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C: 626-524-2533 | E: mthomas@rosebowlstadium.com**Rose Bowl Institute Announces Inaugural Sportsmanship Summit 2026***A Global Gathering on Fair Play, Integrity, and the Future of Sport*

PASADENA, Calif. (December 10, 2025) The Rose Bowl Institute announced today that it will host the inaugural Sportsmanship Summit at the iconic Rose Bowl Stadium in Pasadena, California on June 8–9, 2026, just days before FIFA World Cup events begin in the Los Angeles area. This landmark event will unite some of the world's most influential voices across sport, culture, media, and global leadership—including Olympic champions, World Cup legends, Hall of Famers, award-winning actors, industry power brokers, and emerging youth leaders—for unprecedented conversations on how the power of sportsmanship shapes society in a rapidly changing world.

In partnership with best-in-class organizations from around the world, the summit, titled “Unite Through Sportsmanship—Past, Present & Future,” will serve as a global platform for dialogue that celebrates both the enduring legacy and future promise of sportsmanship. Along with the Rose Bowl Institute, participating organizations include the Aspen Institute’s Sports and Society Program, the Ronald Reagan Presidential Foundation and Institute, Players Coalition, Sport for Impact, and Champions for Good.

The multi-day gathering takes place at a historic venue as the nation commemorates America 250, and the Los Angeles region prepares to welcome visitors from around the world as one of the FIFA World Cup host cities. Against this backdrop, the Summit will feature conversations led by world-class athletes, cultural influencers, educators, and international thought leaders; to examine how integrity, respect, and fair play transcend the playing field to strengthen communities and build a more connected world.

“There is no better place than the Rose Bowl Stadium to host a global summit on sportsmanship, where generations from around the globe have witnessed the unifying power of sport,” said Dedan Brozino, President of the Rose Bowl Legacy Foundation, “As the soccer and sports world arrives to the Los Angeles area, we’re proud to convene leaders who understand that respect, integrity, and character are the true foundations of sport and the keys to building stronger communities worldwide.”

Over two days, attendees will engage in keynote addresses, expert panels, and interactive workshops covering topics such as the evolution of sportsmanship across generations, sports diplomacy, the unifying power of sport, and athletes as agents of social change.

The program will unfold across three primary tracks—professional, collegiate, and youth sports—each designed to explore how shared values create stronger teams, healthier environments for young athletes, and more connected communities across cultures.

Speakers, schedule, and registration will be announced in early 2026.

For more information, please click [Here](#).

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About the Rose Bowl Institute

The Rose Bowl Institute champions sportsmanship, leadership, and citizenship. Through educational programs, focused dialogues, and awards, the Institute leverages the power of sports to unite people everywhere. It is an arm of the Rose Bowl Legacy Foundation. James Washington, a former two-time Super Bowl Champion and UCLA Alumni, leads the Institute alongside a current [Advisory Board](#).

Launched in 2020, the Rose Bowl Institute has proven to be an inspirational flashpoint to educate and inspire both at-risk youth and underserved communities in Southern California and around the nation with compelling programming. Sports is a universal language that has the power to unite everyone. The Institute continues teaching independent skills and positive sports values such as ethics, teamwork, sportsmanship, equality to ensure its viewers and participants are exposed to free programming that can benefit their growth as contributing members of society.

Coupled with the Rose Bowl Stadium brand, and anchored by a nationwide, celebrity, values-driven advisory board, the Institute has quickly become a unique leader in valuable, productive dialogues rooted in positive sports values. To learn more about upcoming programs, visit www.rosebowlinstitute.org or contact rosebowlinstitute@rosebowlstadium.com.

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.

In December 2024, the Legacy Foundation launched the first-ever capital campaign in the venue's history – a two-phase, multi-project private fundraising initiative. The campaign is a vital effort to maintain the Rose Bowl Stadium's® status as a global icon in sports, entertainment, and culture. With the multiple improvement projects, set for completion by and beyond the 2028 Olympic Games, the campaign will prioritize the improvement of the experience at America's Stadium for all fans, by leveraging the sights, sounds and views that have written the venue's iconic story. These upgrades will not only preserve its historic legacy, but also amplify its lasting impact on Pasadena, Los Angeles County, the State of California and the nation. For more information on the Rose Bowl Legacy Foundation visit www.RoseBowlLegacy.com. For more information on the Lasting Legacy capital campaign, visit www.RoseBowlLastingLegacy.com.

About the Rose Bowl Stadium

The Rose Bowl Stadium is a National Historic Landmark built in 1922 and known throughout the world with its world-class reputation for hosting the 1932 Olympic Track Cycling event, 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 Quarterfinal and Semifinal Game. In 2028, the iconic venue will host the Olympic Games for a third time. The Rose Bowl is also

known globally for hosting the annual Rose Bowl Game®, UCLA Football, international and Premier League soccer matches, and the World's Largest Flea Market.

The Rose Bowl Stadium is one of the world's greatest concert and festival venues, hosting world-class concerts including Coldplay, Karol G, the Rolling Stones, Taylor Swift, Beyonce and Jay-Z, and Kenny Chesney. Since 2016, Brookside Golf Course at the Rose Bowl has become a premier music festival venue hosting numerous annual events attracting hundreds of thousands of guests through the years.