

# CITY LIMITS THE LA SPORTS ISSUE

LA WELCOMES FOOTBALL WORLD  
CUP 2026 & OLYMPICS 2028:

CITY VS EVENT: WHO WINS?

LAYING THE GRASSROOTS

THE FUTURE OF SPORT

LA VOICES





# Introduction

First up, 10x shout-outs to City Limits and all who've contributed over the years (not least, our fantastic editorial team of Phoebe Trimmingham and Jen Robinson). Right now, we hit issue 10 of our ongoing exploration of the ever changing urban experience.

We'll properly celebrate that elsewhere. Here, though, it's all about Los Angeles, that place of endless possibilities. It's the first time we've put the City Limits focus on just one city. Our reasoning for this is strong: it's the home of our latest office launch - our second in the US - with David Stewart on board as head of agency, and plans afoot to cement our culturally charged offer on the West Coast.

More specifically, this issue is about what it means when the big sporting shebangs of the Olympics and World Cup roll into the self-proclaimed Entertainment Capital Of The World. What impact will they have? Can they provoke change positively, enduringly, within communities as much as on the

commercial landscape? What can other cities learn from all of this? What's the meaningful intersection for brands here? Decoding event logos, mapping where sporting magic happened, experiential highs and lows, a Future Of Sport survey - we feature it all.

Sport + cities is dream material for us. So much potential to inspire and to improve lives. But much that needs working at to get to more equitable outcomes. If you'd like to find out more about our work in this space - across placemaking, brand and positioning, comms development, product and experience innovation and far, far beyond, we'd love to hear from you.

In the meantime, on your marks, get set and get reading.

*Andy Crysell, founder and CEO*

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Snapshots

We talked to LA residents in cafes, ball parks, and gyms about what they want from infrastructure, events, culture and sport in the city when the men's football World Cup and Olympics take place here. You'll hear from Wendy, Tiffany, Alex, Charmaine, Amy, Mary, Teresa, Amir, John, Cody, Liv and Dominic throughout this edition of City Limits.

**LA VOICES** "When it comes to equal empowerment for all athletes, the upcoming sports events in LA will set a great example for the rest of the world. It's what we're known for as a city."

Wendy

# Welcome To



## A roadmap of sport in the city

### 10 Influential LA Sports Facts

1. The memorable bowling scenes in cult movie *The Big Lebowski* (1998) were shot at the Hollywood Star Lanes.
2. Without George Fretch, there would be no *Baywatch*. In 1905, he brought ocean lifeguarding to Venice beach.
3. Crypto.com paid more than \$700 million for naming rights to The Staples Center in 2021, making it one of the biggest naming deals in sports history.
4. The final boxing match between Rocky and Apollo Creed - in *Rocky* (1976) - was filmed at the Olympic auditorium.
5. LA has more public golf courses than any other city in the world - numbering at 20.
6. The Guinness World Record for most people on a skateboard was set in LA during a Weezer music video, with 22 people on one board.
7. In 1984, Neroli Fairhall became the first paraplegic athlete to compete in the Olympics, having taken up archery after a motorbike accident left her paralyzed.
8. Since 2007, LA has been building outdoor fitness zones. To date, 86 have been built.
9. The Los Angeles Lakers originated in Minnesota - the Land of 10,000 lakes - before heading west to the city of 22 lakes in 1960.
10. LA Dodgers' legendary organist Nancy Bea would choose from over 2,000 tunes to fit the mood of a game in her 28 years playing at matches.

**Santa Monica Pier**  
The Great Depression spawned the poignant *Marathon Dancing*. Unemployed couples would take to the pier and dance for days on end.

**Pauley Pavilion**  
UCLA's home for basketball, volleyball, and gymnastics. Here Mitch Gaylord became the first American to get a perfect ten on the horizontal bar ('84 Olympics).

**Rose Bowl**  
A football stadium set in picturesque greenery. Each year, two college teams meet in this venue to smash each other.

**Hollywood Highschool 16**  
This skate spot has sixteen stairs, and is where Olympic Gold Medalist, Yuto Horigome, recently did a Nollie 270 BS Lip - way cooler to watch than read.

**Hollenbeck Youth Center**  
An East LA boxing gym that has introduced the sport to many kids, among them Oscar De La Hoya.

**Venice**  
Home to the original Gold's Gym where big name bodybuilders pumped iron. One went on to be a big deal in Hollywood. His name is Arnold.

**LA Memorial Coliseum**  
Where the infamous 1984 race between American Mary Decker and barefoot Zola Budd took place, which ended with a collision and both runners unplaced.

**Lunada Bay**  
Both the waves and the locals of Lunada Bay are 'gnarly'. The Lunada Beach Boys will do anything to keep outsiders off their waves...

**Long Beach Public Tennis Courts**  
The public hard courts of Long Beach took Billie Jean King from training with her father to winning 12 major titles.

**LA VOICES** "You can succeed in LA because it's a melting pot of industries, cultures and activities, so you can get anything done. You can dream big in LA and put your heart and soul into it."  
**Amy**



# A Champion (City) Is Made

As one of the 16 World Cup cities and hosting the Olympics, LA could nimbly dodge the logistical minefields and win big on diversity, sustainability and cultural impact

It's well established that hosting a world sport event comes with a lot of risk - from financial to reputational - and that is why fewer cities are wanting to do it. Simply put: what city feels robust and unimpeachable enough to invite a spotlight that will light up its darkest corners? And yet, Los Angeles is now standing in that glare, as it plays host to two major world sporting events over the next five years...

These sporting events could provide instead something quite remarkable: a cultural rebranding. Less about looking outward to the rest of the world. Rather of peace building among Los Angelenos - and even the US as a whole (sports events ignite ambition and optimism). Of showing LA as a city that gives voice to all its diverse ethnic groups.

As this FIFA statement promises, it can "deliver one of the most diverse cities in America to support the promotion of human rights, and environmental sustainability."

Los Angeles is seen as this progressive hub of America. With the 2028 Olympics it is also signalling to the world what hosting a sustainable, morally sound sporting event looks like: reusing existing infrastructure; coding diversity and championing inclusivity (eg LA28 branding visualizes the individual and diverse stories of Los Angeles' citizens).

"It'll be nice to bring the focus back to the glamorous side to LA. To make people want to emigrate here again."

Tiffany

LA VOICES

Meanwhile, former Mayor, Eric Garcetti, has said repeatedly that the city can "end street homelessness" by the time the Games come to town (the how is still unclear).

And it's coming out fighting on those logistical minefields. The city is boldly battling away criticisms, and presenting Los Angeles as a city that is uniquely able to take on the 2028 Summer Olympics and men's soccer 2026 World Cup. Los Angeles could be different: it has a history of holding game-changing Olympics and can make use of existing facilities and stadiums for both events. With corporate sponsorships, ticket sales, merchandising and other sources, LA28 forecast a balanced budget on the Games.

Confidence is high. "Every other city is an apple and we're an orange," says Garcetti, a bullish stance supported by 57 percent of Angelenos who believe the Games will be good for LA (Suffolk University/LA Times, 2023).

One thing is for sure, LA is being bold, and that's exciting. But being this beacon of progressiveness also tends to upset middle America. Signal too loud and you risk furthering the American divide. Luckily, nothing unites a country quite like sport, and there is a chance that middle America will look at their progressive sibling with pride. And that seems a winning reason to bother right there.



When it comes to the Olympics, it's not the taking part that counts...

## Reputation

1968, Mexico City

The first to be hosted by a Latin American country. To shake its reputation as a dangerous country - slogan: "Everything is possible with peace."

## Transformation

1964, Tokyo

The first Asian host of the Games, marking an end to pariah status since a crushing World War Two defeat.

## Power

1980, Moscow

The first Olympics to be held in a communist country, the US did not compete.

## Globalize

2008, Beijing

A chance for the nation's government to make a splashy announcement that China is a global leader on par with anywhere else.

## Showcase

2032, Brisbane

Australia will welcome the games for the third time, and give name recognition to Brisbane, one of its growing cities.

# THE POWER OF SPORT LOGOS

Our semiotic analysis of event design reveals the action off the field



**10th Olympiad**  
1932

**The Establishment**

A shield based on the American flag with 13 stars to represent the original colonies of the USA

X<sup>TH</sup> OLYMPIAD

LOS ANGELES

1932



**We see:**

Graphic elements make clear traditional organizations are in charge:

The Olympics as an organization is dominant: with its motto, 'Citius, Altius, Fortius' (Faster, Higher, Stronger), and the all caps of Xth OLYMPIAD.

Backed up by: 'the nation' with colors matching the American flag, plus 'victory' - the laurel branch is the symbol for victory. And 'law' from the emblem looking like a police badge.

**We don't see:**

Los Angeles is not shown because it was a town few knew about. One IOC delegate asked if it was near Hollywood.



**23rd Olympiad**  
1984

**Revolution**

Simple shapes and prismatic color to brand the games across temporary tents, scaffolding and podiums



**We see:**

The evolution of the city as the star:

The design unifies the sprawling city with the 'kit of parts': simple shapes, super-graphics, and vibrant colors.

It re-brands LA: the guidelines called for "a colorful invasion of butterflies" - wiping away the city's infamous smog.

**We don't see:**

The Olympics. The reputation of the games was at an all-time low (Newsweek had just asked: 'are the games dead?'), but these graphics act to sever ties to its recent inglorious status.

**34th Olympiad**  
2028

**Ever Changing Culture**

Animated emblems designed by artists, celebrities and tastemakers

**We see:**

A focus on creativity and diversity:

The constantly changing designs for the 'A' in 'LA' and edgy graffiti-style art speaks to the diversity of Los Angeles.

Logos by musicians, actors and streetwear brands signals the elevation of creatives and creators in Los Angeles.

**We don't see:**

Sport. The currency is culture, not sport.



**FIFA World Cup**  
2026

**Icons**

A no frills trophy image and FIFA name at forefront



**We see:**

Centering on LA and FIFA:

Bold yellow, red and blue represents the iconic LA as sun, celebrities and beaches. The other 15 host cities use photographs of real places: LA is recognizable in just three colors.

The plain trophy is a change from stylized twists since 2002 to re-establish the trophy as an icon ("... an innovative design language that anchors the FIFA World Cup emblem," said FIFA) as well as the FIFA organization as the central focus of comms.

**We don't see:**

An exciting branding: and this very simple FIFA World Cup Logo could get lost against the individual graphics and colour schemes for each of the 16 host cities.



How will Gen Alpha play sports as young adults?

# The New Rules

## The Future Of Sport

Trend forecasting is not about predicting hard and fast futures - especially when looking as far ahead as five years and the LA Olympics. But in place of a crystal ball, we researched fast moving trends that are hinting at how sport will respond to macro changes around Inclusion, Equity & Diversity, Sustainability, Performance & Success, Game Play and Fandom. Crowd DNA and Researchbods also used this roadmap to conduct The Future Of Sport Survey.

We are hoping to provoke and inspire thought around how Gen Alpha, reaching adulthood in this time, will experience their first major sports events.

We talked to 500 people across the US. For the full survey on The Future Of Sport, contact [hello@crowdDNA.com](mailto:hello@crowdDNA.com)

- Inclusion, Equity & Diversity
- Sustainability
- Performance & Success
- Game Play
- Fandom

## 2023

### Systemic Change

Sport management shifts from being a male-dominated industry, eg an all-women team negotiated Jalen Hurts his record NFL deal in 2023

### Accessibility

Barriers to participation are less for newer sports, eg skateboarding, which at the 2020 Summer Olympics featured some of the most diverse competitors, including openly LGBTQ+ athletes

### Declining Fandom

Gen Z are playing and watching less sports and are less likely to be sports fans

## 2024

### Player Welfare

Damning reports, eg Concussion in Sport, UK gov, 2021, leads to a global overhaul of safety management across grassroots and elite sport

### Suitable Uniform

A spotlight on inclusivity of uniform after Nike launched its 2023 'Year of the Woman' with leak-proof period shorts

### Fan Impact

Fans and athletes working together to draw attention to global issues, contributing positively as they did in support of the Black Lives Matter movement

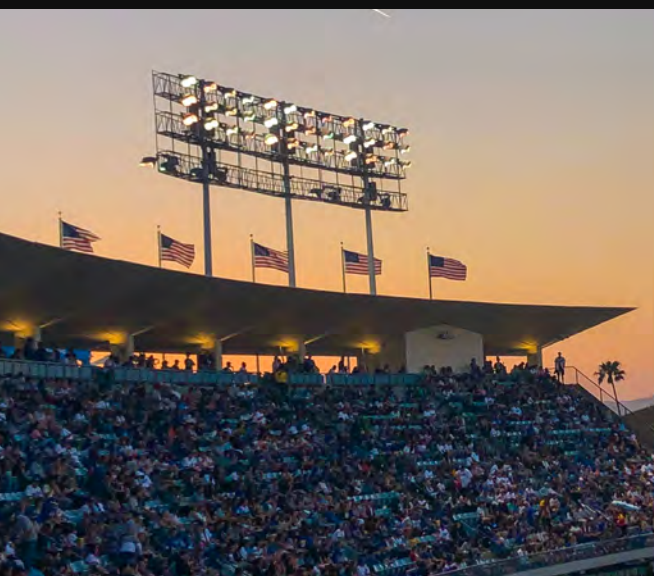
### Esports Events

The pandemic made esports more mainstream: there are plans for esports events alongside the Olympics in Paris, 2024

"These sporting events will bring people back to the States and show we are a world power and can put on world events."

Teresa

LA VOICES



# 2025

## No Pain. All Gain

As athletes like Simone Biles and Naomi Osaka withdraw from events to prioritize their mental health, it's no longer success at any cost

## Women Fans

Young women are now more likely to describe themselves as avid fans

## Safe Spaces

The challenges faced by non-binary or trans people in sport is under intense scrutiny and is contentious, eg in early 2023, World Athletics banned trans women from competing who have undergone male puberty

## Climate Positive

New tech solutions will help create climate positive events



# 2026

## Crowd Participation

As live sports struggle to engage fans, stunts make it more of an attraction, eg Savannah Bananas have a ball coach who break dances and senior citizen cheerleaders

## Sportwashing

Authoritarian countries use sports events to distract from human rights issues, eg Saudi Arabia as a key destination for global events

## Burnout

Athletes who go professional younger risk overuse injuries, mental health issues, and the pressures of marketing (eg third grader 'Baby Gronk' who has endorsement deals and 285K IG audience)

## Extreme Sports

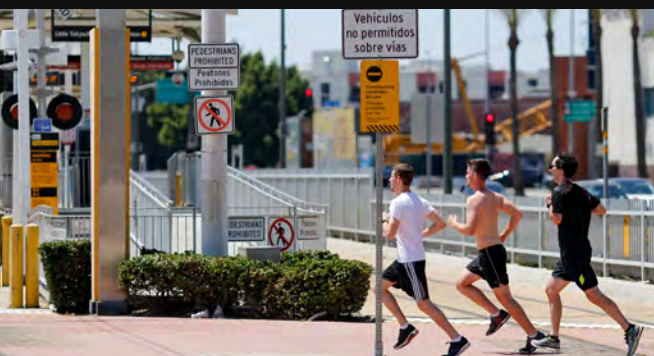
An increase in extreme sports around the world, eg the 140-plus miles Ironman, or Marathon des Sables (the 251km race in the Sahara desert)

## Online Community

Sport teams are meeting fans where they are most vocal: in Twitch streams, Roblox arenas, TikTok, and Twitter threads

## Reframed Winning

Sports personalities are shifting focus from achievement on the field to off it, as we see in the Togethxr media platform run by professional female athletes and focused on increased representation: "Legacy isn't about win or losses - it's about what you give back."



# 2027

## Player Empowerment

New models of player-driven organizations, like Athletes Unlimited where players share in long term profits of the company

## Creators & Streaming

High quality streaming, and technology that builds the personality and profile of players online, changes how sport is watched

## Wearable Tech

Tech to optimize performance, pain treatment, and manage injuries, eg the Q-Collar worn by NFL players to safeguard the brain

## Health & Safety

Sporting organizations address their duty of care after a series of governing bodies are taken to court by players - leading to changes in play protocols and reporting of injuries. But it's hotly contested due to impact on game play

"The World Cup is going to be a sh\*t show: Too crowded, and LA is really rundown right now with a lot of homeless. Plus, I'm not sure the Olympics are such a big deal anymore: I don't care in the same way that I did when I was a kid and when my mom worked the '84 games."

Mary

LA VOICES



# 2028

## Transhumanism

How will biohacking - augmenting the body with technology - change sport?

## Adaptive Sports

Athletes with disability in the same teams as able-bodied athletes, like the Japanese rowing team - mixed-gender, multiple-impairment and able-bodied - at the 2021 Tokyo Paralympics

## Mixed Reality

Esport eventing establishes mixed-reality tech across the stadium environment, eg a giant Chipotle burrito bowl sliding across the ice at Colorado Avalanche game got more than 200 million views across social media (2022)

## #HaveAGo

The slogan #HaveAGo for Brisbane games 2032 speaks to an emerging shift from a winning to a 'do what you can' mentality - a new mindset in sports, which is set to gain significant traction over the next five years

## Green Marketing

Major commitment to reduce the impact on the climate, eg FIFA has committed to net-zero emission by 2040; Formula 1 has a strategy to become a net zero carbon sport by 2030

"If it's good, it will raise money and put LA back on the international stage."

Amir

LA VOICES

## The Future Of Sport Survey

We talked to 500 people across the US about these predictions and evolving macro changes that we have identified. **The Future Of Sport Survey** is a road map, telling us what people really think about the critical issues from Sustainability to Game Play. Here are some of the key insights. For the full survey on The Future Of Sport, contact [hello@crowdDNA.com](mailto:hello@crowdDNA.com).

### Inclusion, Equity & Diversity

- 66% of Americans agree that sport promotes diversity
- 90% of Americans agree it's important to improve the representation of minority groups within sporting organizations and bodies
- 43% of Americans agree that the sports industry values all athletes equally (regardless of gender, age, ethnicity, disability)
- 96% of Americans agree it's important to make everyone feel welcome within the sports community
- 50% half of Americans agree that sportswashing is a problem
- 96% of Americans agree it's important to make sports accessible to everyone

### Sustainability

- 87% of Americans feel it is important to reduce the carbon footprint of sporting events and experiences
- 37% of Americans feel the transparency from sporting organizations and events around global issues such as their sustainable impact will improve in the next five years

### Performance & Success

- 68% of Americans agree that the mental wellbeing of athletes is more important than their performance
- 96% of Americans agree it's important that new technology is developed to protect the physical wellbeing of athletes
- 51% of Americans agree that biohacking will become more prevalent in sports

### Game Play

- 20% of sports fans would consider watching esports in the future
- 72% of Americans agree that athletes achievements are rooted in their story off the field, not just what they do on the field
- 98% of Americans agree it's important to support the health and (physical) safety of athletes

### Fandom

- 69% of American females identify as sports fan, compared to 81% of American males
- 56% of Americans (61% of sports fans) have engaged with athletes or teams outside of the sport, eg on social media, live streams, or listening to a podcast
- 64% of Americans feel the use of technology while watching live sporting events will improve over the next five years

For the full survey on The Future Of Sport, contact [hello@crowdDNA.com](mailto:hello@crowdDNA.com)

# COMMUNITY GOALS

## The role of community when big sporting events come to town

The Olympic and Paralympic Games is being marketed by LA28 as a “co-created games” - using words that associate with community, from taglines including “We’re more than a city, we’re a mindset”, to placing that diverse community at the fore, and how: “Los Angeles defies a singular identity.”

Putting community in the center points to how the success of a big sporting event is increasingly about what change it makes to the host city and its inhabitants - basically, does it make it for the better? Not just, has it attracted tourists? (Or just, who is picking up the bill for the over-spend?).

As the Australian Olympic Committee chief Matt Carroll says (speaking as the country will host the Brisbane Olympics in 2032): “Sport brings health, educational and wellbeing benefits to the community.”

A sporting event can elevate ‘community’ and it can look like it’s almost effortless as it brings people together, and has values - teamwork, or support - that naturally lean into ‘community’.

But once the podiums are dismantled, and the crowds have gone home, leaving a legacy for the city’s people isn’t easy to get right. Ten years on from the London Olympics, a report concludes that it had not met the long term goal to “inspire activity at a grassroots level” (UK Gov, 2023).

London 2012 shows that funding park gyms or grants to local clubs isn’t enough. The greatest indicator of whether a child will play sports is household income (Springer Nature, 2022). Put simply: for sport to play a role in a community it needs to address the equity and access issues in that neighborhood.

As LA lays down its goals for the Olympics, one of LA28’s (the organization leading the Olympic planning) earliest announcements was investing \$160 million with PlayLA, a youth organization to make sports development in California affordable and accessible. A “historic community investment to Los Angeles,” said former Los Angeles Mayor Eric Garcetti.

By actively bringing equity into the conversation like this, big sporting events of tomorrow have the opportunity to change lives way outside of the playing field. Yes, to really even the playing field.

### Laying The Grassroots

The LA organizations supporting equity on the field



#### HOLA (Heart Of Los Angeles)

Youth athletics as part of an enrichment programme

At the heart of HOLA is the view that sports are an entry point for youth development with a sports program complemented by arts, wellness and academics.

Mission statement:

‘A Los Angeles in which every young person has the opportunity to realize their full potential.’



#### Angel City Sports

Adaptive sports for people with disabilities

Co-founder and US 2020 paralympian, Ezra French says: “Any sport is possible, we will figure it out.” In 2022, Angel City Sports introduced over 300 individuals with disabilities to a new adaptive sport.

Mission statement:

‘Champions Live Here’ are the words on the side of their building.



#### Girls On The Run

Keeping teenage girls active

It highlights the importance of how sport helps other life skills for girls, like with ‘resolving conflict’. A recent report congratulated its strong focus on equitable and inclusive education (Harvard, 2021).

Mission statement:

‘The power and potential of girls.’

### LA VOICES

“We have to host something big and also take care of the people who already live here, for sure. And then leave some money behind so that it goes to developing the city. Oh, and a new stadium for the 49ers!”

Alex

### LA VOICES

“We have a lot more social and gender advances than other nations - maybe even in parts of our own country. A nice legacy would be to highlight that we are a vibrant and progressive city.”

Charmaine



## Five ways brands have tried to authentically integrate into cities for a big event

Getting an authentic foothold in city culture during an event often involves the quietest move. Brands best succeed when they can 'be there' without actually being there in any tried and tested way like stunt advertising, sponsorships or promotional activations.

Whether the city is hosting the Olympics, World Cup, South By Southwest, or a stop on the Formula 1 circuit, what makes the biggest impact is deciding to contribute to the wider culture, not just the brand: to give back to the city's community over a significant time, or offer a service that aligns with the event's values.

In these five examples, we can see how standing out at a city event actually looks like stepping back and taking on a supporting role. But, by doing so, these brands successfully integrated into more than a one off spectacle, and instead into the culture of the cities through meaningful connection, finding out and supporting what the city needs, and how to properly get it to the people who live in them.

# When Brands Show Up...



## 1. Grass Roots, Long Game

Nike, Olympic Games, LA

In the run up to the 2028 LA Olympics, Nike has smartly stepped in with the venerable LA84 Foundation - a legacy of the last games held in the city in 1984 that supports youth sports initiatives. In 2021, Nike teamed up with the LA84 Foundation and the Play Equity Fund to launch LA Made To Play Neighborhoods in Boyle Heights and Watts, specifically to help Latino and Black girls living in low income households to get active. The hope of the three-year, \$1.3 billion programme is in their slogan. And with 13 community organizations benefiting from the fund, Nike should enact generational change in these LA neighbourhoods - thanks to a sneakers brand, a Boyle Heights resident could be atop the podium in Olympic games to come, and that's the kind of grassroots story Nike excels at being part of.

"The Olympics and the World Cup will bring immense visibility to LA that could change the way that people think of LA, and not think of crime and homelessness."

John

LA VOICES

## 2. Local Advocacy

Burger King, Gay Pride 2014, San Francisco

Acknowledging that a city can be synonymous with an identity, Burger King didn't roll out their 'Proud Whopper' across the States, they sold it at a single San Francisco Burger King restaurant to coincide with the city's Gay Pride Parade. Its success went way beyond one restaurant, one Gay Pride event, and one smart idea - it quickly became the number one trending topic after a video was released on social media. The script included 'Man on the street' interviews: "Is it a gay burger or what is it? Do gay people even eat fast food?" and signed off with: "In reality, the only difference was its wrapping." [We Are All The Same Inside]. In 2014, it racked up: One billion media impressions worth \$21 million of earned media, seven million views, and 450,000 blog mentions. It showed that if you get the culture right, even in a metropolis, impact isn't a numbers or volume game.

## 3. Addressing Concerns

Uber, Mardi Gras 2015, Sydney

These days the biggest LGBTQ+ celebrations have ad campaigns that roll out as frequently as parade floats. The worry is that corporations are edging out the activism that once lay at the heart of the events, as they become increasingly commercialised. Uber's campaign in Sydney aimed at releasing some of that tension with 'Mardi Cars', offering free rides during the festival. The offer was praised for genuinely listening to, and directly answering, some of the LGBTQ+ community's unfortunately all-too-common concerns - getting home safely, avoiding hate-crimes, travelling after dark. The campaign also donated \$10 for every ride to The Aurora Group (an LGBTQ+ community-led funding organisation). With this initiative, Uber arrived at both destinations: both supporting the activism of the event as well as its own commercial interests.



## 4. Blanket Coverage

Orange Mobile, Clubbing 2002, Ibiza Town

It's worth remembering that if you can aim and shoot a bullseye on a culture that is right for your brand, go for it, and own it. We saw this in the early noughties, when Orange mobile became inextricably linked with entertainment due to painting Ibiza Town Orange. You couldn't move on the island without seeing the Orange branding, sponsoring its most infamous club Manumission, beach towels, pop up bars... it was a blunt force, but for young people going out, experiencing entertainment culture at the same time as early smartphone take-up, it was an unforced rarity: an authentic collision of culture, place, and brand.

LA VOICES

"I think the view around the world is that LA is crime ridden, full of homeless and very expensive - it's kind of a hell hole. So it'd be great if we can show our city as beautiful and with a lot of great things."

Liv

## 5. Backing A Side

Jubel, World Cup 2022, UK cities

Sometimes a city is problematic, as any of the locations for the Qatar World Cup more than showed to be the case. On this occasion the smartest practice for an alcohol brand who aims to serve up uncomplicated fun was to help turn the focus away from the controversies about the host cities, and toward how people experience the culture of a game in their own cities, say with a pint in a pub in London. And so disruptive newcomer, Jubel, the fruity beer brand, ran a simplistic campaign for every time Jude Bellingham scores, you can get a free pint. The simple premise was of course accompanied by a nonsensical football chant: "Free pints on a shirttt, Jubel's campaign still gleaminggg".

**And finally... Don't make promises you won't want to keep**

McDonalds, LA Olympics, 1984

In the 1984 LA Olympics, McDonald's offered a Big Mac, Coke or fries every time the US landed atop the podium. The US had a successful Olympics - in no small part because the Cold War had led to their main competitors the Soviet Union not attending - and some McDonald's outlets ran out of burgers...



# Crowd Snapshots

Where to play, pump and pose in LA



**Always A Slam Dunk**  
The perennial importance of outdoor basketball courts to the city residents. The LA Parks and Rec maintains 92 public basketball courts.

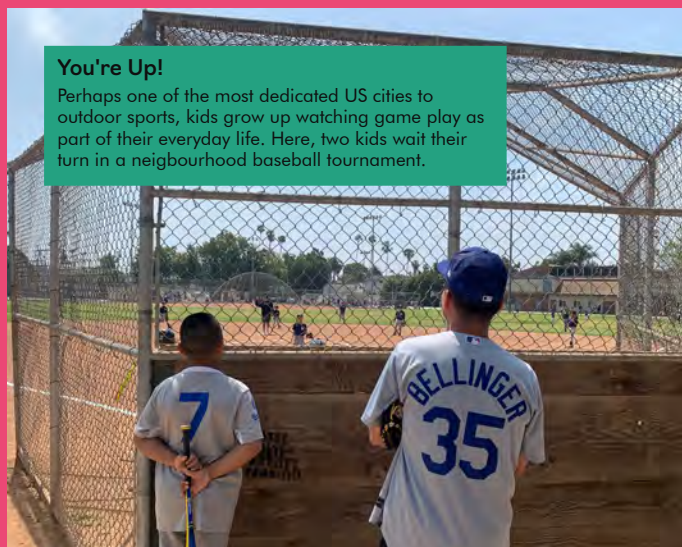


**Dodger Stadium**  
The iconic ballpark with wooded hills in the distance and where LA Dodgers has had 65 seasons and the biggest musical stars perform, from the Beatles as they took the US by storm to Elton John who came on stage in his famous sequined Dodgers uniform.

"With the World Cup, the benefit will be for the game itself. Soccer is a second tier sport here, and this is the best opportunity to showcase it since the 1994 World Cup in LA. We will see the passion and how it brings people together."

Dominic

LAVOICES



**You're Up!**  
Perhaps one of the most dedicated US cities to outdoor sports, kids grow up watching game play as part of their everyday life. Here, two kids wait their turn in a neighbourhood baseball tournament.



**West Hollywood Park, fully opened 2022**  
A testament to how big outdoor sport is in the city with basketball courts, workout machines, and tennis courts.

LAVOICES

"Los Angeles is such a spread out city so there will be room for people all over the world, athletes included, to descend and still not feel overcrowded and also the great outdoors that LA offers."

Cody



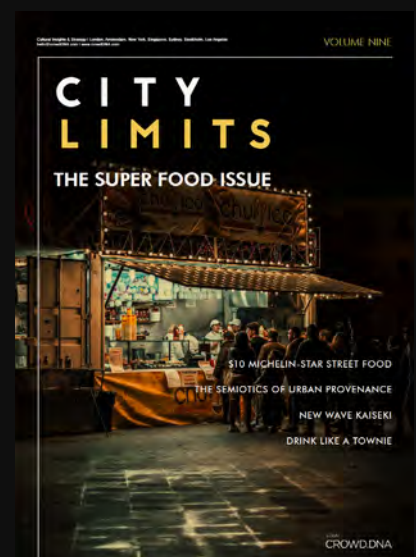
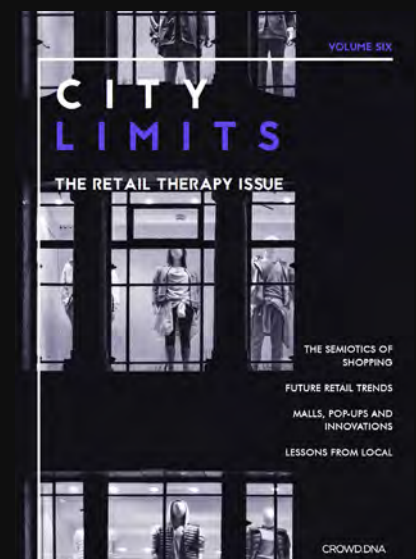
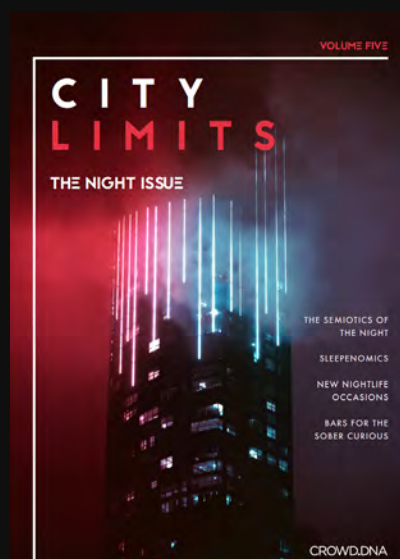
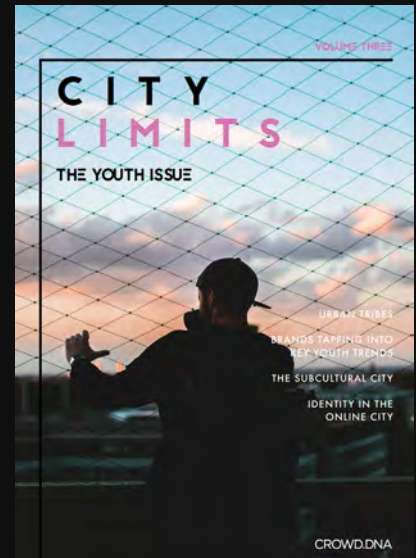
**Skate Park, Venice Beach, since 2009**  
Where the vibe is supportive, and everyone waits to get their turn.



**New Era Of Roller-Skating**  
A new wave of outdoor skaters are turning up for rollouts among LA's palm-tree lined boardwalks.



City Limits, our ongoing exploration of the ever changing urban experience, hits issue 10 with LA Sports. Here where 1-9 took us...





# Thanks for reading.

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