

Sheppard Mullin Represents City of Pasadena in Agreement for Rose Bowl to Be a 2028 Olympic Venue

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Sheppard Mullin represented the City of Pasadena, Calif. in its historic agreement with the organizers of the 2028 Olympic and Paralympic Games (LA'28) for the city's Rose Bowl Stadium to be an Olympic venue. Under the agreement, the Rose Bowl will host Olympic soccer matches, including the semifinal and final matches for women and men. This marks the third Olympic Games the Rose Bowl will support, making history as only the second venue in the world with this distinction.

The agreement outlines the roles of LA28 and the City of Pasadena in bringing the 2028 Games to Pasadena and creates a tiered framework that will take shape over the course of three additional agreements to be negotiated over the next two years. All venues and sport assignments are subject to final approval from the International Olympic Committee Executive Board.

The Sheppard Mullin team was led by partner David Sunkin, co-leader of the firm's Sports industry team, and included partner Kent Raygor and associates Annie Alvarado and Nayan Karanth.

[Read more here.](#)

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