



# Sports Mission to Los Angeles, USA

October 25 – 30, 2026

We warmly invite Dutch sports organizations, companies, and knowledge institutions to join the 2026 Sports Mission to Los Angeles. The trade mission will take place from **October 25–30, 2026**. By participating, you will have the opportunity to explore partnerships, showcase your innovations, and tap into business opportunities in the lead-up to the **Olympic and Paralympic Games in 2028 (LA28)**.

- *This mission is organized by NBSO Los Angeles, the Consulate General in San Francisco, RVO, Orange Sports Forum (OSF), KNVB, the Ministry of Foreign Affairs, Ministry of Health Welfare and Sports.*

## Mission Objectives

The Sports Mission aims to:

- Discover key trends and opportunities in the LA sports ecosystem.
- Establish direct connections with local stakeholders, from professional clubs to public agencies.
- Promote and position the Netherlands as a trusted partner in the run-up to **LA28**.

## Why Los Angeles?

LA is the undisputed sports capital of the United States—home to iconic teams such as the LA Lakers, LA Rams, LA Kings, LA Galaxy, and LA Dodgers, and a city with deep experience in hosting global sports events. With a \$6.9 billion budget allocated to LA28, the city is preparing to host the most sustainable and inclusive Olympic Games in history.

## What to Expect?

This mission will offer a unique opportunity to:

- Explore the LA sports industry and its innovation ecosystem.
- Meet with local sports organizations, elite training centers, and leading universities.
- Collective matchmaking.
- Participate in networking events, site visits, and exclusive receptions.
- Engage with local experts, city officials, and commercial partners.
- Position your organization for strategic collaborations in the lead-up to 2028.





The full mission program will be shared closer to the date and tailored to participant profiles.

A physical **pre-departure workshop** in the Netherlands will be held ahead of the mission to prepare participants and share program logistics.

### Who Should Join?

The mission is ideal for organizations looking to explore export opportunities, showcase innovations, or establish partnerships in the U.S. sports sector. It is especially relevant for Dutch companies and institutions active in:

- Green Venues
- Fan Engagement
- Enhance Sports Performance
- Community Sports (Sports for All)

We welcome participation from entrepreneurs of all backgrounds and actively encourage organizations to send a diverse delegation that reflects a range of perspectives, genders, and experiences.

### Participation fee

The following fees apply:

- €750 per company (includes 1 participant)
- + €250 for a second participant from the same company (available to a limited number of selected organizations).

At least one participant per organization must be a CEO, C-suite executive, or equivalent decision-maker.

The participation fee includes:

- Full access to the mission program
- Local transportation
- Program meals
- Entry to networking events

*Note: Travel, lodging, and meals outside the official program are not included.*

### Registration & Deadlines

Due to limited capacity, participation is subject to selection. After the registration deadline,





Kingdom of the Netherlands

applicants will be assessed and selected based on strategic fit with the mission's focus areas, readiness to engage in the U.S. market, and the capacity to follow up on opportunities in Los Angeles. The final selection will be confirmed on June 1, 2026; all registered organizations will be notified by email.

Due to expected high interest, participation is limited to **two representatives per organization**.

- Register by: **May 22, 2026**
- Selection finalized: **June 1, 2026** – all registered organization will be notified by email.
- Invoices will be issued by Orange Sports Forum.

Spots are limited. To join the Dutch delegation, please register [here](#) before **May 22, 2026**

### Contact

- For more information, contact:  
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Register



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