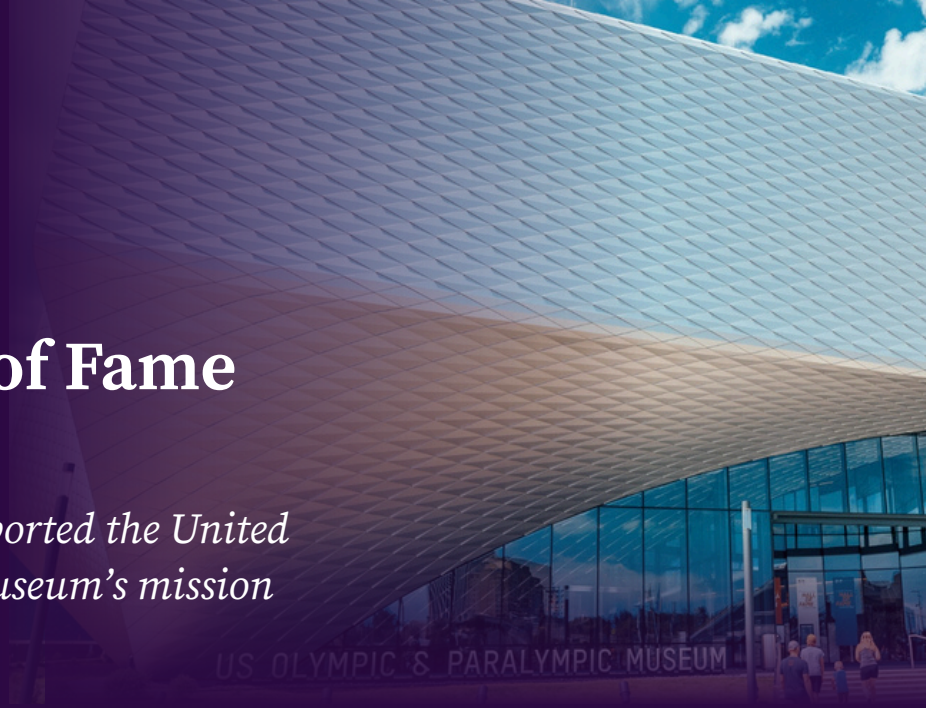


SSA GROUP

CASE STUDY

Bringing the Hall of Fame Festival to Life

How thoughtful hospitality supported the United States Olympic & Paralympic Museum's mission and community

The U.S. Olympic & Paralympic Museum preserves and shares the stories of America's greatest athletes to inspire future generations.

United States Olympic & Paralympic Museum®

In July 2025, the Museum brought that mission to life on a larger scale with its Hall of Fame Festival. Over four days, the Festival brought athletes, donors, families, supporters, and the Colorado Springs community together in Olympic City USA.

With 23 events, more than 20 Hall of Famers, and thousands of guests expected, the Festival took months of coordination. SSA worked alongside the Museum team to support food and beverage and event operations at the Museum and a key offsite fundraising event. **The broader Festival welcomed more than 6,000 guests, and the Museum recorded its highest single-day attendance.**

The Challenge

The Hall of Fame Festival included 23 events with different audiences, goals, and settings.

Donor and VIP gatherings offered opportunities to strengthen important relationships, while youth programming and public celebrations connected families and community members with the Museum's mission. The schedule also extended beyond the Museum to activities such as sport clinics, movie screenings, and a hospital visit.

For the events SSA supported, planning required coordination around food and beverage, seating, guest flow, and logistics. Teams also needed to stay flexible throughout a busy summer schedule.

The shared goal: support welcoming, thoughtful experiences for the guests attending those events.

The Festival at a Glance

6,000+
festival guests

2,500+
Saturday visitors

23
events

4
days

20+
Hall of Famers

The Approach

Planning around the events SSA supported.

In the months leading up to the Festival, SSA worked with the Museum team to prepare for the events within its scope. Planning considered the purpose and audience of those gatherings, with attention to food and beverage, seating, and guest flow.

Supporting hospitality across two settings.

SSA supported food and beverage and event operations both at the Museum and at a key offsite fundraising event. Having one partner across venues helped the Museum run a complex schedule as one connected celebration, not a series of separate events.

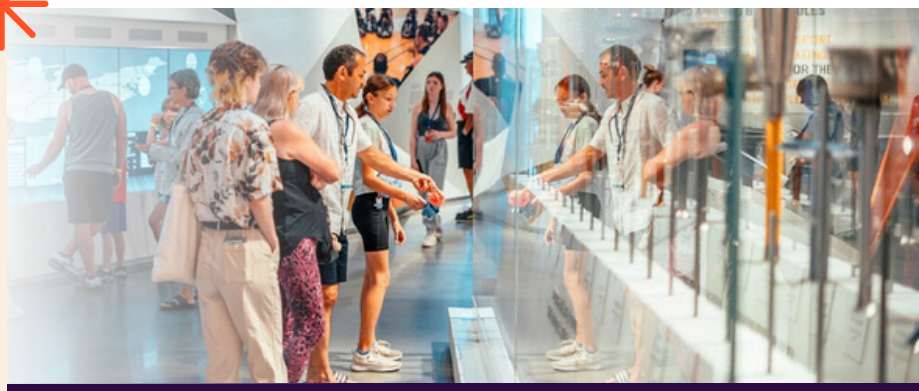
Staying responsive.

A busy schedule and summer conditions made flexibility an important part of preparation. Communication between SSA and Museum teams helped them coordinate their work and respond to needs as they arose.

The Results

The Festival brought more than 6,000 people together over four days. With more than 2,500 visitors on Saturday, it helped USOPM achieve its **highest single-day attendance on record.**

Behind those numbers was a hospitality operation designed to make a complex Festival feel seamless to USOPM's guests.



The Impact

From donor gatherings and Hall of Famer interactions to youth programming and public celebrations, the Festival gave USOPM new ways to bring people together around the stories and values of Olympic and Paralympic athletes.

SSA supported that effort through its work on food and beverage and event operations. By coordinating with the Museum team on the gatherings it supported, SSA helped welcome guests and contributed to a celebration of USOPM's athletes, community, and mission.