



## Supporting a World-Class City through Sports

*“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than government in breaking down racial barriers.” ~Nelson Mandela*

In this spirit, the **Seattle Sports Commission (SSC)** exists to maximize Seattle’s potential as a world-class community and to harness the power of sports by pursuing opportunities such as the Super Bowl, FIFA World Cup, NCAA Championships, Olympic Trials, and All-Star Games. Our board of commissioners is made up of over 100 corporate leaders who invest in sports as an authentic catalyst for community-changing events, quality of life, and economic vitality.

SSC is the region’s premier organization for creating and attracting high-profile and impactful sporting events at the professional, collegiate, amateur and local levels. This focus allows the SSC to generate significant **economic impact**, and to serve as **influencers, leaders and advocates** for local franchises, programs, events and venues, all while creating global **marketing exposure for the Seattle area** as a premier sports destination.

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