



SUPER BOWL LXI SPORTS MEDIA SUMMIT

Presented by  **YouTube**

FOR IMMEDIATE RELEASE

Contact: Steve Brener, BZA, 818-398-8039; Arlene Guzman, BZA, 415-517-5470

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LOS ANGELES SUPER BOWL LXI HOST COMMITTEE AND NFL ANNOUNCE INAUGURAL SPORTS MEDIA SUMMIT PRESENTED BY YOUTUBE

Invitation-only gathering will convene leading voices across sports, media, entertainment, technology and culture during Super Bowl LXI week in Los Angeles

LOS ANGELES — September 21, 2026 — The Los Angeles Super Bowl LXI Host Committee (LASBHC) and the National Football League today announced the inaugural LASBHC Super Bowl LXI Sports Media Summit presented by YouTube, taking place Friday, February 12, 2027, during Super Bowl LXI week in Los Angeles. The invitation-only gathering will bring together influential leaders, creators, athletes, innovators and storytellers to explore the forces shaping the future of sports media and the fan experience.

YouTube will serve as the presenting sponsor of the LASBHC Super Bowl LXI Sports Media Summit and will join the Los Angeles Super Bowl LXI Host Committee as a partner, further strengthening the Host Committee's commitment to bringing together the world's leading voices at the intersection of sports, media, technology and culture.

"The Super Bowl and Los Angeles have long been at the center of sports, entertainment and cultural influence making this the perfect setting to bring together leaders who are shaping the future of sports media," said **Roger Goodell, NFL Commissioner**. "This summit will be a defining moment during Super Bowl LXI week to explore the trends and innovations inspiring sports fandom worldwide."

Super Bowl LXI week represents one of the most concentrated moments of influence in global sports media, providing a unique platform to examine how audiences consume sports, how stories are told and who gets to shape the conversation. Hosted in Los Angeles—a global center for sports, entertainment, technology and storytelling—the Summit will bring together the people defining what comes next.

"Over the past decade since the NFL and the Rams returned to Los Angeles, we have set a new standard for the convergence of sports, entertainment and technology at SoFi Stadium and Hollywood Park," said **E. Stanley Kroenke, Owner/Chairman of the Los Angeles Rams**. "As plans for Super Bowl LXI continue to take shape, it is a wonderful opportunity to break further ground with this summit, which will bring together an extraordinary group of leaders and innovators to explore where this dynamic sports media industry is headed and how we can create deeper, more meaningful connections with fans wherever they are."

As presenting sponsor for the summit and LA Super Bowl LXI Host Committee partner, YouTube will bring its perspective as a global platform where fans, creators, athletes and sports organizations increasingly connect and build communities around the moments that matter most.

“YouTube sits at the intersection of live sports, creator culture, and global conversation. Our decade-plus partnership with the NFL has combined these elements to fundamentally redefine how the next generation of fans experience football,” said **Angela Courtin, YouTube VP of Sports and Entertainment Marketing**. “We are proud to partner with the league on this summit for the second year and the Los Angeles Host Committee - my hometown - to bring together the community of leaders shaping the future of sports media.”

The LASBHC Super Bowl LXI Sports Media Summit presented by YouTube will be one of several Host Committee experiences supported by YouTube, who joins the Host Committee as an official Los Angeles Super Bowl Host Committee Partner, helping deliver an exceptional experience for fans and lasting community impact for the Los Angeles region.

“We couldn’t be more excited to welcome YouTube as the title sponsor of the Super Bowl LXI Sports Media Summit and as a partner of the Los Angeles Super Bowl LXI Host Committee,” said **Kathryn Schloessman, President & CEO of the Los Angeles Super Bowl LXI Host Committee**. “As one of the world’s leading platforms for sports storytelling and fan connection, YouTube brings a unique perspective to this conversation. Their partnership will help us create a Summit that looks beyond where sports media is today and explores how technology, creators and new forms of storytelling are shaping the future of the fan experience.”

Today’s announcement took place on the field of SoFi Stadium hours before the Los Angeles Rams host the New York Giants for their home opener on ESPN’s Monday Night Football, marking the start of the five-month countdown to Super Bowl LXI on February 14, 2027.

Additional details regarding speakers, programming and participation for the LASBHC Super Bowl LXI Sports Media Summit will be announced in the coming months. For more information on Super Bowl LXI taking place in Los Angeles, please visit LASuperBowlHC.com

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About the Los Angeles Super Bowl LXI Host Committee

The Los Angeles Super Bowl LXI Host Committee has been established to deliver a premier Super Bowl LXI experience and drive lasting social, cultural, and economic impact for the region. We serve as the liaison between the National Football League and Los Angeles to harness the opportunities surrounding the Super Bowl to elevate our community. The Host Committee is led by the Los Angeles Sports & Entertainment Commission (LASEC) and includes SoFi Stadium and Hollywood Park and the Los Angeles Rams.

