



## University of Southern California Athletics Selects Oak View Group to Lead Hospitality for On-Campus Venues

*Partnership includes concessions, performance dining for  
student-athletes and catering across Trojan Athletics*

**Los Angeles, CA (February 12, 2026)** – The University of Southern California Athletics Department today announced a partnership with [Oak View Group](#) (OVG), the global leader in premium live entertainment infrastructure and services, as the hospitality provider for on-campus athletics venues, including the new Rawlinson Stadium, Dedeaux Field, and The Galen Center.

The partnership represents a shared commitment to enhancing campus life through food, service, and experiences that celebrate USC tradition. New food & beverage offerings are available at concessions stands with a focus on delivering fresh, locally inspired menus, exceptional service, and a game-day atmosphere that reflects the spirit and pride of the Trojans. Additional highlights will include signature menu items, grab and go markets to reduce wait times, and upgraded premium hospitality areas for fans, alumni, and special guests.

“USC’s athletics venues are home to decades of tradition and unforgettable moments,” said **Charles Griffin Cale Director of Athletics Jen Cohen**. “As we continue to better engage our fans and further invest in our student-athletes, this partnership with Oak View Group allows us to honor that legacy while introducing new standards of hospitality, service, innovation to ensure world-class experiences for the Trojan Family.”

In addition to concessions, OVG offers performance dining for teams at The Galen Center Arena, providing services that support student-athlete performance and recovery, and manages catering for select athletics events.

“Few institutions embody tradition and excellence like USC,” said **Ken Gaber, President, OVG Hospitality**. “We’re thrilled to partner with such an iconic athletics program to deliver hospitality that’s bold, forward-thinking, and authentically Southern California while setting a new benchmark for the college game-day experience.”

OVG has a growing portfolio of collegiate athletics collaborations, supporting some of the nation’s most respected universities and campus venues, including Vanderbilt University, University of Connecticut, Penn State University, University of Kansas, University of Arizona, Texas Tech University, Villanova University, Virginia Commonwealth University, Colorado State University, University of Illinois, University of Texas, Missouri State University and Virginia Tech, among others.

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### **About USC Athletics**

Known globally for its unique combination of athletic and academic prominence, USC is **THE PLACE TO BE** for top-student athletes to reach their full potential in all they do. Established in 1880, USC has a proud athletic heritage defined by championship programs, iconic individuals, and a deep connection to Los Angeles. From national titles to Olympic excellence, USC stands tall as one of the most successful athletics programs in the world. Entering 2025–26, Trojan teams have won 138 national championships, including 115 NCAA team titles (87 men's, 28 women's), ranking USC among the top three in the nation.

USC also has a long-standing tradition of nurturing world-class Olympic athletes, producing more Olympians than any other university in the country. Led by Director of Athletics Jennifer Cohen, USC Athletics sponsors 23 NCAA Division I sports competing in the Big Ten Conference and the Mountain Pacific Sports Federation, united in the mission to win championships and elevate the Trojan Family.

### **About Oak View Group**

Oak View Group (OVG) is the global leader in premium live entertainment infrastructure and services, with a platform spanning venue development and end-to-end capabilities across venue management, hospitality, and sponsorship sales. Founded in 2015, the Company serves a collection of seven world-class owned venues and a client roster of the most iconic arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions, spanning four continents.

Visit [OakViewGroup.com](https://OakViewGroup.com), and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).

**CONTACTS:** Cody Worsham / USC  
[cworsham@usc.edu](mailto:cworsham@usc.edu)

Jennifer Sparrow / Oak View Group  
[jennifer.sparrow@oakviewgroup.com](mailto:jennifer.sparrow@oakviewgroup.com)