Host City Supporter for the Los Angeles World Cup 2026 and Official Super Bowl LXI Host Committee Partner, Archer is proud to support Business Connect at Pitch Day and programs that create opportunities for this community to shape the future of Los Angeles."

Following today's event, judges' evaluations will help determine which businesses are invited to join the LASEC Business Connect Program, providing opportunities to establish contracting opportunities tied to major events across the Los Angeles region.

The LASEC Business Connect Program is a legacy initiative from the 2022 Super Bowl and serves as the official supplier diversity program of the Los Angeles Sports & Entertainment Commission. Business Connect works to connect diverse Los Angeles suppliers with contracting opportunities associated with major events while providing professional networking and development opportunities for member businesses.

Since its launch in 2022, the program has served more than 300 local businesses. As Los Angeles continues to host an unprecedented decade of major events, Business Connect builds a pipeline of qualified local suppliers positioned to participate in economic opportunities these events create.

To learn more, visit: lasec.net/business-connect.

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About LASEC Business Connect:

The Los Angeles Sports & Entertainment Commission is the nonprofit organization officially designated to attract, secure, and support high-profile sports and entertainment events in Los Angeles. The Business Connect program is LASEC's official supplier procurement program. The initiative has two primary goals: (1) to link diverse Los Angeles suppliers to contracting opportunities related to premier events and (2) provide professional networking and development programming for all member businesses.

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 Super Bowl LXI Host Committee. 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.

About Archer

Archer builds the aircraft and core technologies that will define the next era of flight for aerospace. Archer is the exclusive Air Taxi Partner of the Los Angeles Sports & Entertainment Commission and Official Air Taxi Provider of the LA28 Games. Midnight is Archer's piloted, all-electric aircraft designed to turn 60–90 minute commutes into quiet 10–20 minute flights with zero operating emissions. To learn more, visit www.archer.com.

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