



SSC Commissioner Toolkit

We believe in the power of sports.



PURPOSE OF TOOLKIT

A resource tool for SSC Commissioners to confidently represent and advocate for SSC and SSC Foundation:

- History
- Who we are
- Impact
- Membership in SSC
- Messaging
- FAQ's



OUR MISSIONS

The **Seattle Sports Commission** (SSC) connects and empowers the vibrant sports community in Greater Seattle. We champion our region as a world-class sports destination that drives positive economic impact and creates a lasting legacy in our community.

The **Seattle Sports Commission Foundation** (SSCF) creates equitable access to youth sports across Washington. We empower play by supporting programs that break down barriers and foster inclusion, working with community partners to identify needs, invest in impactful projects, and build a brighter future for kids through sports.

The Seattle Sports Commission Champions Our Region as a World-Class Sports Market



HOST PREMIER SPORTING EVENTS

that build our region
as a world-class
sports destination
and drive economic
development.



SERVE AS INFLUENCERS, LEADERS AND ADVOCATES

for regional sports
franchises, venues
and partners to
cultivate public
opinion and policy.



CONVENE OUR SPORTS COMMUNITY

to celebrate athletes,
teams and women's
sports, support
health and wellness,
and promote
professional
development.



STIMULATE QUALITY OF LIFE

by promoting pride in
our city, an inclusive
sports culture,
Seattle's leading
edge in women's
sports and equal
access to youth
sports.



History of SSC

The Seattle Sports Commission (SSC) is a member-based nonprofit consisting of 150+ business leaders, sports teams and community organizations committed to cultivating a sports environment that strengthens our region.

Since 2020, SSC has operated as an independent 501(c)(6) non-profit organization with the primary purpose of attracting and hosting premier sporting events in the Greater Seattle Region. SSC was previously a division of the destination marketing organization, Visit Seattle, but now is a self-funded, standalone organization.

About SSCF

The Seattle Sports Commission Foundation:

We've raised over \$1.1M to promote equitable access to youth in sports in Washington State. The SSC Foundation partners with the King County Play Equity Coalition to support the Pro Sports Sampling Camp For youth, while recognizing organizations that actively integrate equity and inclusion into sports programs.



Seattle Sports Commission Signature Events



**SPORTS STAR
OF THE YEAR**
SEATTLE SPORTS COMMISSION

Sports Star of the Year:
Washington's biggest night
out for sports



REGION READY
POWERED BY THE
SEATTLE SPORTS COMMISSION

Region Ready: Preparing
WA to host major sporting
events



SSC OPEN
POWERED BY THE
SEATTLE SPORTS COMMISSION

WM SSC Open: Annual Golf
Tournament



WOMEN IN LEADERSHIP
SEATTLE SPORTS COMMISSION

**Women in Leadership
Breakfast:** A morning of
inspiration and connection

Our Impact

SSC has had some booming business over the past 2 years with hosted events from the past and awarded events coming up in the future, please reference the following:

- 2023 – NCAA D1 Women’s Basketball Super Regionals
- 2023 – MLB All Star Week
- 2023 – NGFFL Gay Bowl XXIII
- 2024 – NHL Winter Classic
- 2024 – Clipper Round the World Yacht Race
- 2024 – KPMG Women’s PGA Championship
- 2025 – PWHL Takeover Tour
- 2025 – HBCU Seattle Series
- 2025 – NCAA D1 Swimming and Diving Championships
- 2025 – NCAA D1 Men’s Basketball 1st and 2nd Rounds
- 2025 – AUSL Series
- 2025 – FIFA Club World Cup
- 2025 – Savannah Bananas
- 2026 – AVP Beach Volleyball
- 2026 – Clipper Round the World Yacht Race
- 2028 – NCAA D1 Men’s Basketball 1st and 2nd Rounds



What it means to be a Commissioner

Time Commitment: Light & Flexible

- Four commissioner meetings per year, your benefit to attend!
- Optional events = networking, learning, community.
- Attend our signature events that support our mission — join as you're able.

What You Gain

- Access – Get invited to opportunities that connect you with the people and stories shaping our sports community. Volunteer opportunities not available to the public.
- Community – Join a network of fellow leaders, changemakers, and advocates who share your passion.
- Visibility – Be recognized as a civic leader helping elevate the region's sports culture and economic growth.
- Involvement, Your Way – Choose the events and opportunities that matter to you.

How to talk about SSC

Key Messages: These are the core ideas we want everyone to walk away with when they hear about the Seattle Sports Commission:

- We're here to elevate the Seattle region through sports
- We build partnerships that go beyond the game
- Our commissioners are leaders with purpose
- We impact youth sports and sports equity

Do's and Don'ts:

DO:

- Speak from your 'why'
- Use the key messages
- Celebrate the wins but remember the bigger picture, be inclusive
- Stay focused on our impact

DON'T:

- Oversell or exaggerate
- Get lost in insider information/the weeds
- Speak on behalf of SSC or our partners
- Make political or polarizing statements

Short for time?

:30 second pitch

Use this when you have a quick chance to plant a seed. Important topics to cover include:

- Bringing people together using the power of sports
- We work behind the scenes to make these events run/bring them here
- The goal is to grow our economy and benefit this community

:60 second pitch:

Use this when you're at a networking event or have a larger window to connect. Include all topics above PLUS:

- As a commissioner I get to be apart of this mission, making a difference in the community through sports.

2:30 pitch:

Use this when someone is genuinely interested and asking follow up questions. Include all topics above PLUS:

- The work goes beyond big moments; we focus on long-term legacy.
- We focus on our foundation, providing opportunity through youth sports and local partnerships

Common FAQ

1. How can I support SSC and our region's sports community?
 - a. Become a member, donate to SSCF, attend local sporting events - whether professional, semi-pro, amateur, collegiate or youth, attend or sponsor SSC Signature events.
2. I can't attend a meeting; can I send a colleague?
 - a. No, these meetings contain exclusive information and are designed for commissioners only.
3. What's the purpose of the SSC Foundation?
 - a. As the charitable affiliate of the SSC, the SSCF empowers play by supporting and building capacity in programs dedicated to equitable access to youth sports in Washington State.
4. What committees can I join?
 - a. As of right now there are limited committee opportunities, as the Commission is focusing on project-based task forces. I would recommend reaching out to Pamela for more information.

Inviting Others to Join

Who we're looking for:

Influential Connectors – They know how to get things done and bring people together.

Civic-Minded Leaders – Business owners, executives, creatives, organizers—anyone with a passion for community-building.

Diverse Voices – We want a Commission that reflects the full spectrum of Seattle: industry, identity, geography, generation.

Big Thinkers, Action Takers – People who say yes, show up, and help move the region forward.

Being a Commissioner is a meaningful way to support sports, civic pride, and opportunity in our region. When you invite someone to consider joining, you're helping shape the future of Seattle sports—and who's at the table.

How to Introduce the Idea:

- Start with why you got involved
- Highlight the impact: sports + community + leadership
- Make it personal: “I thought of you because...”

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