

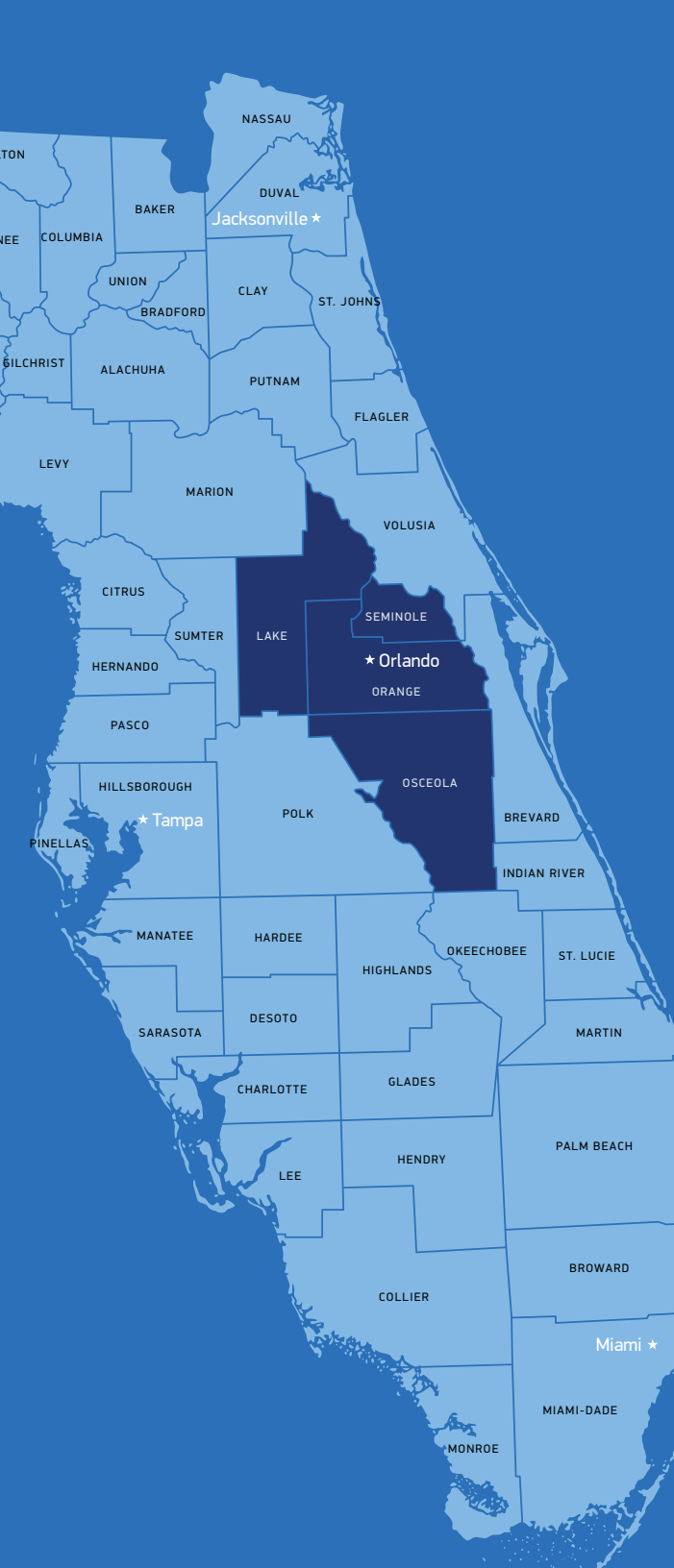
GAME ON

SEJ
BEST Sports Business CITIES:
#1 EVENT HOSTING
ORLANDO



GREATER
ORLANDO
SPORTS COMMISSION

REPORT TO THE COMMUNITY / 2026



TERRAIN FOR EVERY GAME

The **GREATER ORLANDO SPORTS COMMISSION** is a private non-profit created to attract national and international events and sports related business to the region.

POSITIONING ORLANDO AS A GLOBAL SPORTS CAPITAL

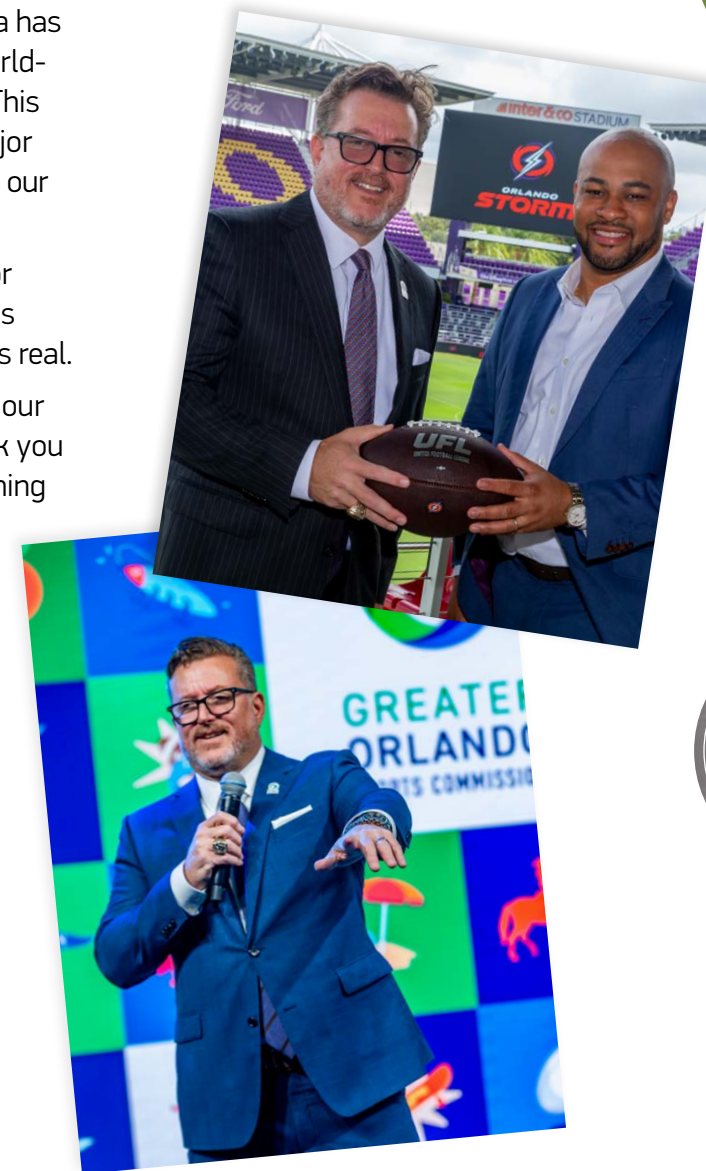
Orlando will always be a place where sports thrive. Thanks to the unwavering commitment of our elected leaders and community partners, Central Florida has positioned itself as a premier destination for world-class competition and a Global Sports Capital. This past year delivered milestone moments and major wins that elevated our profile and strengthened our momentum on the international stage.

Being named the #1 Best Sports Business City for Attracting and Hosting Events by Sports Business Journal is an honor, as it proves our momentum is real.

Our wins wouldn't be possible without you. To our GO Sports partners, supporters and fans: thank you for showing up, investing in the vision and pushing us forward.

Caesar Lopez
Chairman of the Board

Jason Siegel
President & CEO



Caesar Lopez
Chief Operating Officer
and General Counsel
Orlando City SC,
Orlando Pride and Inter & Co Stadium

Caesar Lopez oversees all legal and business affairs, strategic projects, human resources, administration and external/government affairs. Prior to joining the team in Orlando, Lopez spent time at Major League Soccer and Soccer United Marketing where he provided strategic counsel to multiple MLS Clubs, U.S. Soccer Federation and the Mexican Federation on all commercial deals and player transactions.



Jason Siegel
President & CEO
Greater Orlando Sports Commission

Jason Siegel has enjoyed more than 30 years of success and accomplishments in sports tourism, major and minor league professional sports, as well as intercollegiate athletics. He is currently in his ninth year as President & Chief Executive Officer of the Greater Orlando Sports Commission.

WHAT THEY ARE SAYING



Mayor Buddy Dyer
City of Orlando

"We're incredibly proud that Orlando is recognized as the nation's premier sports event destination. Hosting big events helps to bring our community closer together, allows us to showcase Orlando's vibrancy and gives a boost to our local economy by attracting even more visitors to the region. The Greater Orlando Sports Commission plays a leading role in bringing impactful sporting events to Central Florida while creating and growing partnerships that truly strengthen our community."



Mayor Jerry L. Demings
Orange County

"As Mayor of Orange County, I recognize the Greater Orlando Sports Commission for its outstanding contributions in making Central Florida a premier destination for sporting events. Their efforts have brought world-class competitions to our region, enhancing both our community's reputation and the local economy. Sports tourism is a vital industry for Central Florida, driving economic growth, creating jobs, and supporting local businesses. I am grateful for the Commission's leadership and commitment to showcasing our region's world-class facilities and hospitality."



Casandra Matej
President & CEO, Visit Orlando

"Orlando continues to create new opportunities for sports fans worldwide, and hosting events like the U.S. Olympic Marathon Trials in 2024 and the FIFA Club World Cup in 2025 perfectly exemplifies this. As the most visited destination in the U.S., we are committed to leveraging these opportunities to further enhance our visibility and reputation through collaborations with great partners like GO Sports. We strive to give visitors compelling reasons to visit and revisit, because when visitors come to Orlando, our entire community benefits."



Barry Collier
Vice President and Director of Athletics, Butler University/NCAA D1 Men's Basketball Committee Member

"The Greater Orlando Sports Commission hit the winning, halfcourt, buzzer beating shot in hosting NCAA March Madness in 2023! With great people, facilities, hotels, restaurants, amenities, Orlando delivered at the highest level. Congratulations and THANK YOU!"



John Speraw
President & CEO, USA Volleyball

"We are thrilled that the City of Orlando will be one of the host cities for the Women's Volleyball World Championship in August/September 2027. Orlando joins the Honda Center/OCVIBE in Anaheim as the second official host of the tournament. The 2027 FIVB Women's Volleyball World Championship will be the largest, most significant women's volleyball event ever held in North America and is expected to have a major impact on the growth of volleyball at every level of the game."

WINNING PAYS OFF

OUR ECONOMIC IMPACT

For four decades, collaboration and partnerships have powered world-class sporting events in Greater Orlando. In the last decade, the Greater Orlando Sports Commission has attracted 505 events, generating more than \$2.82 billion in direct economic impact for the region.



1,790+
EVENTS SINCE 1992

\$4.492 BILLION
TOTAL ECONOMIC IMPACT SINCE 1992

CHAMPIONS IN TOURISM



SPORTS TOURISM STATS IN THE STATE OF FLORIDA

During FY19/20 & FY20/21 in the state of Florida, the Florida Sports Foundation reports that the sports tourism market:

contributed \$146.5 BILLION in economic impact	generated \$13.9 BILLION in state and local taxes
supported 978,200 part-time and full-time jobs	welcomed more than 28 MILLION visitors to sporting events, representing 14% of all Florida tourism



ANNUAL TOURISM TO CENTRAL FLORIDA

When 75.3 million people visit Orange, Osceola and Seminole Counties, our entire community benefits. In the last year, tourism in Central Florida has:

supported 468,000 JOBS (direct and indirect)	generated \$94.5 BILLION in economic impact
paid \$28 BILLION in wages	provided \$6.7 BILLION in local and state tax revenue
saved each household \$7,500 in annual taxes	

Orlando welcomed 75.3 million visitors from every corner of the world, and it’s made us all the better. By hosting a variety of sports and entertainment events, we’ve boosted the overall Florida economy, and kept Orlando top-of-mind as a world-class sports destination — helping Central Florida and Orlando earn their title as the world’s #1 tourist destination.

GREATER ORLANDO’S COMPETITIVE ADVANTAGES

- 240+ DESTINATIONS**
served worldwide by MCO and SFB
- 80+ SPORTS VENUES**
- 60M+ PASSENGERS**
passed through Orlando airports in 2024
- 75 MILLION**
visitors in 2024
- MCO is the only U.S. airport with high-speed intercity rail service with **32 DAILY TRAINS**

ONE BIG TEAM. ONE MISSION. GIVING BACK IS WHAT WE DO

Whether it’s our time or our talent, the team at the Greater Orlando Sports Commission always finds a way to give back to local, regional and national organizations.

COMMUNITY ENGAGEMENT

- | | | |
|---|---|---|
| American Diabetes Association | Heart of Florida United Way | Rosen College of Hospitality Management |
| Central Florida Commission on Homelessness | Hispanic Chamber of Metro Orlando | Seminole County Tourism Improvement District Advisory Board |
| Central Florida Hotel & Lodging Association (CFHLA) | International Drive Resort Area Chamber of Commerce | Scouting America Central Florida Council |
| CEO Leadership Forums | Junior Achievement of Central Florida | SKAL International Orlando |
| Downtown Orlando Partnership | The Lifeboat Project | Special Olympics Florida |
| Downtown Arts District | Orlando Economic Partnership | Sports ETA |
| Florida Collegiate Baseball Summer League | Rosen Aquatic & Fitness Center | Women in Sports & Events (WISE) Greater Orlando |





Jason Siegel
President & CEO



Jennifer Lastik
Chief Operating Officer



Brent Nelson
Executive Vice President
Business Development & Sports Tourism



Michael Kalinich
Executive Vice President
Corporate Partnerships



Jeanine Scharpf
Chief Financial Officer



Kyle Sturley
Vice President
Marketing, Communications & Special Events



Lindsey McBride
Vice President
Events, Operations & Business Development



Jordan Lyda
Director
Business Development – Orange County



Morgan Underwood
Director
Corporate Partnerships & Board Relations



Carter Gravitte
Manager
Business Development & Events



Taylor Lemons
Manager
Marketing & Communications



Jordan Henderson
Corporate Partnerships,
Community & Events Coordinator

GO SPORTS BOARD OF DIRECTORS

CHAIR



Caesar Lopez
Chief Operating Officer and General
Counsel, Orlando City SC,
Orlando Pride and Inter&Co Stadium

CHAIR ELECT



Tammy Gustafson
Vice President Sales Integration,
Universal Destinations & Experiences

PAST CHAIR



Sharon Line Clary
Senior Vice President of Community Impact
& Partnership Engagement, AdventHealth

LEGAL COUNSEL



Chris Carmody
Shareholder, GrayRobinson, P.A.

EX OFFICIO



Jason Siegel
President & CEO,
Greater Orlando Sports Commission



Adam Ball
Vice President, ESPN Wide
World of Sports, runDisney,
and Disney Water Parks



Jessi Blakley
Vice President of Marketing
& Communications,
Tavistock Group



Craig Borkon
Deputy Chief Venues Officer,
Orlando Venues/
City of Orlando



Jordan Clark
Associate General Counsel,
UCF Athletics Association



Drew Donovan
Tournament Director,
Arnold Palmer Invitational
presented by Mastercard



Chrissy Elliott
Executive Vice President,
Event Operations,
Florida Citrus Sports



Ultima Espino
Senior Director of Sports
Partnerships, Orlando Health



Michael Forde
Chief Sales Officer,
Orlando Magic



John Fremstad
Director, Sustainability
& Sales, OUC



Suzanne Gilbert
Partner, Holland
& Knight, LLP



Latria Graham
President, Chief Executive
Officer, and Founder,
GLB Media Group



Lawrence Hatch
Executive Vice President
and Central Florida Market
President, First Horizon



Frank Ioppolo
President & CEO,
Ioppolo Law Group



Paul Johns
Chief Operating Officer,
Orlando Health
South Lake Hospital



Robb Larson
General Manager,
Osceola Heritage
Park/ASM Global



Dave Leutwyler
Director of Ticket Sales,
Tampa Bay Buccaneers



Josh McCoy
Regional President, Greater
Orlando, SouthState Bank



Jon McGavin
Area General Manager,
Grande Lakes Orlando



Lisa Messina
Chief Sales Officer,
Visit Orlando



Krista Olson
Vice President of
Marketing, LPGA



Jon "JP" Peterson
Park President,
United Parks and Resorts
SeaWorld Orlando



Robby Barrows
Senior Vice President,
Commercial Banking,
Centennial Bank



Abdul Bello-Malabu
Sports Partnerships and
Marketing, Florida Blue



Geovanny Berríos
Opening Director, Stadium
Club at Caribe Royale Orlando



Bud Beucher
Emeritus



Ronnie Bitman
Managing Partner, Bitman,
O'Brein & Morat, PLLC



Russ Brandon
CEO & President, United
Football League



Scott Breault
Senior Vice President
of Marketing Corporate
Clubs, Planet Fitness



Amaury Piedra
Managing Director,
Caribe Royale Orlando



John Saboor
Executive Director,
Head of Partnerships,
Full Sail University



Leonor Spinelli
Head of Chase
Travel Operations,
JPMorganChase



Dylan Tell
Chief Revenue Officer,
Orlando Solar Bears



Danny Trosset
Tourism Division Manager,
Seminole County



Jo Wallen
Managing Director, National
& Global Events, USTA



Michael Briggs
Managing Director,
Alfond Inn



Bob Burns
Founder, RL Burns, Inc.



Matthew Carson
Vice President of Sales, AVFX



Scott Cavanaugh
Vice President of
Strategic Partnerships,
Travel + Leisure Co.



Randy Chase
Owner & Chief Strategy
Officer, Rocket Chimp



Virgil Christian
Managing Director,
Absolute Padel



Chris Coghlan
Owner, Big League
Construction Supply



Rob Allen
Business
Development Manager,
Austin Commercial



Karim Arja
Senior Vice President,
One Florida Bank



Rebekah Arthur
President and CEO,
Seminole County Chamber



Dan Artone
Vice President,
Enterprise Mobility



Jamie Barati
Senior Vice President, JLL



Richard Barbari
Director of Community
Development,
Addition Financial



Sam Barrington
President,
Sky Limit
Crane & Rigging



Gary Cohen
Treasurer, The
LifeBoat Project



Lena Combs
Partner, Withum



Wendy Connor
President, Team TRUE



Lisa Curran
Government Affairs
& Community Relations
Manager, Duke Energy
Corporation



Vinny D'Assaro
Manager, Strategic
Implementation &
Business Development,
Comprehensive
Energy Services



Anthony Davit
President, Horsemen
Engineering and
Consulting LLC



Chris Demetriou
District Vice President of
Operations, YMCA
of Central Florida



Ryan DeVos
Managing Owner,
Orlando Squeeze



Melanie DiVirgilio
Senior Vice President,
Commercial Banking
Manager, Seacoast Bank



Marci Doyle
Emeritus



Joel Dragan
Director of Member Services
and Participant Safety,
U.S. Youth Soccer



Barbara Drahl
President, Drahl & Co



Tom Draper
Emeritus



Lorena Duarte
Sr. Director of Sales &
Marketing, Icon Park



Barry Goff
Founder & Managing Partner,
Artistry Restaurants



Alan Gooch
CEO, Orlando Sports
Foundation and Executive
Director, Cure Bowl



Eric Gray
Founder & CEO, Maverick
Content Studio



John Gyllin
Vice President, Resource
and Economic Development,
Seminole State College



Kaleb Harrell
Owner & CEO, Hawkers



Mike Harris
COO & Partner,
Uproar PR by Moburst



Charles Hawkins
Founder, Charles
Hawkins, P.A.



Keita Joy Ductant
Chief Executive Officer,
Author and Success Coach,
Success Uncensored



Tara Early
Managing Partner, Gasdick
Stanton Early, P.A.



Richard Ensor, Esq.
CEO & Founder, Boardwalk
Sports Event Management



Kurt Esser
Executive Director &
President, Florida Region
of USA Volleyball



Joe Ferst
Executive Vice President
& General Manager
for Central Florida,
Hotwire Communications



Andrew Finkelstein
Partner,
Foley & Lardner LLP



Katie Fitzpatrick
Chief Financial Officer & SVP,
Construction and Real Estate,
TMRW Sports



Anne-Marie Hayward
Vice President, Growth &
Development, JCQ Services



Arnaldo Herrero
Executive Vice President,
Kings Service Solutions



Stephanie Howell
Assistant Vice President,
Community & Government
Relations,
Valencia College



Jon Hughes
President & Co-Owner,
Track Shack



Allen Johnson
Chief Venues Officer, Orlando
Venues/City of Orlando



Willie Johnson
Vice President of
Strategic Sourcing &
Economic Development,
Vystar Credit Union



Garry Jones
President, Full Sail University



Lonnie Flores
Sr. Administrator of Athletics
and Wellness Services,
Orange County Public Schools



Shannon Fraser
Senior VP of Sales,
iHeart Media Orlando



Derek Frederickson
Territory General Manager,
Coca-Cola Beverages Florida



Mark Freid
Chief Executive Officer,
Think Integrated



Matt Friedman
Director of Marketing
Communications, LYNX



Jay Galbraith
President, Tranquility Insight



Tim Giuliani
President & CEO, Orlando
Economic Partnership



Jeff Justen
Vice President & GM,
Turner Construction



Kimberly Kanary
Vice President of Marketing,
Renewal by Andersen
– Mellick Group



Josh Kane
Senior Counsel, Sports &
Entertainment, EA Sports



Justin Kinsey
Vice President, North &
Central Florida,
Universal Parking



Frank Kruppenbacher
Attorney, Morgan
& Morgan, P.A.



Greg Lee
Partner, BakerHostetler



Chevalier Lovett
Founder & President
of Lovett Performance
& Strategies



Clay Luter
EVP & Co-Head of
Sports, Ticketmaster



Suneera Madhani
Founder, Worth AI



John Mahony
Managing Partner, Kavaliro



Jesse Martinez
Vice President of Business
Growth & Operations,
Clean Tec Outsourcing



Steve Mauldin
Co-Chief Executive Officer,
CNL Financial Group



Matthew McAlister
General Manager, The
Celeste Hotel



Dr. Jeffrey O'Brien
CEO, Institute for Sports
& Social Justice



Bob O'Malley
Senior VP, Government
Affairs & Policy, Orlando
Economic Partnership



Jeff Osterman
Director of Development,
Montverde Academy



Doug Patterson
Sales Manager,
BSN Sports



Jeff Perera
Founder,
Jeff's Bagel Run



Jonathan Perry
Shareholder,
Greenberg Traurig LLP



Ciaran McArdle
Chief Executive Officer,
XL Academy



Benjamin McCarney
General Manager, Grand
Bohemian Hotel Orlando



Michael McManus
Principal, JMA Ventures, LLC



Troy McNichols
Vice President for
Corporate External &
Legislative Affairs, AT&T



Jamie Merrill
President & CEO,
Boys & Girls Clubs
of Central Florida



Mike Millay
Managing Partner,
Clancy's Sports



Tekoa Puerie
President & CEO,
The Sharing Center



Spencer Pylant
External Affairs Manager,
Central Florida, TECO
Peoples Gas



Joshua Rabenovets
Chief Marketing
Officer, Collectors



Raman (R.P.) Rama
President,
Sarana Holdings and Hotels
and Technology Investments



Sarah Ratzlaff
Vice President, Business
Operations & Partnerships,
Orlando Valkyries



Tony Saccaro
Director of Sales,
Rentyl Resorts



Lourdes Mola
Vice President of Latin
Business Development,
Seminole Hard Rock
Hotel & Casino Tampa



LaVell D. Monger
Director, Business
Development & Community
Outreach, RTW Photography



Andrew Moses
Principal, Moses and
Rooth Attorneys at Law



Chris Mueller
General Manager,
Hilton Orlando



Khalid Muneer
President,
Jupiter Properties



Sean Murphy
Chief Executive Officer,
3N2 Sports



Wayne Saxer
Sports Engagement
Lead, N.A.S.A.



Adam Scheinberg
Vice President, Information
Technology, Massey Services



Nancy Schwalb
President, Schwalb
Public Relations



Adrianna Sekula
Founder and President,
Solidarity Partners



Eddie Serrano
Vice President,
Empire Coach Line



Rob Sitz
Chief Executive Officer,
DS Sports Ventures



Carey Sobel
Chief Acquisition Officer,
Coastal Investment Company



Kannan Srinivasan
CEO, Global K-Tech



Cindy Staley
General Manager,
Mission Resort + Club



Aaron Stewart
Vice President, Sports
Marketing and PGA
Tournament Director,
Hilton Grand Vacations



Craig Swygert
President — Central
Florida Markets,
Clear Channel Outdoor



Rich Tate
Vice President,
Live Events, LMG



BJ Taylor
Basketball Analyst,
ESPN and CBS Networks



Darrell D.K. Taylor
Founder & CEO, BNA Sports



Rod Thompson
CEO, FASTSIGNS
North Orlando



Maria Triscari
President & CEO,
International Drive Resort
Area Chamber of Commerce



Pedro Turushina
President & CEO, Hispanic
Chamber of Metro Orlando



Frank Vertolli
Co-founder & Managing
Partner, Net Conversion



Ricardo Villar
Chief Executive
Officer, FC Series



Scott Weisz
Executive Vice President,
Strategic Business
Operations, Marriott
Vacations Worldwide



Matt Williamson
Vice President, Insurance
Offices of America



Amy Wise
SVP, Global Marketing,
Special Olympics
International



Jeff Wohlschlaeger
Senior Vice President,
Legends Global



Vered Yakovee
Founder & Managing
Attorney, Yakovee Law

THE PATH TO *VICTORY*

Like any game plan, ours is designed to lead us towards victory.
The Greater Orlando Sports Commission follows a winning strategy:

1 EVALUATE
and determine which events
to pursue and renew

2 COLLABORATE
with our community
stakeholders to
strategically plan

3 BID
on new events and
opportunities

4 CREATE
owned and
operated events

5 ADVOCATE
for the strategic development of our local
sports infrastructure and ecosystem

OUR GAME PLAN DRIVES
EVENTS AND BUSINESS WITHIN
SIX TARGETED SEGMENTS.

OLYMPIC
INTERNATIONAL
MARQUEE

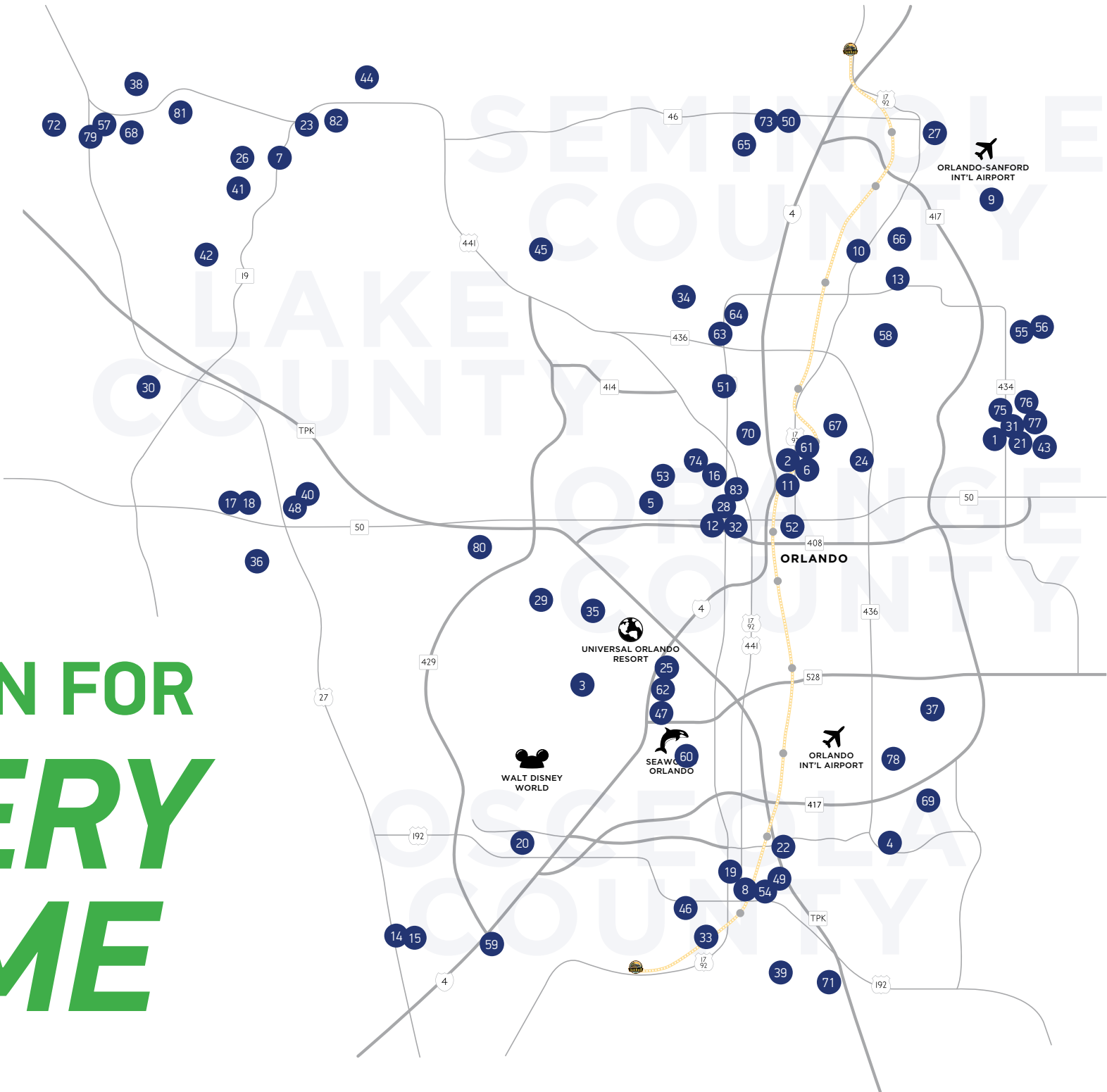
ESPORTS
COLLEGIATE
YOUTH/AMATEUR

COMMUNITY FOOTPRINT*

City of Orlando	340,681
Lake County	445,881
Orange County	1,536,045
Osceola County	484,915
Seminole County	495,106

* Number of residents is estimated as of April 1, 2025. Data provided by the University of Florida's Bureau of Economic and Business Research

TERRAIN FOR
EVERY
GAME



LEGEND

Aquatic Sports	Canoe/Kayak	Fishing	Hockey	Pickleball	Skateboarding	Water Sports
Baseball	Cheer/Dance	Flag Football	Ice Skating	Rock Climbing	Soccer	Weightlifting
Basketball	Cycling	Football	Indoor Volleyball	Rodeo	Softball	Wrestling
Beach Volleyball	Esports	Golf	Lacrosse	Rowing	Tennis	
BMX	Field Hockey	Gymnastics	Martial Arts	Rugby	Track and Field	

- | | | | |
|---|--|--|--|
| 1. Addition Financial Arena
 | 22. Fortune Road Athletic Complex
 | 42. Mission Resort + Club
 | 62. Rosen Aquatic & Fitness Center
 |
| 2. Alford Stadium at Harper-Shepherd Field
 | 23. Fred Stover Sports Complex
 | 43. Nicholson Field House
 | 63. Sanlando Park
 |
| 3. Arnold Palmer's Bay Hill Club & Lodge
 | 24. Full Sail University Orlando Health Fortress
 | 44. North Lake Regional Park
 | 64. Seminole County Softball Complex
 |
| 4. Austin-Tindall Sports Complex
 | 25. Game Point Event Center
 | 45. Northwest Recreation Complex
 | 65. Seminole Soccer Complex
 |
| 5. Barnett Park / Orlando BMX
 | 26. Hickory Point Boat Ramp and Beach Sand Volleyball Complex
 | 46. Oak Street Park & Community Center
 | 66. Seminole State College
 |
| 6. Bert W. Martin Tennis Complex
 | 27. Historic Sanford Memorial Stadium
 | 47. Orange County Convention Center
 | 67. Showalter Field
 |
| 7. The Big House
 | 28. Inter&Co Stadium
 | 48. Orlando Health National Training Center
 | 68. Sleepy Hollow Recreation Complex
 |
| 8. Bob Makinson Aquatic Center
 | 29. Isleworth Golf and Country Club
 | 49. Orlando Health Training Ground at Osceola Heritage Park
 | 69. Sofive Soccer Centers Lake Nona
 |
| 9. Boombah Sports Complex
 | 30. Jack Travers International Tournament Skiing at Sunset Lakes
 | 50. Orlando Health Training Ground at Sylvan Lake Park
 | 70. Sofive Soccer Centers Winter Park
 |
| 10. Boombah-Soldiers Creek Park
 | 31. John Euliano Park
 | 51. Orlando Ice Den
 | 71. St. Cloud BMX
 |
| 11. Cahall-Sandspur Field and Barker Family Stadium
 | 32. Kia Center
 | 52. Orlando Skatepark
 | 72. Susan Street Complex
 |
| 12. Camping World Stadium
 | 33. Kissimmee Lakefront Park
 | 53. Orlando Tennis Center
 | 73. Sylvan Lake Park
 |
| 13. Central Winds Park
 | 34. Lake Brantley Aquatic Center
 | 54. Osceola Heritage Park
 | 74. Trotters Park
 |
| 14. ChampionsGate Golf Resort
 | 35. Lake Cane Tennis Center
 | 55. Oviedo Gymnasium & Aquatic Center
 | 75. UCF Recreation and Wellness Center
 |
| 15. ChampionsGate Sports Field Complex
 | 36. Lake Louisa State Park
 | 56. Oviedo Sports Complex
 | 76. UCF Tennis Complex
 |
| 16. ClearOne Sports Center
 | 37. Lake Nona Golf & Country Club
 | 57. Pat Thomas Stadium
 | 77. UCF Track and Soccer Complex
 |
| 17. Clermont Boathouse
 | 38. Lake-Sumter State College
 | 58. Red Bug Lake Park
 | 78. USTA National Campus
 |
| 18. Clermont Waterfront Park and Victory Pointe
 | 39. Lake Tohopekaliga
 | 59. Reunion Resort & Golf Club
 | 79. Venetian Gardens
 |
| 19. Denn John Athletic Complex
 | 40. Legends Way Ballfields
 | 60. Ritz-Carlton Orlando, Grande Lakes
 | 80. West Orange Soccer Complex
 |
| 20. ESPN Wide World of Sports Complex
 | 41. Mike Stone Soccer Complex at Hickory Point Park
 | 61. Rollins Softball Stadium at Martin Luther King, Jr. Park
 | 81. Woodlea Sports Complex
 |
| 21. Acrisure Bounce House
 | | | 82. Wooton Park
 |
| | | | 83. High Point Climbing & Fitness
 |

SCORING BIG WORLDWIDE

Our team travels across the globe in an effort to bring events to Orlando.



THE NEXT BIG PLAY IS ONE STEP AWAY

WORKING WITH THESE ORGANIZATIONS ON FUTURE OPPORTUNITIES



THE WORLD IS WATCHING ORLANDO

Orlando is playing bigger than ever. With momentum building and global attention growing, we are actively pursuing and preparing to host the world's most prestigious sporting events—putting Orlando on the map as a destination where international competition thrives. These opportunities reflect our commitment to excellence, collaboration, and our readiness to welcome the world.



**2026-2031
WWE/UCF**



**2027 FIVB WOMEN'S
VOLLEYBALL WORLD
CHAMPIONSHIP**



**2028 IOC OLYMPIC
QUALIFIER SERIES**



**2030 NBA
ALL STAR**



**2031 MEN'S
RUGBY
WORLD CUP**



**2031 FIFA
WOMEN'S
WORLD CUP**



**2033 WOMEN'S
RUGBY
WORLD CUP**

Corporate Partners who invest in the Greater Orlando Sports Commission mission represent a diverse cross section of our business community:

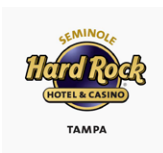


BENEFITS OF BECOMING A CORPORATE PARTNER:

- Support our mission of growing the local economy through sports tourism
- Promoted as a preferred partner of GO Sports to all incoming event organizers
- Invitations to business development update meetings and networking & special events
- Advance purchase opportunities for suites and/or tickets to marquee events
- Exposure and promotion via GO Sports social channels

For more information about sponsorship opportunities, please contact Michael D. Kalinich at michael@greaterorlandosports.com





FIFA CLUB WORLD CUP FINDS A HOME IN ORLANDO

Orlando was the only U.S. city to host FIFA Club World Cup matches at two venues in 2025. Across six matches and one quarterfinal, more than **180,000 fans** filled Inter&Co Stadium and Camping World Stadium, delivering an electric atmosphere and an unforgettable international soccer showcase.



MATCH SCHEDULE

Inter&Co Stadium

JUNE 17 - Ulsan HD vs. Mamelodi Sundowns

JUNE 20 - Benfica vs. Auckland City

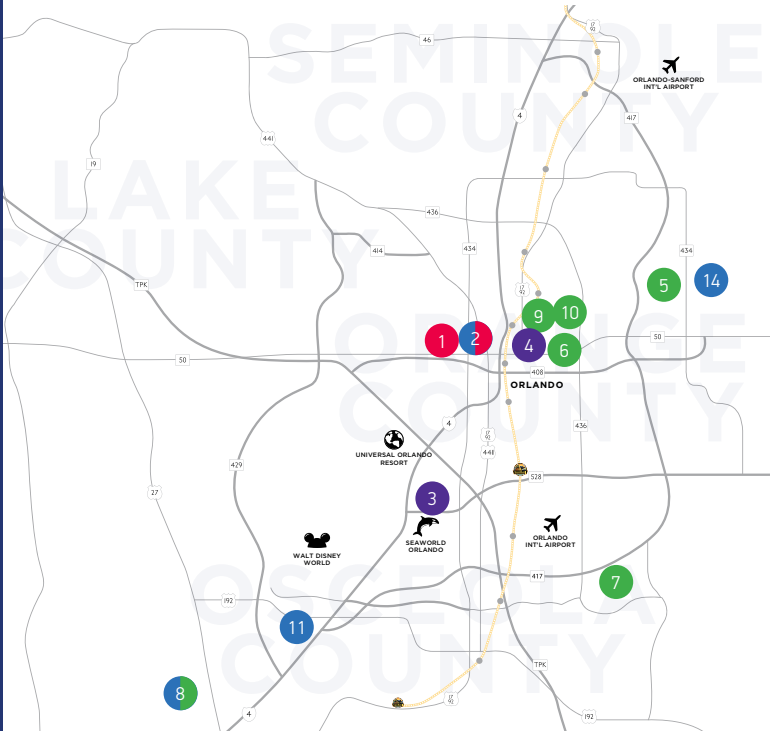
Camping World Stadium

JUNE 24 - LAFC vs. Flamengo

JUNE 26 - Manchester City vs. Juventus

JUNE 30 - Manchester City vs. Al Hilal

JULY 4 - Fluminense FC vs. Al Hilal



Competition Venues

1. Camping World Stadium
2. Inter&Co Stadium

Fan Fests

3. ICON Park
4. Wall Street Plaza

Hotels

5. Celeste Hotel Orlando
6. Grand Bohemian Orlando
7. Lake Nona Wave Hotel
8. Omni ChampionsGate Resort
9. Orlando Marriott Downtown
10. Residence Inn by Marriott Orlando Downtown

Training Sites

2. Inter&Go Stadium
8. Omni ChampionsGate Resort
11. ESPN Wide World of Sports
14. UCF



HOSTING NCAA CHAMPIONSHIPS SINCE 1997



The NCAA awarded Greater Orlando more championship events than any other destination for the 2022–2026 bid cycle. In the fall of 2024, Orlando was awarded 12 additional championships from 2027–2037.

7
VENUES

30
CHAMPIONSHIP
EVENTS

5
DIFFERENT
SPORTS

HOST INSTITUTIONS

DIVISION I PARTNER



DIVISION II PARTNER



DIVISION III PARTNER



2023

- Division I Men's Basketball Championship — 1st/2nd Rounds
- Division I, II & III Men's & Women's Tennis Championships
- Division III Women's Golf Championship

2024

- Division II Spring National Championships Festival (Men's & Women's Golf, Men's & Women's Tennis, Women's Lacrosse, and Softball)

2025

- Division II Men's & Women's Tennis Championships
- Division II Men's Golf Regional

2026

- Division III Men's Golf Championships

2027

- Division II Women's Golf Championships

2028

- Division I Men's Basketball Championship — 1st/2nd Rounds

2028–2037

- Division I Men's & Women's Tennis Championships



A WIN FOR ONE IS A WIN FOR ALL

In 2025, GO Sports hosted a sold-out crowd of 750+ guests at its 7th Annual Celebrating Women in Sports luncheon and auction presented by Orlando Health Jewett Orthopedic Institute. The event honored five of Orlando's outstanding sports leaders across three categories: Rising Star Award, Women in Sports Leadership Award and the WISE Greater Orlando Women of Inspiration Award. Featured speaker and three-time Olympic Gold Medalist Misty May-Treanor sat down for a fireside chat with Orlando-based ESPN sports broadcaster, Madison Fitzpatrick.

FEATURED SPEAKER

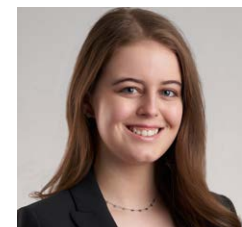


MISTY MAY-TREANOR

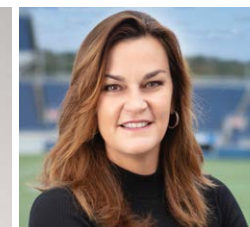
A three-time Olympic gold medalist (Athens 2004, Beijing 2008, London 2012), Misty is widely regarded as the greatest beach volleyball player in history, with 109 career tournament victories. Her triumphant return at the 2012 London Games — after a serious injury and surgery — cemented her legacy, showcasing unmatched resilience, work ethic and determination. Beyond competition, Misty is a respected role model, motivational speaker, philanthropist and sought-after brand ambassador. She supports causes including the May-Treanor Ohana Foundation, Special Olympics, Make-A-Wish and the Gary Sinise Foundation. Now retired from international play, she remains a trusted media presence and partner to leading global brands and served as NBC's voice for beach volleyball at the 2024 Olympic Games in Paris.

AWARD RECIPIENTS TO DATE

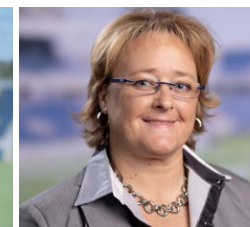
2025



Carrie Allen
Orlando City SC &
Orlando Pride



Shannon Clark
Florida Citrus Sports



Chrissy Elliott
Florida Citrus Sports



Heather Fagan
City of Orlando



Sherry Wheelock
Special Olympics Florida

2024

Grace Burr (United States Tennis Association), **Pennie Parker** (Rollins College), **Tiffany Roberts Sahaydak** (UCF Athletics), **Jo Wallen** (United States Tennis Association), **Angela Suggs** (Florida Sports Foundation)

2023

Latria Graham (GLB Media Group), **Betsy Hughes** (Track Shack), **Jennifer Lastik** (Greater Orlando Sports Commission), **Uneke Armani** (Florida Citrus Sports), **Sari Kitelyn** (Full Sail University)

2022

Sharon Line Clary (AdventHealth), **Katie Stocz Miller** (Orlando Magic), **Amy Wise** (2022 Special Olympics USA Games), **Ali Anderson** (Orlando Magic), **Jessica West** (Orlando City SC, Orlando Pride & Exploria Stadium)

2021

Stacey Allaster (USTA), **Trish Highland** (Orange County & Lake County Public Schools), **Kay Rawlins** (Orlando City Foundation), and **Megan Rose** (USTA)

2019

Donna Dowless (XOXO Media Group), **Marci Doyle** (Arnold Palmer Invitational), and **Shelly Wilkes** (Lakeland Magic)

2018

Maribeth Bisienere (Walt Disney World & Disney Sports), **Linda Landman Gonzalez** (Orlando Magic & Orlando Magic Youth Foundation), and **Joanie Schirm** (Founding President of the Greater Orlando Sports Commission)





INVESTMENT IN *OUR FUTURE*

The strength of Greater Orlando as the premier sports destination relies on the continued investment in our world-class venues. Thanks to the support of Orange County's Tourist Development Tax (TDT) funding, key facilities are undergoing transformative upgrades that will enhance the fan experience, attract marquee events and ensure long-term success in the region. These strategic investments in the Orange County Convention Center, Camping World Stadium, Kia Center and UCF Athletics Roth Tower not only elevate our ability to host top-tier competitions but also reinforce Orlando's position as a leader in sports tourism. By investing in our venues today, we are securing a brighter, more dynamic future for sports in our region.

Greater Orlando's 5th Annual Night of Champions presented by Orlando Health Jewett Orthopedic Institute saw a record of 68 finalists from 34 organizations recognized across 12 award categories. The winners were revealed during the WKMG-TV News 6 broadcast on ClickOrlando.com, showcasing the sports business professionals whose contributions and impact have been vital in making Greater Orlando the country's premier sports destination. On the night of the broadcast, GO Sports brought the community together for a live Watch Party and Sports Industry Reception at the Orlando Museum of Art sponsored by AAU.



**Best in Media,
Communications & PR**
Sam Gardner
Florida Citrus Sports



**Best in Gameday &
Team Operations**
Kim Bruno
Track Shack Events



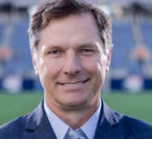
Sponsorship Activation of the Year
**Florida Citrus Sports
& Pop Tarts Bowl**
"Leave No Crumbs"



Best in Corporate Partnerships
Kelly Hyne
Orlando City SC, Orlando Pride and
Inter&Co Stadium



Best in Marketing
Grace Burr
United States Tennis Association



Executive of the Year
Steve Hogan
Florida Citrus Sports



Best in Venue Operations
Julie Baca
Orlando City SC, Orlando Pride and
Inter&Co Stadium



Best in Social Responsibility
Brodrick Johnson
UCF Athletics



Chairman's Award of Excellence
Pat Williams
Orlando Magic



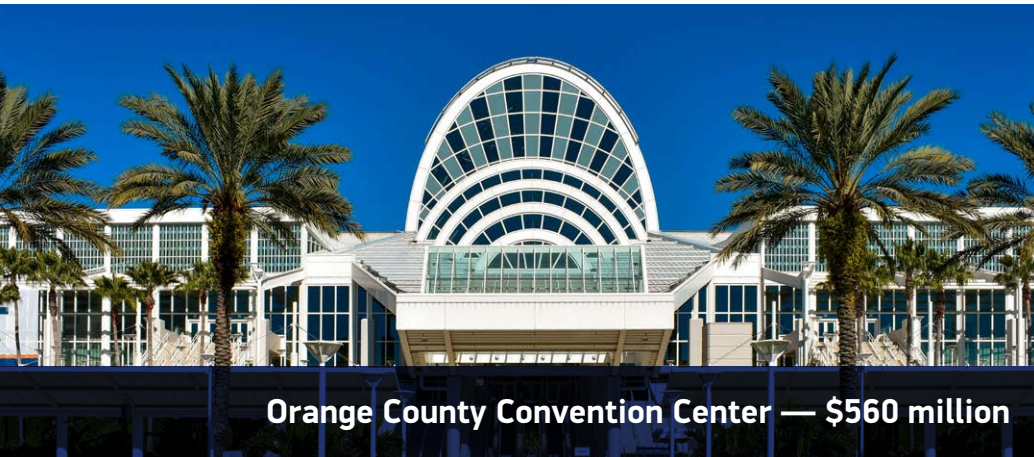
Best in Business Operations
Aurusa Moosani
Orlando City SC, Orlando Pride and
Inter&Co Stadium



Best in Sales
Giovanni Duarte
Orlando City SC, Orlando Pride and
Inter&Co Stadium



Sports Tourism Alliance Award
Tom Draper
Greater Orlando Aviation Authority



Orange County Convention Center — \$560 million



Camping World Stadium — \$400 million



Kia Center — \$226 million



UCF Athletics Roth Tower — \$90 million

A YEAR OF TRIUMPHS

This past year, we continued our journey to energize our economy and position Greater Orlando as the premier sports destination. From hosting invitationals to championships, we've established our place on the map as a home for world-class athletic events.



JANUARY

1/10-12 – The **2025 ECNL Girls Regional League Florida Event** took place in **Seminole County**, welcoming 170 elite teams in the U16-U19 age groups. Since the launch of the ECNL Girls Regional League event series in 2022, the showcase-style tournament has highlighted the exceptional talent of regional league players while reinforcing our community's strong support for youth soccer.

1/22-26 – The **Bassmaster College & High School Series** returned to the Harris Chain of Lakes in Leesburg, Florida in January 2025, drawing hundreds of the nation's most talented young anglers to one of the Southeast's premier fisheries. The multi day tournament, hosted by Discover Lake County and the City of Leesburg, highlighted the next generation of competitive bass fishing as teams battled for coveted championship berths and scholarship opportunities.

1/30-2/2 – The annual **Hilton Grand Vacations Tournament of Champions in Lake Nona** is one of the most unique and entertaining events in golf. As the LPGA Tour's first stop of the year, the tournament features LPGA winners from the previous two seasons competing for \$2 million in official prize money. While the pros play 72 holes of stroke play with no cut, they're joined by up to 50 sports and entertainment celebrities competing for their own \$500,000 purse.

FEBRUARY

2/4 – The **Greater Orlando Sports Commission** launched its new logo, designed by Joe Bosack & Co. The new visual identity was an evolution of the prior logo through shape, language, color and overall design intent. Utilizing natural greens and vibrant blues, the logo is designed to reflect the terrain on which many sports are played.

2/13-16 – The **MLF Bass Pro Tour Suzuki Marine Stage 2** was hosted at the Harris Chain of Lakes in Leesburg, Florida. The four-day event, hosted by Discover Lake County, showcased 66 of the top professional anglers in the world, competing for a purse of \$650,000, including a top payout of \$150,000. The event was filmed and aired on the Discovery Channel as a series of two-hour episodes.

MARCH

3/3-9 – The **Arnold Palmer Invitational at Bay Hill Club & Lodge** showcased top talent from the PGA TOUR, drawing thousands of fans for another year of thrilling competition. For the fourth year in a row, the Greater Orlando Sports Commission staff assisted with operations, including the inaugural Executive Women's Day event featuring Q&A sessions with pro golfers and a panel discussion with Annika Sorenstam and other golf industry leaders.

3/27 – **GO Sports** was proud to return as presenting sponsor of Orlando Business Journal's Business of Sports for the ninth consecutive year. Moderated by GO Sports President & CEO Jason Siegel, the 2025 event featured a panel of leaders in women's sports, including Dana Boone (UCF Track & Field), Amy Pauly (Orlando Valkyries), Kelly Hyne (Orlando City SC & Orlando Pride), and Sherry Wheelock (Special Olympics Florida).

APRIL

4/8-14 – The Osceola Magic G League affiliate of the Orlando Magic and the primary tenant of Osceola Heritage Park, made a deep playoff run in 2025, advancing to the Finals of the NBA G League Playoffs.

4/26-5/2 – GO Sports organized a mission trip to Switzerland aimed at strengthening international relationships in sports tourism. The delegation included partners from Orange County, the City of Orlando, and Orlando City SC/Orlando Pride. During the trip, the group met with several global sports organizations, including the World Baseball Softball Confederation, Association of National Olympic Committees, Fédération Internationale de Volleyball, International Basketball Federation, Union of European Football Associations, and the International Skating Union.

MAY

5/7 – The Greater Orlando Sports Commission was proud to see the U.S. Olympic Team Trials – Marathon take home the Golden Brick Award for 2024 Sporting Event of the Year. The Trials were co-hosted by GO Sports, the City of Orlando, Orange County, and Visit Orlando.

5/20-25 – The NCAA DII Men's and Women's Tennis Championships returned to Sanlando Park in Seminole County, co-hosted by GO Sports, Rollins College, and Orlando North Seminole County, with the top 16 men's and 16 women's teams competing for the coveted National Championship trophy. Valdosta State took home the men's title, while the Barry University women's team claimed their 9th national title.

2025

A YEAR OF TRIUMPHS



JUNE

6/8-11 – GO Sports hosted a welcome reception at the NACDA & Affiliates Convention, which returned to Orlando's World Center Marriott in 2025. This major event for college athletics administrators featured keynote speakers, educational sessions on topics such as NIL, revenue generation, and leadership, as well as networking opportunities for professionals across various sports administration roles.

6/13-7/7 – The AAU Junior National Volleyball Championships continued to set participation and attendance records, as this year's annual 24-day event brought in an estimated 325,500 attendees with a total of 6,500 teams competing at the Orange County Convention Center. The event showcased athletes and coaches from all 50 states, Canada, Puerto Rico and the Virgin Islands.

JULY

6/17-7/4 – Orlando was the only city in the country with two venues hosting matches in the **2025 FIFA Club World Cup**. Inter&Co Stadium hosted two matches on June 17 and 20, and Camping World Stadium hosted four matches on June 24, 26, and 30, and a quarterfinal match on July 4. Attendance across all of Orlando's matches exceeded 180,000. Multiple teams also set up base camps in Osceola County with FC Bayern Munich and Flamengo FC at the ESPN Wide World of Sports Complex and Juventus FC at the Omni ChampionsGate Resort.

7/2 – Two Central Florida venues were recognized among the Best Youth Baseball Complexes in America by the 2025 Newsweek Fans' Choice Awards. Boombah Sports Complex in Seminole County earned the top national ranking, while ESPN Wide World of Sports Complex at Walt Disney World Resort in Osceola County was no. 8 on the prestigious list.

AUGUST

8/22 - Sunderland Rugby Trip – As GO Sports continues to pursue hosting duties for the 2031 Men's Rugby World Cup and 2033 Women's Rugby World Cup, President & CEO Jason Siegel traveled to Sunderland, England to attend the 2025 Women's Rugby World Cup opening match between Team USA and England. Orlando Mayor Buddy Dyer and his wife Susie and GO Sports Board Chairman Caesar Lopez joined Siegel, meeting Team USA superstar and Olympian Ilona Maher following the match.

SEPTEMBER

9/3-5 – Chief Operating Officer Jennifer Lastik attended the Executive Leadership Mission Trip to Charlotte, NC, with the Orlando Economic Partnership (OEP). More than 100 community leaders visited the city to learn about their approach to innovation and collaboration.

9/17 – GO Sports hosted a sold-out crowd of 750+ guests for its 7th annual Celebrating Women in Sports Luncheon presented by Orlando Health Jewett Orthopedic Institute at Addition Financial Arena. The event recognized five leaders and featured a fireside chat with 3-time Olympic Gold Medalist Misty May-Treanor.

9/27 – Red Bull brought their Tandem Roller Coaster obstacle course to the United States for the first time in 2025, hosted at Cranes Roost Park in Seminole County. Thirty teams of two raced their non-motorized, rollercoaster-themed crafts – built on tandem bike frames – through a splash-filled track packed with twists, turns, and thrills, wowing more than 40,000 spectators.

2025

A YEAR OF TRIUMPHS



OCTOBER

9/29-10/2 – Jason Siegel, Brent Nelson, and Jordan Lyda attended the annual **Leaders in Sport conference** in London. They met with federations, leagues, and teams from all over the world to explore event opportunities for the Greater Orlando area, as well as attended speaker panels and networking events. They also hosted a private dinner in the East Wing of Twickenham Stadium, with 25 global industry leaders in attendance.

10/31 – Brent Nelson and Jordan Lyda attended the **Rugby World Cup 2031 Host City Summit** in Chicago, Illinois. Hosted by World Rugby, the event included representatives from 27 potential host cities for two days of meetings and presentations tied to the bid process for hosting matches.

NOVEMBER

11/8-9 – The **Orlando Spartan Weekend + Para World Championships** brought thousands of athletes to Central Florida for one of the region's most dynamic endurance events. A multi day festival hosted in partnership with Visit Orlando and the Greater Orlando Sports Commission, the event featured the Sprint (5K), Super (10K), Kids Races, and the Spartan Para World Championship, where elite adaptive athletes competed on a fast, obstacle dense course.

11/10 – Orlando was announced as a host city for the **2027 FIVB Women's Volleyball World Championships**, the first time the tournament will be hosted in the U.S. and Canada. As the world prepares for the 2028 Summer Olympic Games in Los Angeles, this historic tournament, which will see three teams qualify for LA28, marks an exciting milestone for the sport.

11/11 – Congratulations to Brent Nelson, Executive Vice President of Business Development & Sports Tourism, on reaching a major milestone of 30 years of service with the Greater Orlando Sports Commission.

11/28 – The United States Women's National Team returned to Orlando for a friendly match against Italy at Inter&Co Stadium. With a 3-0 victory, the USWNT remain undefeated in matches hosted in Orlando.

DECEMBER

12/18-21 – Hosted at the Ritz-Carlton Grande Lakes in Orlando, the **PNC Championship** is unlike all other PGA TOUR events on the schedule. The tournament provides the chance to see 20 Major Champions team up with a member of their family and play the game they truly love — together. The 2025 event saw Matt Kuchar and his son Cameron set records with a 33-under-par total and a seven stroke victory.

12/19-22 – The **NBA G League Winter Showcase** is the league's annual in-season event which gives the over 200 players on NBA G League rosters a chance to shine in hopes of achieving their dream: landing an NBA contract. Hosted at the Orange County Convention Center, the Showcase takes place right before the point in the season when NBA teams can sign free agents to 10-Day Contracts.

2025



**GREATER
ORLANDO
SPORTS COMMISSION**