



# THE ALAN I. ROTHENBERG LEGACY BRIDGE AT THE ROSE BOWL STADIUM

Alan I. Rothenberg is a key reason for the Rose Bowl Stadium's important legacy in Olympic Soccer, FIFA World Cup Soccer and international soccer matches.

As a renowned expert in sports business and law who has received numerous accolades for his contributions to both fields, Rothenberg spearheaded soccer's rise in the U.S. during the 1990s as chairman and CEO of the 1994 FIFA World Cup; chairman of the 1999 FIFA Women's World Cup; president and chairman of the U.S. Soccer Federation; and founder of Major League Soccer.

The 1994 FIFA World Cup was the most successful in FIFA history, averaging more than a still-record 64,000 fans per game and generating an operating surplus of over \$60 million. Five years later, the 1999 FIFA Women's World Cup was the most successful women's sporting event in history. Previously, Rothenberg was the 1984 Los Angeles Olympics soccer commissioner and an owner of the NASL Los Angeles Aztecs, who also played at the Rose Bowl. For his seminal contributions to the sport, Rothenberg was awarded the coveted FIFA Order of Merit and inducted into the U.S. Soccer Hall of Fame.

During the 1970s and 1980s, Rothenberg was a top executive in the NBA. While serving as vice president and general counsel of Jack Kent Cooke, Inc. and California Sports, Inc., he represented the Los Angeles Lakers on the NBA's Board of Governors from 1971-79, and again served on the Board of Governors during his tenure as Los Angeles Clippers president from 1982-90.

Rothenberg appeared regularly on ESPN's SportsLook, has been an instructor of sports law at the University of Southern California, and is former chairman of the American Bar Association's Committee on Sports Law. Among his many honors are the Champions in Sports Business and Sports Industrialist of the Year awards from SportsBusiness Journal as well as the U.S. Olympic Foundation's George Steinbrenner Sports Leadership award. A former president of the State Bar of California, Rothenberg has practiced law for over 35 years. He was a founder and name partner at Manatt, Phelps, Rothenberg, and Phillips for more than 20 years, followed by 10 years as a partner at Latham & Watkins. His law practice involved matters drawn from the financial, business, sports and entertainment fields.

Currently, Rothenberg is the Chairman of Premier Partnerships, the industry's leading commercial advisory, naming rights and sponsorship sales agency with a track record of maximizing revenue for prestigious facilities, events, sports and entertainment properties and municipal programs. Also, Rothenberg serves as the chairman of 1st Century Bank. Rothenberg has served on several public company boards, including Arden Realty, CPK, Inc., and Zenith National. He is a past president of the Los Angeles Board of Airport Commissioners and Constitutional Rights Foundation and Fraternity of Friends of the Music Center; past chairman of the Los Angeles Chamber of Commerce and Los Angeles Sports Council; currently President of the Los Angeles Tourism and Convention Bureau and a member of the boards of the Los Angeles Sports and Entertainment Commission and the Southern California Committee for the Olympics.

**Donations to the Alan I. Rothenberg Legacy Bridge project are tax deductible and directly support the protection, preservation and enhancement of the Rose Bowl Stadium's future as a National Historic Landmark.**

