

STRONGER.

LMU

SMARTER.

YEAR ONE



2023 / 2024

BRIGHTER.

RAMS

TOGETHER.



LMU



LMU + Rams Year One

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This first-of-its-kind partnership was curated and executed by the External Relations team in the division of Marketing, Communications and External Relations. This inaugural annual report highlights the team’s acute focus on student outcomes, faculty collaborations and wide-reaching visibility opportunities for the partnership.

 The partnership has organized over 30 on- and off-campus engagements to date. Follow along here:

2023

SEPTEMBER

6

Partnership Launch





INTRODUCTION

Strong relationships spark endless possibilities.

In September 2023, LMU launched an innovative partnership with the Los Angeles Rams, as the Rams’ exclusive higher education partner, the first relationship of its kind between a professional sports team and an institute of higher education. In addition to elevating the university’s reputation and reach locally and globally, the partnership is seeding countless opportunities for meaningful relationships that will strengthen the LMU community and L.A. region for years to come.

The partnership envisions the two organizations as stronger, smarter, and brighter together. In its first year alone, LMU students, faculty, and community members have participated in opportunities that make these ideals a reality. From one-on-one mentoring to classroom interactions to community events, the partnership brings people together to grow, learn, and shine.

And the sharing of expertise and life experiences is reciprocal. The Rams have contributed excitement, engagement, and industry insights; LMU students and faculty have also had opportunities to shine their light—academic, creative, and values-driven—on the Rams community. As the partnership continues, the opportunities to co-learn and co-lead will only expand. What will undoubtedly result is a thriving collaboration with benefits far beyond the Bluff and SoFi Stadium.

These relationships connect and illuminate, creating stronger opportunities, communities, and impact for LMU, Los Angeles, and beyond.

The LMU-Rams partnership has noticeably influenced our work in Undergraduate Enrollment, even at this early stage. This collaboration sends a powerful message about LMU’s ambition and status. As the exclusive educational partner of the LA Rams, LMU gains increased visibility on the national stage and reinforces the credibility we rightfully deserve.

Thomas Gutto '01, MA '15
Associate Vice Provost for Undergraduate Enrollment

SEPTEMBER

14

CBA Dean Smith invites Oracio Galindo, Head of HR for Rams, to join CBA advisory board for leadership/management

23

Rams host 3,000 high school girls at LMU for Flag Football Jamboree



Rams job board is shared on lmu.edu/rams to promote LMU-specific internship opportunities for students

OCTOBER

18

Tyler Potts, senior director, Partnership Sales, speaks to WBB and MBB teams for their preseason Tip Off Event



23

Tyler Potts serves as guest speaker focusing on Sports & Entertainment Management for CBA

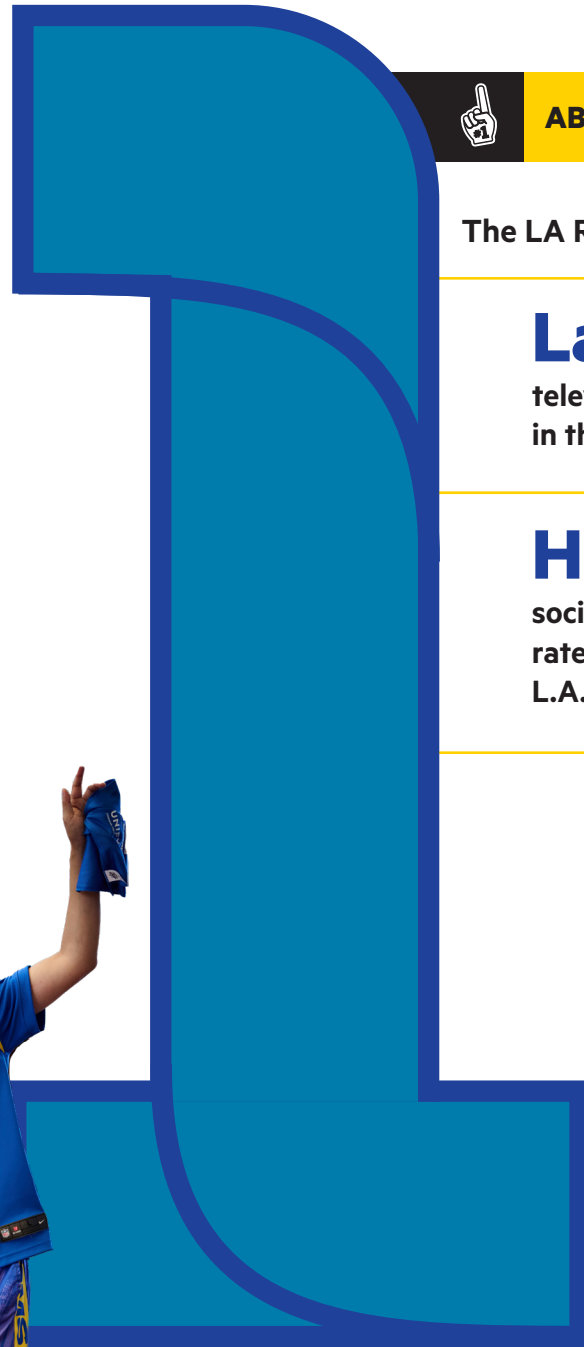
BY THE NUMBERS: BRAND VISIBILITY

All Eyes On the Rams ... and LMU!

As a result of partnering with the successful and beloved Rams, the LMU brand is shining bright. Cross-channel and in-stadium exposure increases LMU's visibility regionally, nationally, and globally.

11.5M

RAMS FANS NATIONALLY



ABOVE THE REST

The LA Rams boast the:

Largest television audience in the L.A. market

Highest social engagement rate among big 4 L.A. sports teams



AUDIENCE

19M

Average 2024 NFL regular season viewership over major broadcast networks

72

The NFL accounted for 72 of the top 100 most watched U.S. TV broadcasts in 2024

4.5M



Cross-Channel Impressions (Social & Earned Media)



726K

Total tickets distributed across 10 home games

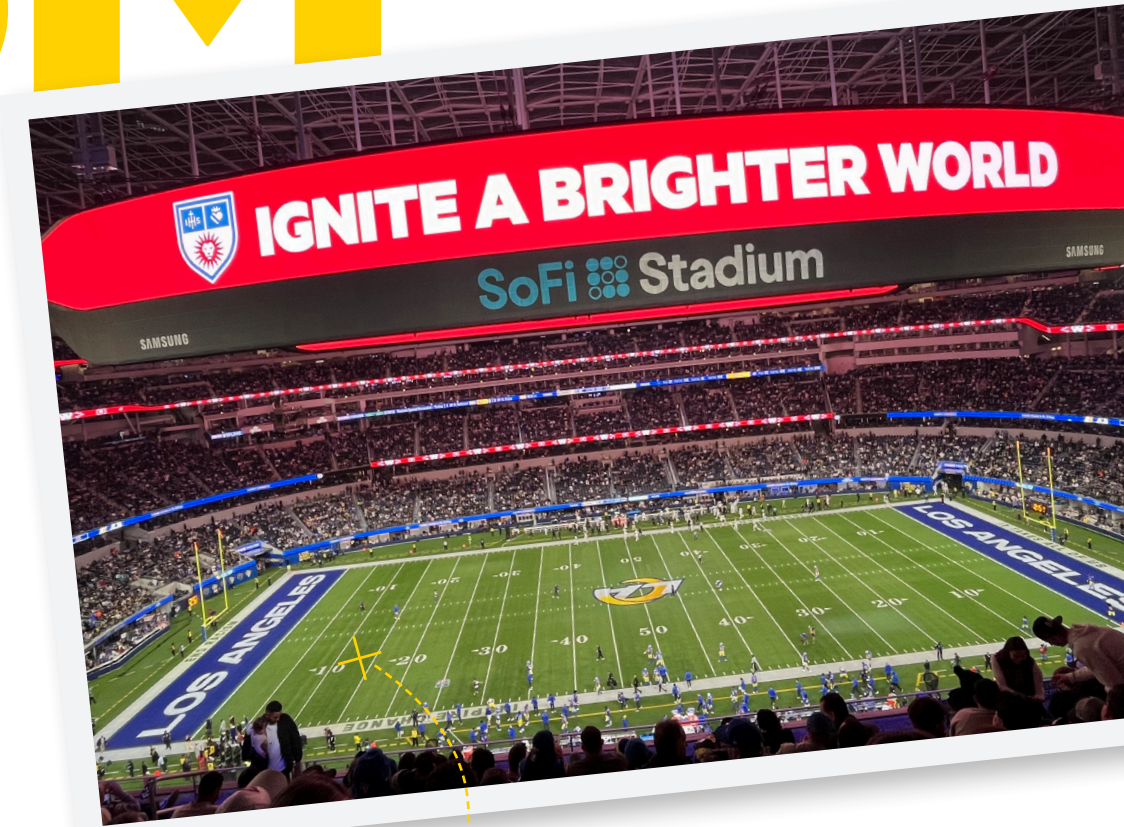


KICKOFF ANNOUNCEMENT

318K

Earned Media Impressions

LMU was announced as the Official Higher Education Partner of the Los Angeles Rams and kicked off the partnership with an event on LMU's campus in celebration with executives, students and alumni.



LMU DAY AT THE RAMS

9.8K

Earned Media Impressions



350-450K

Email audience size

During the 2023-2024 season LMU received 2 contractual email inclusions to the Rams Database and also received a bonus email inclusion in the Rams Weekly newsletter.

NOVEMBER

02

Dan August, Rams Exec VP of Consumer Revenue and Strategy, speaks in David Offenberg's class (Entertainment Finance)

07

Joey Paolino speaks to Marketing Society students >>



16 17

Listening sessions with each academic dean and Rams executives

DECEMBER

03

LMU Day at the Rams at SoFi Stadium (read more on page 26)





“As we merge the rigor of academia with that of the gridiron, we empower our students to grow, learn, and compete as champions. Joining forces with the Rams, a team and organization that exemplifies on-field prowess and off-field astuteness, solidifies our collective excellence.”

Timothy Law Snyder
President, LMU

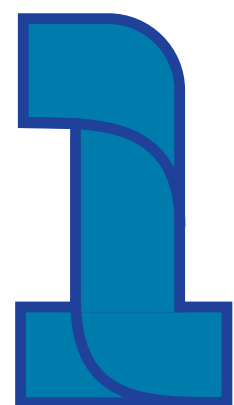




WHY THE RAMS

“We Partner with Purpose.”

LMU chose to partner with the Rams because of their shared commitment to innovation and growth. The Rams represent executive talent and electric community engagement. LMU is a beacon for holistic student learning, where students are encouraged to bring their can-do, imaginative, and ambitious perspectives out into the world. By connecting the best of both institutions, LMU and the Rams are stronger, smarter, and brighter together, and all who participate in the partnership’s opportunities are poised to shine.



In 2022, the Rams became **the first team** to host and win a Super Bowl in their home stadium.

✓ The Rams also took home the Lombardi Trophy in 1999, making them

2X world champions.

✕ **“Loyola Marymount is such a beacon of innovation, of intellect, of teamwork. This is the group we want to partner with to help build our future.”**

Kevin Demoff, President, Rams:
– LMU + Rams Partnership Launch Day



STRONGER. SMARTER. BRIGHTER.
TOGETHER.



2024
JANUARY 30
Rams hosts an LMU internship info session for LMU students

FEBRUARY 10
Rams Night at LMU MBB





Relationships elevate partnerships from transactional to transformational.

On the following pages, we feature the voices of students, faculty, and leaders who embody the innovative spirit of the LMU + Rams partnership. They describe how the relationships they've built have sparked transformational opportunities, connections, and impact.



Creating Opportunities

The positive effects of the LMU + Rams partnership on student learning are easily recognizable. Opportunities to engage with Rams executives, learn about the industry, and witness business practices in action have had an immediate impact on student learning and career development.



Connecting Communities

Building connections with the Southern California community is essential to LMU's dedication to bridging students to their passions and future professions. LMU + Rams collaborations take students beyond the Bluff to experience the people, culture, and possibilities Los Angeles has to offer.



Illuminating Impact

Engaging, community-based collaborations provide opportunities for both parties to shine. While the Rams partners contribute enthusiasm, industry expertise, and mentorship, LMU participants serve as beacons of LMU's holistic values and dedication to academic growth. LMU students have their own stories to tell, and partnering with the Rams gives them a unique opportunity to share their wisdom and gifts with the local community and world.



BUILDING RELATIONSHIPS

HAMPTON KOHLER

Internships are among the most exciting of the LMU + Rams partnership offerings. As a partnership management intern, Hampton Kohler '24 enjoyed in-depth access to the Rams marketing and activation teams. He gained valuable knowledge and skills about real-world management and business practices.

GRADUATING CLASS

'24

POSITION

Partnership Management Intern

RESPONSIBILITIES

- Partnership accounts
- Client relationships
- Event planning
- Game-day activations

EXPERIENCE IN A WORD

Impactful

“ TEAM DYNAMICS

I've not only gained valuable lessons into the business of sports, but I've cultivated relationships with my coworkers that have allowed me a space to take risks and grow professionally in a way I never imagined before this opportunity. This opportunity has allowed me to see the power of a friendly energy and an optimistic attitude, and how important your own attitude is in building the relationships that end up defining the work you do.

“ HIGHLIGHTS

This experience has helped show me the true importance of relationships in the business world, and how to build, cultivate, and continue relationships that can benefit my career beyond my day-to-day tasks.



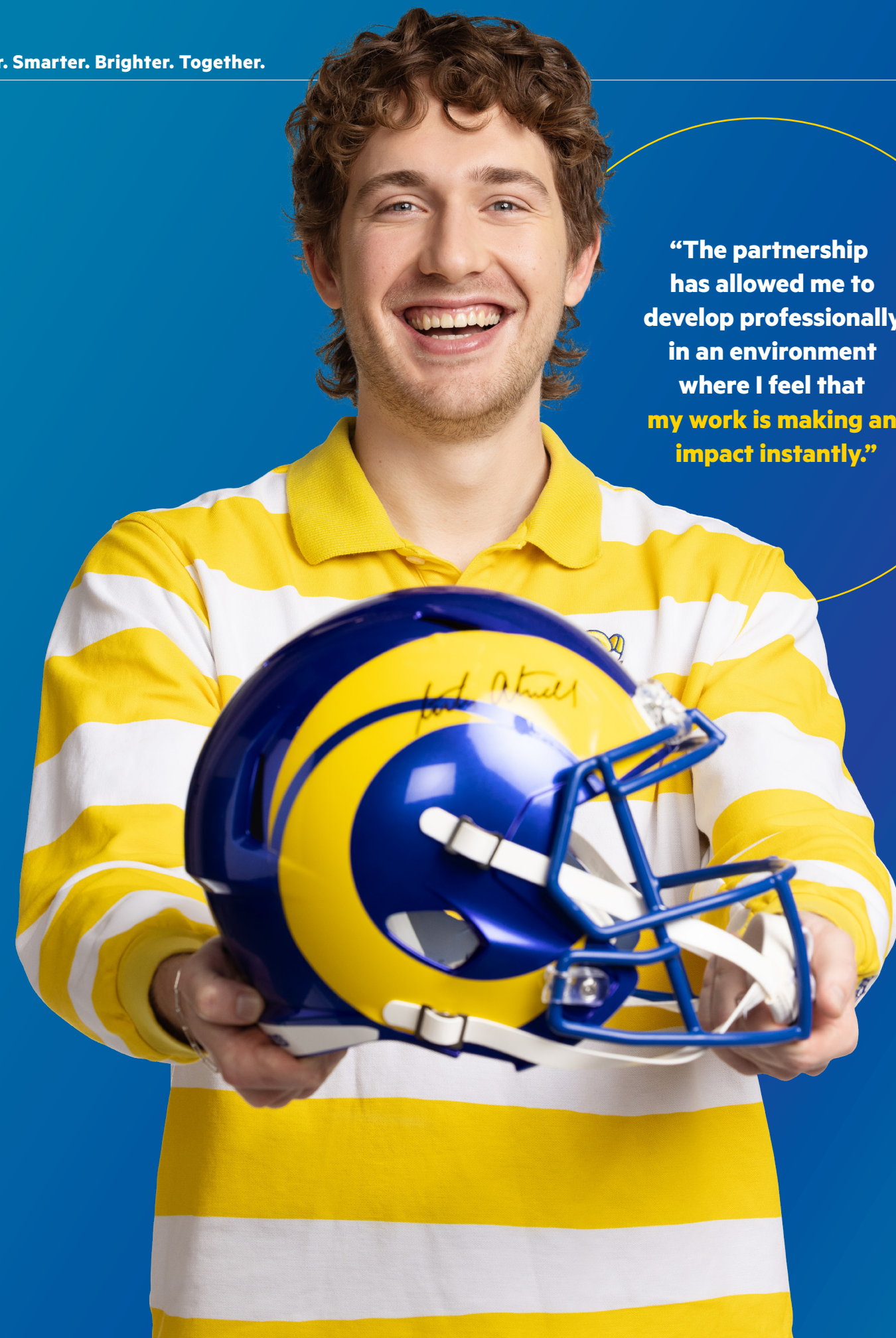
FEBRUARY

19

Rams Team Members, Johnathan Franklin, Yusuf Rowser, Bianca Graves, participate in a panel discussion and screening for Kingfish in partnership with Black History Month Events hosted by Student Affairs



Stronger. Smarter. Brighter. Together.



“The partnership has allowed me to develop professionally in an environment where I feel that my work is making an impact instantly.”



BUILDING RELATIONSHIPS

EconoRams at-a-glance

The 2-day program held at SoFi and Rams headquarters combined workshops, tours, and networking opportunities to provide a comprehensive view of sports economics.

12 speakers from LMU and the Rams

23 students



MADELEINE UHLHORN-THORNTON

Madeleine Uhlhorn-Thorton '26 participated in a **two-day immersive experience** at SoFi Stadium and the Rams headquarters, featuring tours, interactive discussions, and introductions to Rams executives. Facilitated by Shirin Mollah, instructor of economics, the students were able to connect classroom theory with practical insights from industry professionals.

“ TEAM DYNAMICS

This experience highlighted how teamwork, communication, and mutual support are critical not only for accomplishing immediate goals but also for driving long-term growth and innovation. These lessons have inspired me to prioritize building meaningful connections in my future career.

“ HIGHLIGHTS

The LMU + Rams partnership gave me a rare opportunity to see firsthand how such large-scale events are planned, and it reinforced the lessons we learn in the classroom about organization, resource allocation, and the economics behind large enterprises. On a personal level, witnessing how these professionals work together to ensure success has inspired me to explore a potential career in the sports industry.

GRADUATING CLASS

'26

POSITION

ECON Immersion Program Participant

FOCUS

- Strategic planning
- Communication & networking
- Marketing & brand strategy
- Analytical skills

EXPERIENCE IN A WORD

Impactful

MARCH

04

JB Long, Rams play-by-play announcer, serves as a panelist at a Sports & Business Career discussion for CPD (Career & Professional Development)

06



Rams announce Training Camp internship opportunities for LMU students



16

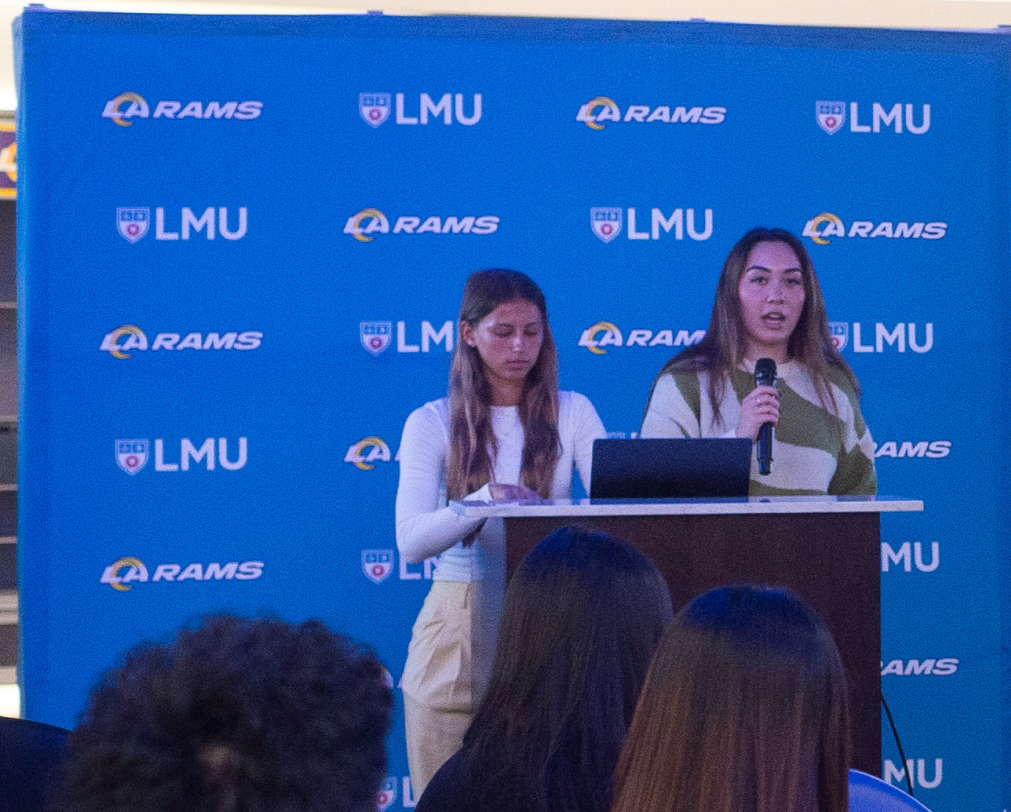
Rams participate in the Special Games held on LMU Campus



RAMS

3:31

202



RAMS HOUSE



“This partnership fuels a feeling of positivity in being an LMU student by being more connected through the Rams to the wider Los Angeles and Inglewood communities. The exposure I got by presenting the project in front of SoFi and Rams executives was invaluable and a core part of my experience.”

**Francisco Lacombe Franca '25, Economics Major
ECON Immersion Program Participant**





BUILDING RELATIONSHIPS



GRADUATING CLASS

'24

POSITION

Mentee

ONE WORD

Insightful



GRADUATING CLASS

'96

POSITION

Mentor / Rams Head of Employee Experience

ONE WORD

Energizing

PEYTON D'AMICO



ORACIO GALINDO

One-on-one **mentoring** illuminates the possibilities for LMU students and their mentors. Students gain access to industry expertise and wisdom, while local business leaders see the LMU mission brought to life through their mentees. LMU senior Peyton D'Amico '24 and LMU alum and Rams executive Oracio Galindo '96 are sharing experiences and learnings that strengthen their connections and add value to their professional lives.

Q&A

How does this mentorship benefit you as an LMU student?

PD The main part I appreciate is working with someone who is such a high-level professional and getting that insider experience. It's a different world from the college courses we take. Being able to see that world and prepare for that transition has been huge.

Has anything surprised you about working with an LMU student?

OG What surprises me is the level of engagement and how advanced students are today. I've been very impressed with Peyton and her questions, curiosity, and growth mindset. The students at the LMU events I've been to are very engaged and participatory and I really admire that.

What is your top learning?

PD The biggest thing I've learned is about mindset. I was so worried about having the proper skills to get a job. But what I've learned from Oracio is how important mindset is. It's the 'skill versus will' idea and how we all have control over how we show up every day.

What have you both recognized about the power of relationships?

PD I love having a more interpersonal connection with Oracio because that's what will make it last long-term. Being able to know that if I have a question in my future career journey, I can reach out to Oracio is so important.

OG There's such a power to 'la familia.' You have the family you were born into, but the relationships you build with your classmates and colleagues are just as important. It's so important to be present and get to know people to nurture those relationships and your future impact.

"Having someone who can guide, support, and steer you prior to graduation and entering the job market is so helpful."

Peyton D'Amico '24

MARCH

18

Jen Prince, CCO of LA Rams, and Michelle Gable, director of Media & Entertainment, speak in SFTV class with Eddie Siebert



27 28

2-day ECON Immersion Program at SoFi and Rams HQ



APRIL

23

Rams participate in LMU's College Day and Career Panel



MAY

04

Oracio Galindo '96, head of Employee Experience for the Rams, serves as Dia de Reconocimiento Keynote Speaker





“On a professional level, this partnership has given me **access to an internship, a new network of both peers and mentors, and the potential for continuing work opportunities.**”



SOPHIA CROMARTY

Along with approximately 40 LMU students, Sophia Cromarty '26 served as an intern during the Rams summer **2024 training camp**. Training camp interns learned hands-on skills related to customer service and operations, as well as the value of relationships and career development.

GRADUATING CLASS

'26

POSITION

Summer Training Camp Intern

RESPONSIBILITIES

- Fan experience
- Customer interaction
- Ticket scanning & wayfinding
- VIP experience support

EXPERIENCE IN A WORD

Collaborative

TEAM DYNAMICS

In my opinion, relationships are one of the most valuable things that students can take away from this program. During my internship with the Rams, I developed strong relationships with my fellow interns. Working together every day, collaborating to solve problems, and supporting each other in our various roles not only bonded us personally, but also created connections we can utilize later in our careers.

HIGHLIGHTS

The opportunity to connect with Rams employees and receive advice from Rams executives was a highlight of the experience.

JUL-AUG

25 03

Rams host training camp on the LMU Campus with 40 LMU Interns ▶▶



SEPTEMBER

18

Tyler Potts serves as guest speaker for Shirin Mollah's Sports ECON Class





“Training camp has evolved over the years as has everything else. Loyola Marymount University has a beautiful campus. It was clear they went out of their way to make everything go smoothly and to be accessible to Rams fans.”

Training Camp Attendee





**BUILDING
RELATIONSHIPS**



**Pro
Perspective**

In November 2023, Dan August, executive vice president for Consumer Revenue and Strategy, spoke to David Offenberg's Entertainment Finance class, sharing his career journey and speaking to issues around strategic initiatives, dynamic pricing models, international growth and "fandom" development, financial planning and more.



**DAYLE
SMITH**

Dayle Smith is a visionary who sees opportunities for her students and faculty even before they are actualized. For this reason, she supports the LMU + Rams partnership on a variety of levels. From facilitating class appearances by Rams executives to hosting career-centered student events to gathering advisory board insights, Dean Smith is actively pursuing opportunities for LMU students and staff to learn and grow.



POSITION

**Dean of the
College of Business
Administration**

ONE WORD

Opportunity

SPOTLIGHT ON STUDENTS

I hope for additional future real-world projects that our students in business can cut their teeth on to not only show what they know, but what they can do. I've seen this many times in other business sectors and the companies are blown away by the creativity of our students and the way they apply the tools they're learning in their discipline to real-world opportunities and challenges.

WINNING STRATEGY

When you're running a business school, you want your students to be able to dive deep into a sector, gain something from that sector, and provide value to that sector. The more we can invest in those kinds of relationships, that is where the power and the opportunities lie. I hope we continue to do that.

SEPTEMBER

25

NACAC at SoFi Stadium - 150 Jesuit high school & college admission counselors hosted at SoFi Stadium ▶▶



26

Rams Employee Experience (HR) members (Sasha Carter, Coco Bergdoll) participate in the LMU Business & STEM Career Fair



BUILDING RELATIONSHIPS



AUDRA VERRIER

POSITION

**Associate Vice
Provost, Career
and Professional
Development**

ONE WORD

Innovative

Audra Verrier’s position gives her a front-row seat to the LMU + Rams partnership activation. She has witnessed “lightbulb moments” as students make connections and entertain possibilities in the sports industry. AVP Verrier’s department has supported various partnership projects, such as career fairs, mentorship programs, speaking engagements, and job postings. AVP Verrier has witnessed increased student engagement across the board, creating optimism for the future of the partnership.

“ SPOTLIGHT ON STUDENTS

We get anecdotal feedback from employers that LMU students are ‘different.’ They’re different in the workplace, in relationships, and with their work ethic. We often hear, ‘they are just really good people.’ To me, that means they represent the LMU mission. We know that is happening with the Rams. Our students are coming with a holistic, whole-person education. I would love to see a future where the Rams continue to see the LMU mission coming to life within the students, their skills, and their character.

“ WINNING STRATEGY

This partnership has been exciting, new, and innovative in higher education. As a long time higher education student and professional, no campus I have been affiliated with has done anything like this. It’s an indicator of what’s possible when you think outside the box and reimagine what the possibilities are.



SEPTEMBER

29 Rams Community Team Members participate in the LMU Alumni BBQ



OCTOBER

15 CBA/Latinx Business Association hosts members from the Rams HR team (Oracio Galindo '96, Sasha Carter, Coco Bergdoll, Oscar Alvarez) for a panel on the Employee Experience at the Rams



**Pro
Perspective**

Tyler Potts talked about his experience as director of partnership sales and connecting with prospective partners and clients, then coached members of LMU’s basketball teams on sales call techniques. The student-athletes then applied the skills they learned during LMU’s Phone-A-Thon.



A Stronger Local Connection

SoFi Stadium has hosted more than winning football games during the LMU + Rams partnership. It has been the backdrop for meaningful connections among LMU alumni. Former students across generations, geography, and backgrounds have bonded over their love for their team and their university.

The exclusive activation space at LMU Day at the Rams provided an exciting environment for alumni to link back to their alma mater, while cheering on their favorite NFL team!

12,539

Total Visitors

5,685

Engaged Visitors (:30s + dwell time)

Kathy Nielsen '76 and Sowmya Shankar '24 connect with Iggy inside SoFi Stadium during LMU Day at the Rams



BY THE NUMBERS: IMPACT

LMU Students for the Win!

As the LMU + Rams partnership grows, students and faculty have additional opportunities to engage and shine. The collective impact of the learnings, experiences, and relationships will benefit the LMU community for years to come.

5

of schools and colleges at LMU that have participated in the Rams Partnership in a meaningful way.

- College of Business Administration
- Frank R. Seaver College of Science and Engineering
- School of Film and Television
- Bellarmine College of Liberal Arts
- School of Education

To date, **1,000 LMU students** have actively participated in partnership programming*

1,000

*in-class guest speakers >> career panels >> internships + mentorships >> immersion programs

Rams Executives have visited the LMU campus on average **3x/month** since the start of the partnership.

RAMS ON CAMPUS



2 Rams Executives serving on LMU Advisory Boards

1 Class of '24 intern converted to full time Rams employee

STUDENT READINESS

97

OPPORTUNITIES

03
semester long internships

40
training camp internships

50
mentees

04
gameday ambassadors

FUTURE LIONS

1,400

high school students immersed themselves in LMU and its offerings through Rams programming on the Bluff.

OCTOBER

15
Reggie Scott, Rams VP of Sports Medicine, serves as Health and Human Sciences industry leader and advisor

22
Jen Prince participates in panel discussion with President Timothy Law Snyder on the impacts of partnerships and education at the L.A. Chamber Education Summit >>



18
LMU students and faculty member Vanessa Díaz meet artist Residente at his YouTube Theater performance, an opportunity made possible by the Rams partnership and Kroenke Sports and Entertainment (KSE) >>



23
WBB & MBB host Jason Griffiths, VP of Partnership Sales for tip-off sales training



WHAT'S NEXT

Dylan Tehada '24 Previews the Possibilities

Dylan Tehada '24, is an example of how a partnership opportunity can blossom into a career journey. Tehada served as a partnership development and strategy intern in the spring of 2024, learning from Rams executives and supporting exciting events like training camp at the Bluff. Tehada's enthusiasm for both the Lions and Rams was evident in his energetic spirit and work ethic. Tehada's performance positioned him for a full-time role in the same department as an insights analyst, where he works today.

“It has been a dream come true to be part of such an amazing organization and partnerships team. I'm excited for all the memories and milestones the future holds.”

Dylan Tehada '24

Insights Analyst, Los Angeles Rams ✕

▶ UP AHEAD

As the partnership continues to grow, so do the opportunities. Here's a look at what's up ahead in year two of the partnership:

LMU Wine Classic to feature Kroenke Family Wines - Hilt and Jonata

Rams In-Class Guest Speakers

Tyler Potts to speak in Rosalyn Vargas's Careers Management Class

Dan August to speak in Shirin Mollah's Sports Economics class

Special Games Participation with Rampage, Cheer and Rams Legends

Master in Entertainment Leadership and Management (MELM) Immersion Experience at SoFi Stadium



OCTOBER

29

Mentorship Kickoff event with 40 Rams executives and 50 LMU student mentees



NOVEMBER

29

Entertainment Business Society students host Rams Team Members, Sasha Carter, Hampton Kohler '24, Kyle Woodland, Hailley Brendecke, for a Los Angeles Rams speaker panel



GNIT
BRIGHTER
WORLD

“For as long as I can remember, sports have possessed a remarkable ability to inspire emotions and unite people. There’s something magical about the way a shared passion for a team or a game can create a sense of community.”

**Christian Sosa '26 Marketing Major
LMU + Rams Mentee**



SPIRIT: IGGY + RAMPAGE

Fast Friends

Two beloved mascots have formed a quick bond, magnifying the spectacle and spirit of the Lions and the Rams.

MASCOT

Iggy

FAVORITE MEMORY

My favorite memory with Rampage was celebrating his birthday during the Rams-LMU Day. Boy, oh boy, what a day that was! We faced off against a peewee football team joined by an all-star roster of 12 of our favorite mascot friends. My absolute favorite highlight? Rampage straight-up stiff-armed some poor kid so hard he flew like a cartoon, then strutted into the end zone for a touchdown. Now that was a game!

WHY WE'VE BONDED

Last year, Rampage and I roomed together at LMU's Sleepaway Camp. Sharing experiences at camp brought us closer and made our friendship even stronger.



YEAR ONE

MASCOT

Rampage

FAVORITE MEMORY

My favorite memory with Iggy is taking on Training Camp together last summer. I was able to see so much of campus alongside my friend Iggy—the ultimate tour guide! Spending time with the kiddos at the LMU Children's Center, cheering alongside hardcore fans, and seeing LMU staff work tirelessly to create such a spectacular Training Camp were highlights of the summer.

WHY WE'VE BONDED

Iggy and I have bonded because we have so much in common. While we have lots on our minds, we rarely have anything to say, we both love LMU, and we love the Rams!

DECEMBER

08

LMU Day at the Rams at SoFi Stadium



