



**LEVERAGING THE POWER
OF SPORTS TO UNITE US**



THE ROSE BOWL INSTITUTE

SPORTSMANSHIP LEADERSHIP CITIZENSHIP



"Sport has the power to change the world. It has the power to inspire. It has **the power to unite people** in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair."

~Nelson Mandela

THE ROSE BOWL INSTITUTE

The Rose Bowl Institute champions sportsmanship, leadership, and citizenship. Through educational programs, productive dialogues, and awards, the Institute leverages the power of sports to unite people everywhere.

More than any other venue, the iconic Rose Bowl Stadium is associated in the American imagination with the highest qualities in sports competition, sportsmanship, leadership and healthy entertainment.

It is therefore fitting that this venue would also promote the importance of positive sports values to serve civil society and empower individuals. The non-partisan non-profit Rose Bowl Institute works towards a world that adopts a sportsmanship mentality over a win-at-all-cost mindset.

In an "attention economy" – where time and attention are scarcities – people are often attracted by fear, anger, hate, and sensationalism ... but also sports. Sports and sports figures earn respect and attention from all sectors regardless of age, gender, political persuasion, race or ethnicity. And with good reason. Sports can offer life and societal lessons in respectful competition, teamwork and collaboration, fairness, ethics, personal integrity, responsibility, leadership, and citizenship.

The Rose Bowl Institute therefore convenes sports, business, and civic leadership for public discussion and promotion of positive sports values applied to civic issues. It awards outstanding acts of sportsmanship, partners with programs that enhance youth development in civic virtues, and addresses important issues at the intersection of sports, entertainment, and society.



RBi explores, educates, and inspires lives through the power of sports to unite people everywhere.



WHO WE ARE

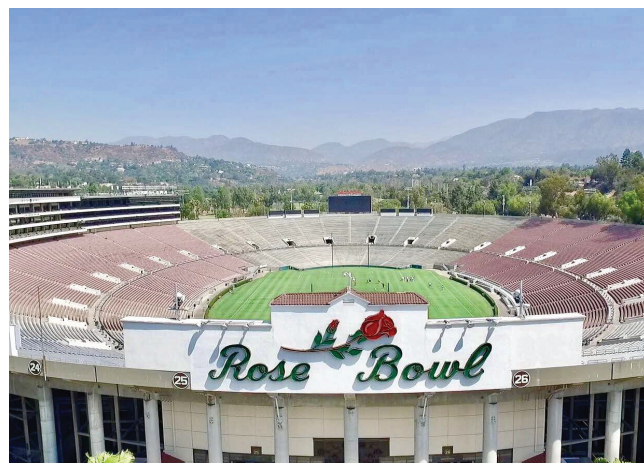
The Rose Bowl Institute is an arm of the Rose Bowl Legacy Foundation, a 501(c)3, tax-exempt organization. While the Foundation's primary goal is to ensure the protection, preservation, and enhancement of the future of the Stadium as a National Historic Landmark, it has established the Rose Bowl Institute to foster personal and civic virtues of sportsmanship, leadership, and civic responsibility via educational programs. The Institute is headed by Charlie Firestone, who was a vice president of The Aspen Institute and headed its Communications and Society Program for over 30 years. The Institute's stellar Advisory Board consists of leaders from athletics, business, media, and civil society.



THE ROSE BOWL INSTITUTE

STADIUM AS A CLASSROOM

Center Court at Wimbledon, Augusta National Golf Club, The Rose Bowl: all known as the most famous natural grass competition surfaces in the world. The Rose Bowl sod provides a breathtaking location for inspiring instruction in how the elements and values of sport can lead to more enriched lives and vibrant communities. Paired with the many other inspirational spaces at the venue, the Rose Bowl acts as an ideal platform to encourage engagement on key life values.



CONFERENCES

Some of the greatest leaders of all time have come from the world of sports and entertainment and benefited by its lessons. Respected leaders meet under the auspices of the Rose Bowl Institute to share their wisdom and insights with coaches, teachers, athletes, students, and other attendees.

Activities include the annual Women's Empowerment Symposium, which has reached over 2000 young participants from 33 states and 7 countries virtually as well as an in-person networking luncheon. The Institute also hosts a series of Rose Table Dialogues among 25 diverse leaders and experts from sports, business, media and civil society to address specific issues in moderated dialogue, and a series of panels on diversity, equity and inclusion in sports.



SPORTSMANSHIP

The goal in sportsmanship is not simply to win, but to pursue victory with honor by giving one's best effort. This incorporates four key values: appreciation for the game, fair play, respectful competition, and teamwork. These translate into civic virtues as well. The Rose Bowl Institute will recognize, promote, and award sportsmanship at all levels and by all stakeholders in sports and society.

It also partners with other organizations, such as the National Constitution Center, to foster a "sportsmanship is citizenship" message from athletes speaking in schools.



CITIZENSHIP

There are many ways to exercise one's citizenship, from voting and serving on juries to participating in local civic activities. As youth grow into citizens, there is a growing demand for civic literacy. The Rose Bowl Institute will address this need by encouraging athletes to speak to school audiences about the importance of sportsmanship, and its parallels to good citizenship. Just as every player has responsibility to the team, each citizen has responsibilities to the greater community, as well as individual liberty.

The Institute provides "sportsmanship as citizenship" talking points and curriculum to athletes from the L.A. Galaxy and Ready, Set, Gold! who speak to students in Los Angeles, Pasadena and Carson, CA schools.



LEADERSHIP

People lead in different ways. One does not have to be a "leader" to assert leadership qualities. Some lead by example, some by asserting themselves as leaders, others as servantleaders. Every person has some leadership qualities that can inspire others to action – at the right time and the right place. Sports provide opportunities to demonstrate leadership. The Rose Bowl Institute offers a venue for sharing lessons in leadership beyond sports.



RACE & SPORTS

Sports have the opportunity to lead by example. Players are heroes whose opinions are seen and valued by their fans, especially young ones. League policies matter to the society at large as they are highly visible, involve large populations and have important symbolism. Fan behavior can also have impact on the larger populace.

For these reasons, it is important for the Rose Bowl Institute to address how sports can lead the body politic in issues of racial equity, and how sports institutions can improve in areas of diversity, equity and inclusion.

Panelists have included Hall of Famers from the NFL (Ronnie Lott), MLS (Cobi Jones), women's basketball (Ann Meyers Drysdale), Gymnastics Coach Valorie Kondos Field, LA Dodgers manager Dave Roberts, ESPN Analyst Jessica Mendoza, journalist Juan Williams, and historian Taylor Branch.



ROSE TABLE DIALOGUES

Throughout the year the Rose Bowl Institute will convene intimate roundtable dialogues of 20-25 leaders around the unique DeWitt Family Rose Table within the gorgeous Rose Bowl Charles E. Young Locker Room. These moderated dialogues will define critical issues relating to sports values and recommend creative yet practical solutions.



WOMEN'S EMPOWERMENT

Each year, the Rose Bowl Institute convenes a series of women speakers to engage, encourage and inspire high school juniors and seniors, and college students on issues of interest and importance to aspiring women athletes, leaders, and young citizens. In 2020, the Symposium went virtual with 1,100+ participants from 33 states and 7 countries.

Keynoters were former Secretary of State Madeleine Albright, actress/activist Sophia Bush, and 1999 Team USA women's soccer star Brandi Chastain.

WES 2020-2021 Total Participant Breakdown





SPORTS & INNOVATION

Like all other aspects of American society, data and new technologies will continue to impact sports at all levels. From enhancing and evaluating performance to designing new equipment, technological advances will change sports forever. The Rose Bowl Institute will address ways that these advances can aid in the practice and appreciation of sports. Innovation also comes in new techniques, for example, in dealing with mental health issues both on and off the field.

ROSI AWARDS

As part of the Rose Bowl Sportsmanship Initiative, the Institute will create the ROSI Awards. Given each year, the ROSIES will begin with Sportsperson of the Year, nominated from award winners in professional sports, NCAA and amateur venues. It will expand the awards to include sportsmanship in college, in amateur sports, and in local communities, and acts of sportsmanship by players, coaches, parents, fans, referees and sports writers and broadcasters.



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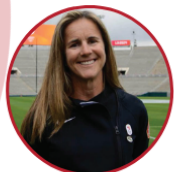
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