

TEAM USA

UNITED STATES OLYMPIC COMMITTEE
NGB ACTIVATION REFERENCE GUIDE: 2019



NATIONAL GOVERNING BODIES

WHERE OLYMPIC & PARALYMPIC DREAMS BEGIN



Mission:

Empower Team USA athletes to achieve competitive excellence and inspire our nation.

 **37** Summer Sports

 **8** Winter Sports

 **5** Pan-Am Sports

 **11** Paralympic Sports

11.8+ Million NGB Members

5M +
Female Members



6.8M +
Male Members

 **773+**
Sponsors &
Suppliers

 **16.3M+**
Fans

 **11.5M+**
Followers

 **9.1M+**
Followers

NATIONAL GOVERNING BODIES

* - the NGB also manages Paralympic sport

Summer Sport NGBs & Headquarters

- **ACA USA Canoe/Kayak*** -- Fredericksburg, VA
- **USA Archery*** -- Colorado Springs, CO
- **USA Badminton*** -- Anaheim, CA
- **USA Baseball** -- Cary, NC
- **USA Basketball** -- Colorado Springs, CO
- **USA Boxing** -- Colorado Springs, CO
- **USA Climbing** -- Salt Lake City, UT
- **USA Cycling** -- Colorado Springs, CO
- **USA Diving** -- Indianapolis, IN
- **US Equestrian Federation*** -- Lexington, KY
- **USA Fencing*** -- Colorado Springs, CO
- **USA Field Hockey** -- Colorado Springs, CO
- **USA Golf** -- St. Augustine, FL
- **USA Gymnastics** -- Indianapolis, IN
- **USA Judo*** -- Colorado Springs, CO
- **USA National Karate-Do Federation** -- Colorado Springs, CO
- **USA Pentathlon** -- Colorado Springs, CO
- **USRowing*** -- Princeton, NJ
- **USA Rugby** -- Lafayette, CO
- **US Sailing*** -- Portsmouth, RI
- **USA Shooting*** -- Colorado Springs, CO
- **USA Skateboarding** -- Los Angeles, CA
- **USA Softball** -- Oklahoma City, OK
- **US Soccer Federation*** -- Chicago, IL
- **USA Surfing** -- San Clemente, CA
- **USA Swimming** -- Colorado Springs, CO
- **USA Synchronized Swimming** -- Colorado Springs, CO
- **USA Table Tennis*** -- Colorado Springs, CO
- **USA Taekwondo*** -- Colorado Springs, CO
- **USA Team Handball** -- Colorado Springs, CO
- **US Tennis Association*** -- White Plains, NY
- **USA Track & Field** -- Indianapolis, IN
- **USA Triathlon*** -- Colorado Springs, CO
- **USA Volleyball*** -- Colorado Springs, CO
- **USA Water Polo** -- Huntington Beach, CA
- **USA Weightlifting** -- Colorado Springs, CO
- **USA Wrestling** -- Colorado Springs, CO

Winter Sport NGBs

- **U.S. Biathlon Association** -- New Gloucester, ME
- **USA Bobsled & Skeleton** -- Colorado Springs, CO
- **USA Curling*** -- Stevens Point, WI
- **U.S. Figure Skating** -- Colorado Springs, CO
- **USA Hockey*** -- Colorado Springs, CO
- **USA Luge Association** -- Lake Placid, NY
- **U.S. Ski and Snowboard Association** -- Park City, UT
- **US Speedskating** -- Kearns, UT

Pan American Sport NGBs

- **US Bowling Congress** -- Arlington, TX
- **USA Racquetball** -- Colorado Springs, CO
- **USA Roller Sports** -- Lincoln, NE
- **US Squash** -- New York, NY
- **USA Water Ski** -- Polk City, FL

Paralympic Sport NGBs

The USOC governs and manages the Paralympic program in these sports:

- Cycling
- Swimming
- Track & Field
- Alpine Skiing
- Nordic Skiing
- Snowboarding

Five Paralympic Sports are governed and managed by U.S. members of International Paralympic Sport Federations, including:

- **Wheelchair Basketball – National Wheelchair Basketball Association** -- Colorado Springs, CO
- **Boccia – USA Boccia** -- Bay Shore, NY
- **Goalball – US Association of Blind Athletes** -- Colorado Springs, CO
- **Wheelchair Rugby – Lakeshore Foundation** -- Birmingham, AL
- **Powerlifting – Logan University** -- St. Louis, MO



TABLE OF CONTENTS

** & Bolded - the NGB also manages Paralympic sport*

NGB Overviews: Summer - Olympic (37)

- 13. **USA Archery***
- 14. **USA Badminton***
- 15. USA Baseball
- 16. USA Basketball
- 17. USA Boxing
- 18. **ACA USA Canoe/Kayak***
- 19. USA Climbing
- 20. USA Cycling
- 21. USA Diving
- 22. **US Equestrian Federation***
- 23. **USA Fencing***
- 24. USA Field Hockey
- 25. USA Golf
- 26. USA Gymnastics
- 27. **USA Judo***
- 28. USA National Karate-Do Federation
- 29. USA Pentathlon
- 30. **USRowing***
- 31. USA Rugby
- 32. **US Sailing***
- 33. **USA Shooting***
- 34. USA Skateboarding
- 35. **US Soccer Federation***
- 36. USA Softball
- 37. USA Surfing
- 38. USA Swimming
- 39. USA Synchronized Swimming
- 40. **USA Table Tennis***
- 41. **USA Taekwondo***

- 42. USA Team Handball
- 43. **US Tennis Association***
- 44. USA Track & Field
- 45. **USA Triathlon***
- 46. **USA Volleyball***
- 47. USA Water Polo
- 48. USA Weightlifting
- 49. USA Wrestling

NGB Overviews: Summer – Paralympic (8)

- 51. USA Boccia
- 52. USA Goalball
- 53. US Paralympics Cycling
- 54. US Paralympics Powerlifting
- 55. US Paralympics Swimming
- 56. US Paralympics Track & Field
- 57. US Wheelchair Basketball
- 58. Wheelchair Rugby

NGB Overviews: Winter - Olympic (8)

- 60. U.S. Biathlon Association
- 61. USA Bobsled & Skeleton
- 62. **USA Curling***
- 63. U.S. Figure Skating Association
- 64. **USA Hockey***
- 65. USA Luge
- 66. U.S. Ski & Snowboard
- 67. US Speedskating

NGB Overviews: Winter – Paralympic (3)

- 69. U.S. Paralympics Alpine Skiing
- 70. U.S. Paralympics Nordic Skiing
- 71. U.S. Paralympics Snowboarding

NGB Overviews: Pan-Am (5)

- 73. U.S. Bowling Congress
- 74. USA Racquetball
- 75. USA Roller Sports
- 76. US Squash
- 77. USA Water Ski & Wake Sports



2019 CALENDAR — TOP ANNUAL DOMESTIC NGB EVENTS

January

Bowling

- Team USA Trials/U.S. Amateur

Climbing

- Combined Invitational

Karate

- Senior Team Trial

Para Nordic Skiing

- U.S. Paralympics Nordic Skiing Nationals
- World Para Nordic Skiing World Cup

Roller Sports

- Americas Cup Championship of Clubs

Sailing

- Hempel World Cup Series
- National Sailing Program Symposium

Swimming

- TYR Pro Swim Series

Taekwondo

- U.S. Open Championships

Water Polo

- College Alumni Tournament
- Dare to Dream
- ODP Regional Championships

February

Biathlon

- IBU World Cup Series

Climbing

- Bouldering Open National Championship
- Bouldering Youth National Championship

Equestrian

- FEI Jumping Nations Cup

Field Hockey

- Disney Field Hockey Showcase
- FIH Pro League (USWNT)
- SheWNT National Indoor Tournament

Hockey

- Labatt Blue/USA Hockey Pond Hockey Championships
- 2019 Rivalry Series
- Hockey Week Across America

Para Nordic Skiing

- World Para Nordic Skiing Championships

Para Powerlifting

- Level 1 Camp,

Competition & Qualifier

Racquetball

- National Doubles Championship
- National High School Championships

Soccer

- USWNT SheBelieves Cup vs. Germany

Squash

- 2019 HEAD U.S. High School Team Championships

Taekwondo

- National Team Trials, Open event

Track & Field

- Toyota USATF Indoor Championships

Weightlifting

- National Junior Championships & Pan Am Ch. Trials

March

Biathlon

- National Championships

Bobsled/Skeleton

- National Championships

Bowling

- Intercollegiate Singles and Team Sectionals
- Open Championships
- USBC Senior Queens
- USBC Masters

Boxing

- Western Elite Qualifier and Regional Open Championships

Canoe/Kayak

- Santa Cruz Paddlefest

Climbing

- Sport & Speed Open National Championships
- Adaptive National Championship

Curling

- Men's World Curling Championships

Cycling

- Elite BMX National Championships

Equestrian

- FEI Dressage Nations Cup

Field Hockey

- USA Field Hockey Summit

Gymnastics

- Nastia Liukin Cup
- American Cup
- Elite Team Cup

Hockey

- Patty Kazmaier Award Ceremony
- Disabled Festival
- Youth National Championships

Judo

- Youth National Championships

Para Alpine Skiing

- World Para Alpine Skiing World Cup
- Alpine National Championships

Para Nordic Skiing

- World Para Nordic Skiing World Cup

Para Snowboarding

- World Para Snowboard World Cup
- World Para

Snowboard Championships

Pentathlon

- World Cup Series

Rugby

- HSBC World Rugby Sevens Series

Shooting

- Rifle/Pistol Spring Selection
- Shotgun Spring Selection

Ski/Snowboard

- Toyota U.S. Grand Prix

Soccer

- USMNT Friendly vs. Ecuador
- USMNT Friendly vs. Chile
- USWNT SheBelieves Cup vs. England
- USWNT SheBelieves Cup vs. Brazil

Squash

- 2019 U.S. Squash Doubles Championships presented by Hospital for Special Surgeries
- 2019 U.S. Junior Squash

Championships

- 2019 U.S. Women's and S.L. Green U.S. Men's Championships, and the National Singles Championships

Surfing

- USA Surfing Prime Junior Event and East Coast Junior Team Training
- USA Surfing Prime Junior Event

Swimming

- TYR Pro Swim Series

Synchro

- U.S. Collegiate & Senior National Championship

Table Tennis

- Pan Am Games Trials and First Adult National Ranking Tournament
- First Youth National Ranking Tournament and TTT USA Training Camp



2019 CALENDAR — TOP ANNUAL DOMESTIC NGB EVENTS

March (Cont.)

Tennis

- BNP Paribas Open
- Miami Open

Track & Field

- USATF Hershey Youth Indoor Championships

Triathlon

- Winter Triathlon National Championships

Volleyball

- Women's Sitting Volleyball Exhibitions vs Canada

Water Polo

- Boys' ODP National Championships
- Girls' ODP National Championships
- Men's National League

Weightlifting

- IWF Youth World Championships

Wheelchair Basketball

- Toyota National Intercollegiate Wheelchair Basketball Tournament

- Toyota National Adult DI & DII Wheelchair Basketball Tournament

- Toyota National Women's Wheelchair Basketball Tournament

- Toyota National Varsity Wheelchair Basketball Tournament

- Toyota National Varsity Invitational Wheelchair Basketball Tournament

- Toyota National Prep Wheelchair Basketball Tournament

Wrestling

- U.S. Marine Corps Girls Folkstyle National Championships, Junior Women's Folkstyle Duals
- USAW Folkstyle National Championships

April

Archery

- AAE Arizona Cup, WAC/WAPC Team Trials

Baseball

- National High School Invitational

Basketball

- USA Junior National Team Minicamp—Men
- 22nd Annual Nike Hoop Summit—Men
- 3x3 U18 National Championships—Men and Women

Boccia

- Jack Attack Regional

Bowling

- Intercollegiate Team and Singles Championships
- USBC Women's Championships
- USBC Convention

Canoe/Kayak

- 2019 Spring & Paracanoe National Team Trials

Climbing

- Collegiate National Championships

Curling

- World Mixed Doubles Championship

Cycling

- Collegiate BMX National Championship

Diving

- FINA USA Grand Prix

Equestrian

- Land Rover Kentucky Three-Day Event

Hockey

- Men's Adult Recreational National Championships

Karate

- USA Open & Junior International Cup

Para Powerlifting

- Level 1 Camp, Competition & Qualifier

Para Snowboarding

- World Para Snowboard World Cup Finals

Para Swimming

- World Para Swimming World Series

Para Track & Field

- Drake Relays

Racquetball

- National Intercollegiate Championships

Roller Sports

- Artistic World Team Qualifier

Shooting

- Rifle/Pistol Jr Olympic Championships

Ski/Snowboard

- National Championship

Soccer

- USWNT Friendly vs. Australia
- USWNT Friendly vs. Belgium

Swimming

- TYR Pro Swim Series

Synchro

- U.S. Junior & 13-15 National Championships

Table Tennis

- Men's & Women's Collegiate Championships

Triathlon

- High School National Championships
- Collegiate Club National Championships
- Duathlon National Championships

Volleyball

- Girls 18 Championships

Water Polo

- Men's National League
- Spring Sunday

Wheelchair Basketball

- Toyota National Adult DIII Wheelchair Basketball Tournament

Wheelchair Rugby

- Training Camp

Wrestling

- UWW U15 Nationals
- Marines U.S. Open

May

Archery

- Easton Foundations Gator Cup

Basketball

- 3x3 National Championships—Men and Women

Boccia

- Mid-America Games

Bowling

- USBC Queens
- Super Senior Classic

Canoe/Kayak

- California River Quest

Cycling

- Collegiate Road National Championships
- Marathon Mountain Bike National Championships

Diving

- USA Diving Senior National Championships

Goalball

- USABA Goalball National Championships

Hockey

- Women's Adult Recreational National Championships
- North American Rink Conference and Exposition



2019 CALENDAR — TOP ANNUAL DOMESTIC NGB EVENTS

May (Cont.)

Para Swimming

- 16th Annual Bill Keating Jr Memorial Cincinnati Para Swimming Open

Para Track & Field

- Desert Challenge Games/Arizona Grand Prix

Racquetball

- National Singles Championships

Roller Sports

- Outdoor National Championships/ Team USA Trials

Rugby

- USA Rugby College 7s National Championships

Soccer

- USWNT Send Off Series vs. South Africa
- USWNT Send Off Series vs. Mexico

Surfing

- USA Surfing Prime Junior Event

Swimming

- TYR Pro Swim Series
- FINA Championship Series

Synchro

- Synchro America Open

Table Tennis

- Men's and Women's Open Championships

Volleyball

- Open National Championships
- Team USA Summer Champions Series - Collegiate Pairs Championships

Water Polo

- Men's National League
- Clearwater Beach Challenge
- Welcome to Texas

Water Ski

- 60th Nautique Masters Water Ski Tournament

Weightlifting

- National Championships

Wheelchair Rugby

- Four Nations Wheelchair Rugby Invitational
- Training Camp

Wrestling

- Women's National Championships
- Beat the Streets International Dual
- Senior World Team Trials Challenge Tournament
- UWW Cadet & U23 Nationals

June

Archery

- SoCal Showdown & WAYC Team Trials

Badminton

- Junior National Championship

Baseball

- 13U Athlete Development Program
- Futures Invitational
- Golden Spikes Award Presentation
- National Team Championships
- Prospect Development Pipeline League

Bowling

- USBC Senior Masters
- U.S. Women's Open

Boxing

- Junior Olympic, Prep Nationals and Youth Open

Canoe/Kayak

- The 39th Great Rappahannock Whitewater Canoe Race
- Ted Houk Memorial Regatta

Cycling

- Amateur Road National Championships
- Para Road Race & Time Trial National Championships

- Pro Road, ITT & Criterium National Championships

Field Hockey

- Young Women's National Championship
- Citi National Futures Championship
- Summer Bash Northeast

Goalball

- IBSA Goalball International Qualifier

Judo

- Senior National Championships
- USA Judo Junior Olympic International Championships

Para Cycling

- USA Cycling Para-cycling Road Nationals

Para Swimming

- Jimi Flowers Meet

Pentathlon

- Junior/Senior National Championships
- Youth National

Racquetball

- National Junior Olympic Championships

Roller Sports

- World Roller Games

Rowing

- U17/U15 Nationals
- Youth Nationals

Sailing

- U.S. Multihull Championship
- U.S. Youth Sailing Championship
- U.S. Youth Match Racing Championship

Shooting

- Shotgun National Championships
- Shotgun Jr Olympic Championships

Soccer

- CONCACAF Gold Cup
- 2019 Women's World Cup

Surfing

- USA Surfing Championships and Team Trials
- USA Surfing Championships and Team Trials - Under 18 Shortboard

Swimming

- TYR Pro Swim Series

Synchro

- Junior Olympic Championships

Table Tennis

- US National Championships

Triathlon

- Off-Road National Championships
- Clydesdale & Athena National Championships

Volleyball

- FIVB Volleyball Nations League – vs Brazil, Germany, Korea
- FIVB Volleyball Nations League – vs Canada, China, Japan
- Girls National Championships
- Boys Junior Championships

Water Polo

- Great Lakes Classic
- Masters National Championships

Water Ski

- 19th Junior U.S. Open Water Ski Championships

Weightlifting

- National Youth Championships

Wheelchair Basketball

- Toyota Team USA Men's International Friendly

Wheelchair Rugby

- Training camp

Wrestling

- Final X: Senior World Team Trial Finals Series



2019 CALENDAR — TOP ANNUAL DOMESTIC NGB EVENTS

July

Archery

- JOAD National Target Championships

Badminton

- U.S. Open
- Silicon Valley International Series

Baseball

- 8th USA vs. Cuba International Friendship Series
- 19th USA vs. Chinese Taipei International Friendship Series
- 43rd USA vs. Japan Collegiate All-Star Series
- National Team Championships
- 14U, 16U, 17U National Team Development Programs
- USA Baseball Cups

Basketball

- Junior National Team Minicamp- Men
- Pan American Games 3x3- Men and Women

Boccia

- USA Boccia Nationals

Bowling

- Youth Open Championships
- USA Bowling Nationals
- Junior Gold Championships

Climbing

- Sport & Speed Youth National Championships

Cycling

- Junior & Elite Track National Championships

- Mountain Bike National Championships

Diving

- USA Diving Junior National Championships

Equestrian

- FEI North American Youth Championships

Field Hockey

- *National Club Championship*
- *Summer Bash at the Beach*
- Pan American Games

Gymnastics

- USA Gymnastics Championships
- GK U.S. Classic

Karate

- National Championships

Roller Sports

- Figure Skating National Championships
- Indoor Speed National Championships
- Rink Hockey National Championships

Rowing

- National Championships

Sailing

- U.S. Junior Women's Singlehanded Championship
- U.S. Junior Women's Doublehanded Championship
- U.S. Para Sailing Championship

Softball

- USA Softball International Event
- GOLD 16U & 18U National Championships

Swimming

- World University Games
- FINA World Championships
- Phillips 66 National Championships

Taekwondo

- U.S. National Championships

Track & Field

- Toyota USATF Outdoor Championships
- USATF Hershey National Junior Olympic Outdoor Track & Field Championships
- Pan American Games

Triathlon

- Toyota Paratriathlon National Championships & Legacy Triathlon
- Club National Championships

Volleyball

- High Performance Championships
- USA National Beach Tour Championships

Water Polo

- Junior Olympics Session One
- Junior Olympics Sessions Two

- Women's Senior Nationals
- Golden State Invitational

Water Ski

- XVIII Pan American Games

Wheelchair Basketball

- Toyota Team USA Women's International Friendly

Wrestling

- U.S. Marine Corps/USA Wrestling Junior & Cadet National Championships

August

Archery

- U.S. National Target Championships & U.S. Open, Olympic Trials #1

Baseball

- National Team Identification Series Champions Cup
- WBSC U-12 Baseball World Cup

Bowling

- USBC Senior Championships

Canoe/Kayak

- 2019 ACA Sprint National Championships

Curling

- Curling Night in America

Cycling

- Masters Road National Championships
- Masters Track National Championships

Equestrian

- U.S. Pony Finals
- U.S. Dressage Festival of Champions

Goalball

- Parapan America Games

Gymnastics

- U.S. Gymnastics Championships

Roller Sports

- Roller Derby National Championships

Rowing

- Masters Nationals

Rugby

- USA Rugby Club 7s National Championships

Sailing

- Chubb U.S. Junior Sailing Championships
- U.S. Women's Match Racing Championship
- U.S. Team Racing Championship

Softball

- All American Games (12U - Youth)

Surfing

- USA Surfing Prime Junior Event and West Coast Junior Team Training

Swimming

- Speedo Junior National Championships

Table Tennis

- Second Adult National Ranking Tournament and Pan Am

- Championships Preparation Camp

Tennis

- Western & Southern Open
- US Open

Triathlon

- Youth & Junior National Championships
- Toyota Age Group National Championships
- Ultra-Distance National Championships

Volleyball

- NORCECA Champions Cup

Water Ski

- 19th Division 2 Show Ski National Championships
- 77th GOODE Water Ski National Championships
- 45th Indmar Division 1 Show Ski National Championships
- 42nd Barefoot Water Ski National Championships
- Wheelchair Rugby Resident Camp
- Parapan American Games



2019 CALENDAR — TOP ANNUAL DOMESTIC NGB EVENTS

September

Archery
• Texas Shootout, Olympic Trials #2

Baseball
• WBSC U-18 Baseball World Cup
• COPABE U-15 Pan-American Championships

Cycling
• Collegiate Track National Championships

Para Swimming
• California Classic

Sailing
• U.S. Adult Sailing Championship

Shooting
• Shotgun Olympic Team Trials, Part I
• Smallbore Rifle/Pistol Olympic Team Trials, Part I

Surfing
• USA Surfing Prime Junior Event and East Coast Junior Team Training

Water Polo
• Four Corners Classic

October

Basketball
• USA Junior National Team Minicamp- Men

Bobsled/Skeleton
• National Team Trials

Boccia
• PVA Boccia Nationals

Bowling
• U.S. Open

Boxing
• Eastern Elite Qualifier and Regional Open Championships

Curling
• 6th Annual Hawaii Charity Curling Classic

Cycling
• Collegiate Mountain Bike National Championships

Figure Skating
• 2019 Skate America

Luge
• U.S. National Championships

Pentathlon
• Biathle (Run-Swim) World Championships

Racquetball
• United Healthcare US OPEN Championships

Rugby
• HSBC World Rugby Women's Sevens Series

Sailing
• U.S. Match Racing Championship
• Championship of Champions

Squash
• 2019 U.S. Open Squash Championships

Surfing
• USA Surfing Prime Junior Event and Olympic Team Training

• Association of National Organizing Committees Beach Games
• USA Surfing Prime Junior Event and East Coast Junior Team Training

Synchro
• U.S. Masters Championships

Table Tennis
• Second Youth National Ranking Tournament and TTT USA Training Camp

Water Polo
• Rock-Tober Classic

Water Ski
• 15th U.S. Open Water Ski Racing National Championships

• 41st Collegiate Water Ski National Championships
• ANOC World Beach Games

Wheelchair Rugby
• Training Camp

November

Baseball
• WBSC Premier12

Basketball
• AmeriCup Qualification Tournament—Men
• Olympic Qualification Tournament—Women

Bobsled/Skeleton
• National Team Trials
• IBSF World Cup

Boccia
• Chicagoland Regionals

Boxing
• Last Chance Qualifier

Canoe/Kayak
• Frostbite Canoe/Kayak Training Camp
• Eric Hughes Memorial Distance Regatta

Field Hockey
• National Hockey Festival

Judo
• National President's Cup

Luge
• World Cup
Para Swimming
• Northeast Para Swimming Open

Speedskating
• ISU World Cup Short Track

Surfing
• USA Surfing Prime Junior Event and East Coast Junior Team Training

Triathlon
• Aquathlon, Long Course Duathlon, Aquabike and Long Course Triathlon National Championships

Water Polo
• Champions Cup
• Collegiate Cup

December

Badminton
• Yonex/K&D Graphics International Challenge

Bobsled/Skeleton
• IBSF World Cup

Boxing
• Elite and Youth National Championships & Junior and Prep Open

Cycling
• Cyclocross National Championships

Fencing
• Women's Sabre World Cup

Para Cycling
• U.S. Paralympics Track Cycling Nationals

Para Swimming
• U.S. Paralympics Swimming Nationals

Pentathlon
• International Training Camp

Shooting
• Air Rifle/Pistol Olympic Team

Trials, Part I
Surfing

• USA Surfing Prime Junior Event

Swimming
• Toyota U.S. Open

• Speedo Winter National Championships (EAST)

• Speedo Winter National Championships (WEST)

Table Tennis
• US Open

Water Polo
• Exhibition Series: Women's Sr. National Team

• Division III Men's Intercollegiate Championship

Weightlifting
• American Open Finals

Wheelchair Rugby
• Tokyo 2020 Selection Camp

NGBs ON TEAM USA WEBSITE PLATFORM

teamusa.org

Summer Sport NGBs

- USA Badminton
- USA Boxing
- USA Diving
- USA Field Hockey
- USA Golf
- USA Judo
- USA National Karate-Do Federation
- USA Pentathlon
- USA Softball
- USA Synchronized Swimming
- USA Table Tennis
- USA Taekwondo
- USA Team Handball
- USA Triathlon
- USA Volleyball
- USA Weightlifting
- USA Wrestling

Winter Sport NGBs

- U.S. Biathlon
- USA Bobsled/Skeleton
- USA Curling
- USA Luge
- US Speedskating

Pan-Am Sport NGBs

- USA Racquetball
- USA Roller Sports

NGB Website Platform Numbers in 2018

- 64.2M+ pageviews
 - 15.2M+ unique visitors
- ### TeamUSA.org Numbers in 2018
- 89.7M+ pageviews
 - 21.6M+ unique visitors

The screenshot shows the TeamUSA.org website interface. At the top, there is a navigation bar with links for SPORTS, GAMES, USOC, U.S. PARALYMPICS, LA 2028, SAFE SPORT, NEWS, FOUNDATION, ATHLETES, DONATE, and SHOP. A search bar is on the right. Below the navigation is a red banner for 'BREAK A RECORD, BREAK A KIT KAT' with the Olympic rings logo. A large blue circle with the number '24' is overlaid on the left side. The main content area features a 'REGISTER NOW' button and a news article titled 'Olympic Games Tokyo 2020 Ticket Sales To Begin Soon'. Below this is a 'Watch This' section with video thumbnails for 'We Are The Women of Team USA', 'Team USA Celebrates International Women's...', 'Thank You, Lindsey Vonn!', and 'Team USA Insider | Meet Ashley Twichell'. On the right side, there is a 'SIGN UP FOR TEAMUSA UPDATES' form, a 'U.S. CENTER FOR SAFESPORT' logo with the tagline 'Break the Silence', and a 'Team USA Today' section with various news snippets. At the bottom right, there are social media icons for Facebook, Twitter, Instagram, and YouTube, along with a 'NIKE ESSENTIALS' shopping link and another 'BREAK A RECORD, BREAK A KIT KAT' banner.

NGBs on the IHG Platform

25



- USA Archery
- USA Badminton
- USA Biathlon
- USA Bobsled & Skelton
- USA Boxing
- USA Curling
- USA Cycling
- USA Diving
- USA Judo
- USA National Karate-Do Federation
- USA Pentathlon
- USA Racquetball
- USA Roller Sports
- US Sailing
- USA Softball
- USA Speedskating
- USA Surfing
- USA Synchronized Swimming
- USA Table Tennis
- USA Team Handball
- USA Volleyball
- USA Water Polo
- USA Water Ski & Wake Sports
- US Wheelchair Basketball
- USA Wrestling



NGBs Participating in the United Program

- USA Archery
- USA Badminton
- USA Basketball
- USA Bobsled & Skelton
- USA Boxing
- USA Curling
- USA Cycling
- USA Fencing
- US Figure Skating
- USA Gymnastics
- USA Hockey
- USA Judo
- USA National Karate-Do Federation
- USA Luge
- USA Pentathlon
- USA Racquetball
- USA Rugby
- US Sailing
- USA Shooting
- US Speedskating
- USA Surfing
- USA Swimming
- USA Synchronized Swimming
- USA Taekwondo
- USA Team Handball
- USA Triathlon
- USA Volleyball
- USA Water Polo
- USA Water Ski & Wake Sports
- USA Wrestling

30



UNITED



NGB OVERVIEWS

OLYMPIC — SUMMER



USA ARCHERY

OLYMPIC/PARALYMPIC — SUMMER

www.usarchery.org



2019 Events

National events: 8,000+ competitors

April 5-7

- AAE Arizona Cup, WAC/WAPC Team Trials - Phoenix, AZ

May 16-19

- Easton Foundations Gator Cup – Newberry, FL

June 21-23

- SoCal Showdown and WAYC Team Trials - Chula Vista, CA

July 10-14

- JOAD National Target Championships – Raleigh, NC

August 14-17

- U.S. National Target Championships and U.S. Open, Olympic Trials #1 – Dublin, OH

September 27-29

- Texas Shootout, Olympic Trials #2 – College Station, TX

Athletes to Watch

- Brady Ellison
- Mackenzie Brown
- Casey Kaufhold
- Khatuna Lorig
- Jack Williams
- Andre Shelby
- Kevin Mather
- Matt Stutzman
- Eric Bennett

NBC reports archery was one of the top two most watched sports in the first week of both the 2012 and 2016 Olympic Games. For most of the last decade, USA Archery has been named one of the top three nations in the sport. This fast growing sport is family oriented, adaptable, and truly a sport for all with no barrier to entry.

Disciplines

- Recurve
- Compound
- Para Archery
- Barebow
- Indoor
- Outdoor (Target, Field, 3-D)
- Bowhunter (Collegiate Only)

Programs

- Explore Archery
- Para Archery/Adaptive Archery
- Junior Olympic Archery Development
- Collegiate Archery Program
- Adult Archery Program
- Regional Elite Development Program
- Junior Dream Team - Compound
- Resident Athlete Program
- United States Archery Team
- Instructor and Coach Certification
- Judge Certification

2018 Highlights

- Youth Olympic Gold + Mixed Team Bronze
- 60 World Championships Medals
 - 8 Indoor
 - 41 Masters
 - 11 Field
- 12 World Cup Medals + 2 Final Medals
- 33 Pan Am/Para Pan Am Championship Medals

Media Assets

Social Media

- Facebook: 160,000+ likes
- Twitter: 32,000+ followers
- YouTube: 378,000+ views
- Instagram: 60,000+ followers
- World Archery ranked USA Archery #1 of all national federations in 2017 Social Media rankings

Media Coverage

- NBC began broadcasting the finals of each World Cup stage in highlights pieces in 2018

Website

- 1,807,621 pageviews
- 301,117 unique visitors

Current Sponsors

- Easton Foundations
- Easton Technical Products
- Hoyt
- Mathews
- Win&Win
- Lancaster Archery Supply
- American Whitetail
- TruBall/Axcel
- B-Stinger/GoldTip
- Errea
- Vortex
- FirstString
- SKB Cases
- IHG
- United

Membership Demographics

- 21,000+ Individual Members
- 23,000+ Coaches
- Total Clubs: 800+
- Gender
 - Male: 59%
 - Female: 41%
- Ethnicity
 - Caucasian: 81%
 - Non-Caucasian: 19%
- Ages
 - 18&U: 40%
 - 19 – 35: 20%
 - 35+: 40%

Paralympic Information

USA Archery offers opportunities for archers using adaptive equipment or assistive devices, from grassroots programming through high-level competitive events.

In 2018, USA Archery partnered with Disabled Sports USA to publish the Adaptive Archery Manual, 2nd ed. to increase quality training opportunities for Para archers nationwide.

USA Archery also offers High Performance Para Archery Training Camps throughout the year. Para archers are welcome to compete at any USA Archery Sanctioned Event, allowing opportunities to compete against both Para and able-bodied participants.



USA BADMINTON

OLYMPIC/PARALYMPIC — SUMMER

www.usabadminton.org



Annual Events

- USA Badminton National Champs.
- U.S.A. Masters
- U.S. Open
- Junior Nationals
- US International Challenges

2019 Events

June 25th

- Junior National Championship (Frisco, TX)

July 9th

- U.S. Open (Fullerton, CA)

July 17th

- Silicon Valley International Series (Silicon Valley, CA)

December 17th

- Yonex/K&D Graphics International Challenge (Orange County, CA)

2018 Highlights

- US Athlete Beiwen Zhang won BWF India Open
- 18 gold medals in the individual junior Pan Am Junior Championships

- World's fastest racquet sport with the shuttlecock traveling in excess of 200 miles per hour.
- Sport requires a player to possess excellent reflexes, agility power, finesse, and stamina in order to excel at the highest levels.
- Goes far beyond the backyard game that most people might think about.
- Over 7 Million people participating in the U.S. provides great opportunity to connect with a passionate, diverse group.

Membership Demographics

- 4,000 Members
 - (65% male; 35% female)
- 7.1M participants in the U.S.
- 2.1M core (13+/year) play badminton on a regular basis in the U.S.
- Total Clubs: 100
- Age:
 - 6-12 (Male) – 13.6
 - 6-12 (Female) – 12.4%
 - 13-18 (Male) -12.2%
 - 13-18 (Female) –11.5%
 - 18-24 (Male) - 22.1%
 - 18-24 (Female)- 19.9
 - 35-65 (Male) - 36.7%
 - 35-65 (Female) - 30.8%
 - 65+ (Male) – 3.1%
 - 65+ (Female)–9.3%

Media Assets

Publications

- Newsletter, Email blasts

Social Media

- Facebook: 6,000+ Fans
- Twitter: 15,600+ followers
- Instagram: 3,000+ followers

Website

- www.usabadminton.org
- 124,975+ Unique Visitors in 2018
- 406,000+ Pageviews in 2018

Current Sponsors

- YONEX
- Tinsue
- K & D Graphics
- Sports Anaheim
- Get Travel
- IHG
- United

Top Athlete to Watch

Beiwen Zhang

- Top 10 in BWF World Ranking
- Won the India Open 2018
- Qualified for BWF World Tour Final 2018

Paralympic Information

Partnering with VA in the U.S. as well as working with military programs. The organization supports Elite High Performance Training Camps, as well as grassroots camps and clinics for athletes and coaches, all with the focus of promoting athlete/coaches development and participation.

Elite Athletes:

- **Miles Krajewski** - ranked #8 in world in SS6 Classification
- **Katherine Valli** - ranked #5 in world SS6 Singles



USA BASEBALL

OLYMPIC — SUMMER

USABaseball.com



2019 Events

April

- National High School Invitational

June

- 13U Athlete Development Program
- Futures Invitational
- Golden Spikes Award Presentation
- National Team Championships
- Prospect Development Pipeline League

July

- 8th USA vs. Cuba International Friendship Series
- 19th USA vs. Chinese Taipei International Friendship Series
- 43rd USA vs. Japan Collegiate All-Star Series
- National Team Championships
- 14U, 16U, 17U National Team Development Programs
- USA Baseball Cups

August

- National Team Identification Series Champions Cup
- WBSC U-12 Baseball World Cup

September

- WBSC U-18 Baseball World Cup
- COPABE U-15 Pan-American Championships

November

- WBSC Premier12™

- Compete in the World Baseball Softball Confederation Premier12™ as the first Tokyo 2020 qualification event.
- 18U National Team to compete for a fifth consecutive world title at the WBSC U-18 Baseball World Cup in South Korea.
- 12U National Team to compete for a fourth consecutive world title at the WBSC U-12 Baseball World Cup in Taiwan.
- Delivering the national team experience to fans nationwide via USA Baseball Shop, the official retailer of USA Baseball merchandise.
- Host of premier identification events, providing over 10,000 elite level athletes the opportunity to be selected for a USA Baseball national team.

Programs

Golden Spikes Award

- Presented annually to the top amateur baseball player in the United States

National Team Programs

- Professional National Team
- Collegiate National Team
- Women's National Team
- 18U National Team
- 15U National Team
- 12U National Team
- 17U National Team Development Program
- 16U National Team Development Program
- 14U National Team Development Program

Pure Baseball

- Zero-tolerance policy regarding abuse – inclusive of emotional, physical and sexual misconduct – within the sport of baseball across the United States

Sport Development

- Amateur Resource Center
- Fun At Bat
- Online Education Center
- Pitch Smart
- Play Ball
- Prospect Development Pipeline
- Prospect Development Pipeline League
- Sport Performance Lab
- Baseball ACE

USABat Program

- USA Baseball's approved method for measuring youth bat performance

Partners

- EvoShield
- Franklin Sports
- Gatorade
- Greater Raleigh Sports Alliance
- Louisville Slugger
- Majestic Athletic
- Major League Baseball
- Major League Baseball Advanced Media
- New Era
- Nike
- Panini America
- Rod Dedeaux Foundation
- Stance
- The Town of Cary
- Trackman
- Under Armour
- Varo Baseball
- Wilson

National Member Organizations

American Amateur Baseball Congress; AAU; ABCA; American Legion; Babe Ruth Baseball; Dixie; Little League Baseball; National Amateur Baseball Federation; NAIA; National Baseball Congress; NCAA; NFSHSA; NHBSCA; NJCAA; PONY Baseball; Police Athletic Leagues; T-Ball USA; USSSA

Media Assets

- USABaseball.com
- USABaseballShop.com
- GoldenSpikesAward.com
- SportDev.org
- USA Baseball Mobile Coach App
- Facebook: 264,600+ page likes
- Twitter: 131,303+ followers
- Instagram: 434,369+ followers
- Select events live streamed via USABaseball.com, MLB.com, Facebook Live, YouTube

2018 Highlights

- 15U National Team won its first-ever WBSC U-15 Baseball World Cup
- Collegiate National Team won three international series against Chinese Taipei, Cuba and Japan
- 18U National Team won gold at the COPABE U-18 Pan-American Championships
- 12U National Team won its first-ever gold medal at the COPABE U-12 Pan-American Championships
- USA Baseball launches Pure Baseball to combat abuse in sport
- Cal's Andrew Vaughn wins USA Baseball Golden Spikes Award

Venue

The official home of USA Baseball, the National Training Complex opened in Cary, N.C. in 2007 with four fields constructed to Major League Baseball standards.



USA BASKETBALL

OLYMPIC — SUMMER

www.usab.com



2019 Events

April 4-7

- USA Junior National Team Minicamp—Men (Minneapolis, MN)

April 12

- 22nd Annual Nike Hoop Summit—Men (Portland, OR)

April 13-14

- 3x3 U18 National Championships—Men and Women (Colorado Springs, CO)

May TBA

- 3x3 National Championships—Men and Women (TBA)

June TBA

- FIBA Americas U16 Championship—Men (TBA)

June 16-23

- FIBA Americas U16 Championship—Women (Aysen, Chile)

June 3-7

- FIBA 3x3 U18 World Cup—Men (Ulaanbaatar, Mongolia)

June 18-23

- FIBA 3x3 World Cup—Men and Women (Amsterdam, Netherlands)

June 29-July 7

- FIBA U19 World Championship—Men (Crete, Greece)

July 20-28

- FIBA U19 World Championship—Women (Bangkok, Thailand)

July 25-28

- Junior National Team Minicamp—Men (Colorado Springs, CO)

July 27-29

- Pan American Games 3x3—Men and Women (Lima, Peru)

August

- USA National Team Exhibition Tour—Men (TBA)

August 6-10

- Pan American Games—Women (Lima, Peru)

August 31-Sept. 15

- FIBA Basketball World Cup—Men (China)

September 22-29

- FIBA Americas AmeriCup—Women (TBA)

October 3-6

- USA Junior National Team Minicamp—Men (Colorado Springs, CO)

November TBA

- AmeriCup Qualification Tournament—Men (TBA)

November TBA

- Olympic Qualification Tournament—Women (TBA)

USA Basketball is responsible for:

- Selection, training, and fielding of USA National Teams that compete in traditional (five versus five) and 3x3 FIBA-sponsored international competitions and national competitions.
- USA Basketball's Youth & Sport Development division is tasked with the development of youth basketball initiatives that address player development, coach education and safety, while promoting, growing, and elevating the game. Current USA Basketball youth initiatives include coach licensing and education; coach academies; regional camps; youth clinics; open court programs; Women in the Game conferences; and the U.S. Open Basketball Championships.
- Current men and women's champions of the Olympics and FIBA Basketball World Cups.
- Currently ranks No. 1 in all five of FIBA's world ranking categories (including combined, men's, women's, boys and girls).

Media Assets

- In 2018, the total number of pageviews on www.usab.com was over 6.8M.
- All totaled, USA Basketball has 8.6M+ followers on its social media platforms.
- **Facebook:** 4.6 M+ fans
- **Twitter:** 975,000+ followers
- **Instagram:** 2.95M+ followers
- **YouTube:** 122,000+ subscribers / 24,000,000+ video views

Disciplines

- Traditional basketball
- 3 X 3

Participation

- 23,401,187 participants in the U.S. in 2017. (Source: SFIA/2018 Participation Report)
- 12,928,000 females/male, aged 6-24, participated in organized basketball, the most of any team sport. (Source: SFIA/2018 Participation Report)
- 7.8 percent of the U.S. population over the age of 6 participated in basketball in 2017. (Source: SFIA/2018 Participation Report)

Top Annual Domestic Events

- 2019 USA Basketball Men's National Team Exhibition Tour
- 22th Annual Nike Hoop Summit
- 2019 USA Basketball Men's and Women's 3x3 National Championships
- 2019 USA Basketball Men's and Women's 3x3 U18 National Championships

Current Sponsors

- Anheuser Busch
- AT&T
- Beats
- Brown Forman
- Gatorade
- Hospital for Special Surgery
- Kaiser Permanente
- Las Vegas Events
- Nike
- PepsiCo
- State Farm
- Wynn Las Vegas

Membership Organizations

Professional Members

- National Basketball Association
- National Basketball Association G League
- Women's National Basketball Association

Collegiate Members

- National Association of Intercollegiate Athletics
- National Collegiate Athletic Association
- National Junior College Athletic Association

Scholastic Members

- National Federation of State High School Associations

Youth Members

- Amateur Athletic Union

Associate Members

- Athletes in Action
- Basketball Travelers
- College Commissioners Association
- Harlem Globetrotters
- Latin-American Basketball League of Los Angeles, CA
- National Association of Basketball Coaches
- National Basketball Players Association
- National Basketball Retired Players Association
- National High School Basketball Coaches Association
- National Junior College Basketball Coach Association
- National Junior College Women's Coach Association
- National Wheelchair Basketball Association
- United States Armed Forces
- USA Deaf Basketball
- Women's Basketball Coaches Association



USA BOXING

OLYMPIC — SUMMER

www.usaboxing.org



2019 Events

March 4-10

- Western Elite Qualifier and Regional Open Championships -- Reno, NV

April 2-11

- Pan American Games Qualifier -- Managua, Nicaragua

June 22-June 29

- Junior Olympic, Prep Nationals and Youth Open -- Madison, WI

August

- Pan American Games -- Lima, Peru

October

- Eastern Elite Qualifier and Regional Open Championships -- TBA

November

- Las Chance Qualifier -- TBA

December

- Elite and Youth National Championships & Junior and Prep Open - TBA

- Long and prestigious history in the Olympic Movement.
- Iconic sports figures and members of the Boxing Hall of Fame began pathway to success with USA Boxing.
- Current crop of athletes includes numerous World Champions and Olympians.
- Strong squad focused on beginning their path to success in Tokyo and pipeline of youth talent following in their footsteps.
- Ever-growing membership and fan base.

Membership Demographics

- Total Members: 44,647
- Athletes: 76%
 - Non-Athletes: 34%
- Age
- Under 18: 30.7%
 - 18-30: 38.0%
 - 31-40: 13.4%
 - 41-50: 7.9%
 - Over 51: 10.0%
- Race
- Hispanic/Latino: 34.5%
 - Caucasian: 26.9%
 - African Amer./Black: 20.4%
 - Asian: 3.3%
 - Other: 13.49%
- Gender
- Male: 89.6%
 - Female: 10.4%

Current Sponsors

- United Airlines
- Under Armour
- STING Sports
- RX Smart Gear
- Impact Custom Mouthguards
- Beautiful Fighter
- IHG

Media Assets

Social Media

- Facebook: 90,000+
- Twitter: 32,000+
- Instagram: 77,000+
- Snapchat
- Periscope
- YouTube

Website

- 550,000+ annual unique visitors
 - Athlete Bios
 - Latest news on USA Boxing
 - Current athlete rankings
 - Athlete blogs
 - Current results
 - Feature stories
- Quarterly e-newsletter**
- Disseminated to approximately 40,000 members, fans and supporters

Top Athletes to Watch

- Virginia Fuchs, top ranked elite female flyweight, 2018 World Championships bronze medalist
- Naomi Graham, 2018 World Championships bronze medalist
- Duke Ragan, 2017 World Championships silver medalist
- Troy Isley, 2017 World Championships bronze medalist
- Freudis Rojas Jr., 2017 World Championships bronze medalist
- Richard Torrez, U.S. top ranked elite Super Heavyweight

2018 Highlights

- Elite Women's World Championships saw Team USA win three bronze medals, including two in Olympic weight-classes.
- The Youth World Championships had USA Boxing pick up four medals - three golds and one bronze.
- USA Boxing hosted the 2018 Youth Continental Championships in Colorado Springs, Colo., and won a total of 15 out of 17 possible medals.
- Heaven Garcia won 2018 Youth World Championships, as well as a bronze medal at the 2018 Youth Olympic Games.
- USA Boxing hosted 2 international duels, once against Ireland and one against Germany, taking overall victories in both.
- USA Boxing National Tournaments saw record number of participants.

Programs

- National Team Training Camps
- Coaches Clinics
- Physician's Symposium
- Grassroots Progression
- Membership Growth and Retention Program
- National Ranking System
- Local Boxing Committee Workshops



ACA USA CANOE/KAYAK

OLYMPIC/PARALYMPIC — SUMMER

www.americancanoe.org



- Health, Fitness and the Outdoors
- Lifetime sport
- Quick to Adapt
- Enthusiasm for Sport
- Success through Focus, Strength, and Team Work
- Never Satisfied/Breaking Boundaries to Win
- American and Regional Pride
- Diversity & Inclusion

2019 Events

www.americancanoe.org/page/FindRaces

March 28-31

- Santa Cruz Paddlefest (Santa Cruz, CA)

April 12-14

- 2019 Spring & Paracanoe National Team Trials (Oklahoma City, OK)

May 24-26

- 2019 ICF Canoe Spring World Cup 1 (Poznan, Poland)

May 26

- California River Quest (Redding, CA)

May 31 – June 2

- 2019 ICF Canoe Sprint World Cup 2 (Duisburg, Germany)

June 1

- The 39th Great Rappahannock Whitewater Canoe Race (Fredericksburg, VA)

June 8-9

- Ted Houk Memorial Regatta (Seattle, WA)

August 1-4

- 2019 ICF Junior & U23 Canoe Sprint World Championships (Pitesti, Romania)

August 7-10

- 2019 ACA Sprint National Championships (Gainesville, GA)

August 21-25

- 2019 ICF Canoe Sprint World Championships (Szeged, Hungary)

November 9-11

- Frostbite Canoe/Kayak Training Camp (Seattle, WA)

November 11

- Eric Hughes Memorial Distance Regatta (Seattle, WA)

Disciplines

- Junior National Slalom Team
- Junior National Sprint Team
- National U-23 Sprint
- National Paracanoe
- National Slalom Team
- National Sprint Team
- National U-23 Slalom
- National Sprint Development
- National Slalom Development

Current Sponsors

- L.L Bean
- Nike
- Nantahala Outdoor Center (NOC)
- MTI Lifejackets
- Werner Paddles
- Dartfish
- Kokatat
- Epic Kayaks
- Rapid Media
- Hertz Car Rental
- Hobie Polarized
- Nelo
- Novant Healthcare Systems
- Oklahoma City CVB
- Patagonia
- RallyMe
- Seals Spray Skirts
- United Airlines
- Motionize
- IHG

Media Assets

Social Media

- Facebook: 24,500+ fans

Media Assets Cont.

- Twitter: 800+ followers
- Instagram: 10,400+ followers

Website

- www.americancanoe.org
- 202,000 Unique Visitors in 2018

Membership

Demographics

- 39,000 members
- 8,000 instructors
- 42 State Directors - coordinate paddling resources in 42 states
- Total Clubs: 534
- Age
 - 20 & Under: 11%
 - 21-30: 14%
 - 31-40: 14%
 - 41-50: 16%
 - 51-60: 20%
 - 61-70: 18%
 - Over 71: 7%

Event Programs

- Paralympic Events
- Adaptive Paddling
- Paddling Club Events
- Coaching Certification
- Competition
- Festivals & Symposiums
- First AID & CPR
- Education & Instructor Certification Courses
- Stewardship Events
- International Events
- Olympic Sprint
- Slalom Races

Key Venues/Official Olympic Training Sites

- Oklahoma - OKC Boathouse District: \$100 million paddle sports amenity that includes a World-class Sprint/Regatta course, cutting edge boathouses and the RIVERSPORT Rapids whitewater center. Beautiful event, hospitality and meeting space available.
- Maryland - Dickerson Whitewater Course: Warm water artificial whitewater course located at the NRG Dickerson Generating Station in Dickerson, MD.

Olympic/Paralympic

- ACA USA Canoe/Kayak's Paracanoe program focuses on promoting athlete development and participation through grassroots events, high performance training, and adaptive equipment grants. ACA's decades long National Paddlesport Instruction Program and Adaptive Paddling Program further expand recruitment and athlete development. The ACA's programs teach the skills and knowledge needed to outfit equipment and modify teaching styles to allow people of all abilities to participate in paddlesport activities as safely, comfortably, and with the same performance potential as all others. Paracanoe athletes are welcome to compete at any ACA USA Canoe/Kayak Sanctioned Events, allowing opportunities to compete against both Para and able-bodied participants.



USA CLIMBING OLYMPIC — SUMMER

www.usaclimbing.org



2019 Events

January 18-20, 2019

- Combined Invitational – Salt Lake City, UT

February 1-2, 2019

- Bouldering Open National Championship – Bend, OR

February 8-10, 2019

- Bouldering Youth National Championship – Bend, OR

March 8-9, 2019

- Sport & Speed Open National Championships – Alexandria, VA

March 30, 2019

- Adaptive National Championship – Columbus, OH

April 26-27, 2019

- Collegiate National Championships – Murfreesboro, TN

July 11-14, 2019

- Sport & Speed Youth National Championships – Bridgeport, PA

Athletes to Watch

- Ashima Shiraishi
- Brooke Raboutou
- Kyra Condie
- Margo Hayes
- Claire Buhrfeind
- Nathaniel Coleman
- Kai Lightner
- Sean Bailey
- Drew Ruana
- Zach Galla

- Open to anyone
- Rapidly growing sport
- Few barriers to entry

- Opportunities are abundant for sponsors and partners to reach a quickly-growing demographic of youth and adult climbers!
- Offers a unique youth sporting experience

Disciplines

- Bouldering
- Sport Climbing
- Speed Climbing
- Combined

Programs

- Youth & Adult Climbing Series
- Collegiate Climbing Series
- Adaptive Climbing Series
- Youth National Climbing Team
- Judge Certification
- Coach Certification
- Routesetter Certification

Membership Demographics

- Approx. 15,200+ Annual Members
- Total membership has grown approximately 33% over the past 3 years.
- Competitor's Gender
 - Male: 53%
 - Female: 47%

2018 Highlights

- Twelve medals at the International Federation of Sport Climbing PanAmerican Championships
- Gold and Silver Medal at the IFSC Vail World Cup
- 3 US Athletes in the Top 20 Overall World Cup Ranking

Current Sponsors

- The North Face
- Butora
- Petzl
- Clif Bar
- RISE Brewing Co.
- Entreprises Climbing Walls
- Element Climbing
- Flathold
- Flashed
- 360 Holds
- Teknik
- Squadra
- Kumiki Climbing
- Egrips
- Blue Pill Climbing Holds
- Rock Candy Holds
- Cheetah
- Dimension Volumes
- Blocz Climbing Equipment

Media Assets

Social Media

- Facebook: 15,500+ likes
- Twitter: 6,000+ followers
- YouTube: 1.1 M views
- Instagram: 77,000+ followers

Media Coverage

- Executed two-year partnership with ESPN to broadcast USA Climbing National Championships on ESPN 2 and ESPN 3
- Projected viewers: 1.8 million households
- USA Climbing athletes featured in GQ Magazine, espnW, Men's Journal, TODAY show, Climbing Magazine, Rock + Ice Magazine, Outside Magazine, Gym Climber Magazine

Website

- 3,727,057 page visits in 2018



USA CYCLING OLYMPIC — SUMMER

www.usacycling.org



2019 National Events

March 29-31

- Elite BMX National Championships (Rock Hill, SC)

April 6-7

- Collegiate BMX National Championship (DeSoto, TX)

May 10-12

- Collegiate Road National Championships (Augusta, GA)

May 11

- Marathon Mountain Bike National Championships (Palo Duro Canyon, TX)

June 20-23

- Amateur Road National Championships (Hagerstown, MD)

June 27-29

- Para Road Race & Time Trial National Championships (Knoxville, TN)

June 27-30

- Pro Road, ITT & Criterium National Championships (Knoxville, TN)

July 2-7

- Junior & Elite Track National Championships (Carson, CA)

July 23-28

- Mountain Bike National Championships (Winter Park, CO)

August 8-11

- Masters Road National Championships (Colorado Springs, CO)

August 27 – Sept. 1

- Masters Track National Championships (Carson, CA)

September 12-15

- Collegiate Track National Championships (Rock Hill, SC)

October 18-20

- Collegiate Mountain Bike National Championships (TBD)

December 10-15

- Cyclocross National Championships (Tacoma, WA)

DISCIPLINES: BMX Freestyle, BMX Racing, Cyclocross, Mountain Bikes, Road and Track

- High exposure during the Olympic Games: 16 days of competition, highest among all sports
- Passionate, engaged core membership of more than 100K, with marketing reach of over 1 million and a larger participatory base of more than 7M cycling enthusiasts
- Lifetime lifestyle sport: cycling disciplines (from Mountain to Track) cover the most diverse age demographic in participation
- Can efficiently deliver the right mix of benefits to meet a partner's strategic needs from grassroots to elite

Program Metrics

- Core community of 100K+ members including racers, enthusiast riders, coaches, event directors, mechanics and officials
- +3,000 sanctioned events per year, comprising of +500,000 event days
- +2,500 member clubs
- 11 collegiate cycling conferences (220 teams and +3,400 riders)
- +10 Talent ID Camps
- Elite development pipeline of 400 athletes
- +4,000 race days per year for elite and development athletes
- Fourth in NGB medal count in 2016 Rio Olympic Games behind Swimming, Athletics and Gymnastics
- Projected top cycling nation for Tokyo 2020 with most medals across all cycling disciplines
- SafeSport program
- RaceClean program

2018 Elite Highlights

- 12 World Championship medals across BMX, Mountain Bike, Road and Track
- 5 World Champions
- 2 World Records
- 6 National Records

Current Partners

- Assos
- Texas Children's Health Plan
- Science in Sport
- Just BARE Chicken
- Nationwide
- United Airlines
- BikeFlights.com
- KT Tape
- Frog Bikes
- Safe-Tec Helmets
- Shimano
- SOLOS
- Felt Bikes
- Halo Neuroscience
- NormaTec
- IHG
- Training Peaks
- AMP Human Performance

Cycling in the U.S.

Active participants

- +100 days per year +7M

Demographics

- Male/Female 68%/32%
- Age 35-55 53%
- HHI +\$125K 48%
- College educated 65%
- Homeowner 65%

Media and Reach

- Media Exposure - +2B
- Social Media Reach - +317M
- Webcast audience per year - +250K
- Social Media audience - +262K
- Unique website per month - +150K
- Email database - +100K

Athletes to Watch

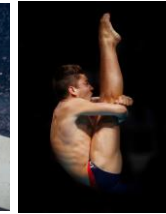
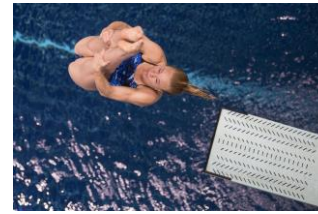
- Perris Benegas – BMX Freestyle
- Chris Belvins – MTB Cross Country
- Kate Courtney- MTB Cross Country
- Justin Dowell – BMX Freestyle
- Chloe Dygert-Owen-Track and Road
- Connor Fields- BMX Racing
- Alise Post- BMX Racing
- Coryn Rivera- Road
- Hannah Roberts- BMX Freestyle
- Corben Sharrah- BMX Racing
- Jennifer Valente- Track
- Emma White - Track



USA DIVING

OLYMPIC — SUMMER

www.teamusa.org/usa-diving



Annual Events

- 12 Junior Region Championships
- Six Zone Championships
- Junior National Championships
- Senior National Championships
- Two Rising Stars Championships
- Two Masters National Championships
- FINA World Series events (international)
- FINA Grand Prix events (international)
- Junior World or Pan Am Championships (alternate each year)
- World Championships or World Cup (alternate each year)

Premier 2019 Events

International

April 11-14

- FINA USA Grand Prix, Mission Viejo, CA

July 12-28

- FINA World Championships, Gwangju, South Korea

August 22-25

- Junior Pan American Championships, Santiago, Chile

Domestic

May 19-26

- USA Diving Senior National Championships, Indianapolis, IN

July 30 – August 5

- USA Diving Junior National Championships, Knoxville, TN

- One of the nation's most decorated (135 Olympic medals) and popular amateur sports.
- Routinely one of the first sporting events to sell out at the Olympic Games.
- Youth and family-oriented sport, while also serving the extreme sports market with visual appeal.
 - American high divers compete in the Red Bull Cliff Diving World Series.
- Member-driven organization with pride for the sport as well as a fierce brand loyalty to sponsors.

Disciplines

- 1-Meter Springboard
- 3-Meter Springboard
- 5-, 7.5- & 10-Meter Platform (Jr.)
- 10-Meter Platform (Sr.)
- Synchronized 3-Meter Springboard
- Synchronized 10-Meter Platform
- Mixed Synchronized 3-Meter Springboard
- Mixed Synchronized 10-Meter Platform
- High Diving

Programs

- Junior (Ages 6-18)
- Senior/Open (Elite)
- Masters (21 & over)
- High Performance Squad (3 Tiers)
- Dive Into Service; Mentorship program placing Olympians on U.S. Military bases around the world

Current Sponsors

- Nike
- St. Vincent Sports Performance
- Colorado Time Systems
- enVista Corporation
- National Travel Systems
- Pulsair Systems, Inc.
- Springboards & More
- RockTape
- IHG
- United

Membership Demographics

- 9,700+ members
 - 37% male; 63% female
- Age
 - 18 & under: 77%
 - 19-34: 20%
 - 35 & older: 3%
- Race/Ethnicity
 - Caucasian: 74%
 - Other/Do not report: 26%

Media Assets

Social Media

- Facebook: 47,000+ likes
- Twitter: 21,700+ followers
- Instagram: 32,600+ followers

Website

- www.teamusa.org/usa-diving
- 2018 Pageviews: 798,822
- 2018 Unique Visitors: 213,122

Broadcast

- 2018 USA Diving National Championships (NBC)

Live Streaming

- 48,760 views of 2018 events

2018 Highlights

- Ellie Smart won silver in women's high diving at the FINA High Diving World Cup in Abu Dhabi.
- David Dinsmore won bronze in the 10-meter platform at the FINA Diving World Cup in Wuhan, China. He also won a World Cup bronze with Krysta Palmer in the mixed team event.
- The USA Diving National Championships was part of the 2018 Team USA Summer Champions Series. The women's and men's 10-meter finals were shown live on NBC. National champions shown on the broadcast David Dinsmore (men's 10-meter) and Olympian Katrina Young (women's 10-meter).
- Hailey Hernandez was a World Cup finalist on 3-meter and later won two medals at the FINA World Junior Diving Championships.
- Bridget O'Neil won bronze on 3-meter at the Youth Olympic Games.

Athletes to Watch

- David Boudia, 4x Olympic medalist
- Steele Johnson, Olympic silver medalist
- Michael Hixon, Olympic silver medalist
- David Dinsmore, World Cup bronze medalist
- Krysta Palmer, World Cup bronze medalist
- Hailey Hernandez, World Cup finalist and two-time Junior World medalist
- Katrina Young, Olympian and 2018 national champion



US EQUESTRIAN FEDERATION

OLYMPIC/PARALYMPIC — SUMMER

www.USequestrian.org



2019 Events

- 2,500 licensed competitions
- Event Highlights:
 - 40 + National Championships
 - FEI Jumping Nations Cup™ USA CSIO5*
 - Land Rover Kentucky Three-Day Event
 - FEI Dressage Nations Cup USA CDIO4*
 - FEI North American Youth Championships
 - U.S. Pony Finals
 - U.S. Dressage Festival of Champions

For a complete listing of events please visit www.USequestrian.org

Programs

- Complete programs from grassroots to high performance for the Olympic & Paralympic disciplines of: [Show Jumping](#), [Dressage](#), [Eventing](#) and [Para-Dressage](#).
- Complete programs from grassroots to high performance for the international disciplines of: [Reining](#), [Driving](#), [Vaulting](#), [Endurance](#)
- Clinics
- Leagues
- Event sponsorships
- Team sponsorships

Please see USEF website at www.usequestrian.org for a complete listing of programs.

- Bringing the joy of horse sports to as many people as possible.

Membership Demographics

- 145,000 + members
- 90+ affiliated associations
- Age
 - Under 18: 25%
 - 18 and over: 74.2%
- Race/Ethnicity
 - Caucasian: 91.2%
 - Non-Caucasian: 8.8%

Media Assets

- USequestrian.org
- [USEF Network livestreaming platform](#)
- [US Equestrian Learning Center](#)
- [US Equestrian digital magazine](#)
- [Equestrian Weekly e-newsletter](#)
- NBC Telecast of Land Rover Kentucky Three-Day Event

Current Sponsors

Partner Level:

- Ariat International, Inc.
- Land Rover, NA
- Rolex Watch, USA
- Platinum Performance
- American Regent, Inc.
- SmartPak
- Dover Saddlery
- The Dutta Corporation
- Horshare Ireland
- Discover Dressage

Sponsor Level:

- Charles Ancona
- W.F. Young
- Hodges Badge Company
- EquiFit, Inc.
- GEICO
- Hagyard Medical Institute
- Triple Crown Custom
- Prestige Italia USA
- PulseVet
- Triple Crown Feed
- TheraPlate
- Neue Schule
- Charles Owen
- Collecting Gaits Farm
- Toklat
- John Deere
- Hertz
- Markel Insurance
- Sallee Horse Vans

Sponsor Level Cont.:

- Marshall & Sterling Insurance
- Premier Equestrian
- Stadium Horse Trucks
- Upper Echelon Academy
- ESI
- Barn Manager
- Ice Horse
- NetJets

Member Perks Level:

- John Deere
- Sherwin-Williams Paint
- Office Depot
- USRider
- Choice Hotels
- Equisure USEF Member Insurance
- U.S. Bank
- Hertz
- Equo
- Dover Saddlery
- SmartPak
- Triple Crown Custom
- Triple Crown Nutrition
- Premier Equestrian
- Electronic Vet
- TheraPlate
- Neue Schule
- Wall Street Greetings
- W.F. Young



USA FENCING

OLYMPIC/PARALYMPIC — SUMMER

www.usafencing.org



2019-20 Events

December 13-15, 2019

- Women's Sabre World Cup

March 13-15, 2020

- FIE Foil Grand Prix (TBD)

April 3-12, 2020

- Junior and Cadet World Championships (Salt Lake City, UT)

April 17-20, 2020

- USA Fencing Division I / Wheelchair National Championships and Olympic Team Announcement (St. Louis, MO)

June 28 – July 7, 2020

- USA Fencing National Championships and Youth Challenge (Louisville, KY)

Programs

- 43 universities with NCAA fencing programs
- Regional youth circuit (40 events and 3,000 participants)
- Three international events held in the United States annually
- USA Fencing hosts a used equipment collection campaign called "Share Our Sport" for clubs and programs in need.

- A lifetime sport with competition opportunities for athletes ages 8-80+.
- Fencers are highly-educated and come from diverse backgrounds with athletes hailing from all regions of the nation.
- USA Fencing athletes earned a record six medals at the 2018 Senior World Championships, including two gold.

Membership Demographics

- 35,000 members
- (65% male; 35% female)
- Total Clubs: 600+
- 53% have a household income exceeding \$100,000
- 19% have a household income >\$200,000
- Nearly 75% of adult members hold college degrees while 23% hold Masters degrees or higher
- 33% of members surveyed were able to recall a USA Fencing sponsor unaided
- Ethnicity
 - Caucasian: 73.0%
 - Non-Caucasian: 27.0%
- Age
 - Under 12: 24.9%
 - 13-17: 33.4%
 - 18-34: 23.1%
 - 35-44: 5.4%
 - 45-54: 6.7%
 - 55+: 6.5%

Media Assets

Social Media

- Facebook: 44,000+ likes
- Twitter: 16,500+ followers
- Instagram: 32,400+ fans

Publications

- *American Fencing Magazine* - 25,000 Quarterly circulation

Website

- www.usafencing.org

Broadcast

- Annual Grand Prix is broadcast domestically in the United States on the networks of NBC as well as the Olympic Channel and EuroSport

Current Sponsors

- Absolute Fencing Gear
- United Airlines
- Nationwide Insurance
- IHG

Paralympic Information

Wheelchair Fencing includes categories for athletes with a range of physical disabilities, including athletes who use wheelchairs on a day-to-day basis as well as amputee athletes and those with other impairments such as Cerebral Palsy. In the United States, national wheelchair fencing events are held in conjunction with able-bodied events, allowing for more exposure of the sport to the able-bodied community. Wheelchair fencing programs exist throughout the country in rehabilitation centers as well as clubs that host able-bodied and wheelchair programs. The U.S. Wheelchair Fencing Team features athletes of all ages with Laura DeLuca competing at the 2016 Paralympic Games at just 17-years-old and athletes on the national and international circuit competing through age 60 and beyond.



USA FIELD HOCKEY

OLYMPIC — SUMMER

usafielddhockey.com



2019 Events

February 1-3

Disney Field Hockey Showcase
(Kissimmee, FL)
*Sanctioned Event

February 2 – June 22

FIH Pro League (USWNT)
(Global)

February 16 – March 3

Sheetz National Indoor Tournament, presented by YOLO Sportswear
(Lancaster, PA & Richmond, VA)

March 15-17

USA Field Hockey Summit, presented by AstroTurf
(Baltimore, MD)

June 14-18

Young Women's National Championship
(Lancaster, PA)

June 20-28

Citi National Futures Championship, presented by Harrow Sports
(Lancaster, PA)

June 29-30

Summer Bash Northeast, presented by YOLO Sportswear
(Lowell, MA)

July 10-18

National Club Championship, presented by Harrow Sports
(Lancaster, PA)

July 19-21

Summer Bash at the Beach, presented by YOLO Sportswear
(Virginia Beach, VA)

July 29 – August 10

Pan American Games (USMNT & USWNT)
(Lima, Peru)

November 28-30

National Hockey Festival, presented by CranBarry
(Tampa, FL)

- Our mission is made up of three components: Grow the Game, Serve Members and Success Internationally.
- This is accomplished by promoting and growing the sport from grassroots development to the national level in the United States. As a result, we're able to expand programs and services to our members, supporters, affiliates and the interested public, as well as the U.S. Men's and Women's National Team athletes to achieve sustained competitive excellence at the Olympic Games and other international competitions.

Programs

- American Development Model
- Citi FUNdamental Field Hockey Grant Program, presented by Harrow Sports
- Scout Program (Nov. 2017)
- NCAA Programs (DI, DII, DIII)
- Partner Camps

Membership Demographics

- 30,307 Total Members (5% males, 95% female)
- Total Clubs: 308
- Regionally Northeast Focused
- Age:
 - 0-12: 25%
 - 13-18: 56%
 - 19+: 19%
- Race/Ethnicity:
 - Caucasian: 70%
 - Non-Caucasian: 30%

Media Assets

- Facebook: 73,100+
- Twitter: 41,000+
- Instagram: 48,700+
- FHLife Magazine: print & digital
- Monthly Newsletter
- Website Traffic: 827,758
- Broadcast Coverage:
 - USWNT vs. NED: 8,000+
 - USWNT vs. CHI: 9,200+
 - Jr. Nations Inv'tnl: 1,500+
 - NFC: 2,000+
 - YWNC: 1,500+
 - NCC: 3,400+
 - Festival: 5,000+

Current Sponsors

- **Premier Partners:**
 - Harrow Sports
 - Orthopedic Associates of Lancaster
 - Spooky Nook Sports
 - STX
- **Sponsors:**
 - 4U Sports
 - ClearEdge
 - CranBarry
 - Dita
 - Longstreth
 - KB Designs
 - Next College Student Athlete
 - Nike
 - Room Roster
 - Sheetz
 - SportGroup
 - Sports Labs USA
 - YOLO Sportswear
- **Suppliers:**
 - AtPeak
 - Athlete Monitoring
 - Bag Tags, Inc.
 - Beautiful Fighter
 - Cramer
 - Crown Awards
 - Firstbeat
 - Game Ready
 - Gatorade
 - HawkGrips
 - Hocsocx
 - Honig's
 - IHG
 - MPA Event Graphics
 - Normatec
 - Osaka
 - Penn Monto
 - Positive Coaching Alliance
 - ProMasque
 - samSport
 - Sports Engine
 - Thorne
 - Touchline Video
 - United
 - USA Field Hockey Foundation
 - Vokkero
 - Zag Tours

Top Athletes to Watch

- Erin Matson
- Kathleen Sharkey
- Corinne Zanolli
- Pat Harris
- Aki Kaeppeler

2018 Highlights

- The U.S. Women's National Team had four test series in the beginning of the year that helped them prepare for the Vitality Hockey Women's World Cup. A loss in their opening pool game, following by two ties unfortunately placed the team at the bottom of their pool and out of competition. The squad finished 14th overall. The USWNT finished the year with a trip to Japan for the Four Nations Women's Ibaraki International Tournament and hosting Belgium for a test series.
- The U.S. Men's National Team started the year with a trip to Spain for the 5 Nations Tournament. This helped them prepare for the Hockey Series Open in Mexico, where the team finished first and accumulated an impressive 54 goals which conceding 5. This qualified them for the Hockey Series Final in India this June.
- The Indoor USWNT competed at the FIH Indoor Hockey World Cup in 2018 with one of the youngest teams in the tournament. After finishing fifth in pool play, USA found themselves in the 9th/10th place game. A true comeback, USA forced the game into shootouts where they fell.



USA GOLF

OLYMPIC — SUMMER

www.teamusa.org/USA-Golf



Mission Statement

The mission of USA GOLF is to pursue competitive success in Olympic, Paralympic, and Pan American competition and to contribute to the development of future elite American golfers. As the National Governing Body for golf in the United States, USA GOLF will adhere to the requirements and responsibilities set forth by the Olympic & Amateur Sports Act.

- After more than 100 years, Golf had a triumphant return to the Olympic Games in 2016.
- The USA GOLF team had some outstanding moments throughout the 2016 Olympic Summer Games.
 - Matt Kuchar shot a course-record 63 in the final round to earn the Bronze Medal.
- Contact information for sponsorship opportunities available at www.teamusa.org/USA-Golf.

Founding Members:

- LPGA
- PGA
- USGA
- PGA TOUR

Official Uniform

Provider:

- Adidas Golf

Athletes to Watch:

- Brooks Koepka
- Justin Thomas
- Bryson Dechambeau
- Dustin Johnson
- Lexi Thompson
- Jessica Korda
- Nelly Korda
- Danielle Kang





USA GYMNASTICS.

USA GYMNASTICS

OLYMPIC — SUMMER

www.usagym.org | usagymparents.com

2019 Events

Event overview

- 4,500+ local, state, regional and national sanctioned events

Premier Events in U.S.

March 1*

- Nastia Liukin Cup (Greensboro, NC)

March 2*

- American Cup (Greensboro, NC)
- Elite Team Cup (Greensboro, NC)

July 2-6**

- USA Gymnastics Championships (Des Moines, IA)

July 19-20*

- GK U.S. Classic (Louisville, KY)

August 8-11*

- U.S. Gymnastics Championships (Kansas City, MO)

*Broadcast on NBC, Olympic Channel, NBCSN

**Live stream on USA Gymnastics YouTube Channel

Disciplines/Programs

- Women's Gymnastics
- Men's Gymnastics
- Rhythmic Gymnastics
- Trampoline & Tumbling Gymnastics
- Acrobatic Gymnastics
- Gymnastics For All (group gymnastics)

Current Sponsors & Suppliers

- American Athletic Inc.
- GK Elite Sportswear
- A-1 Awards
- Main Event

Membership Info

- 4% increase in membership for USA Gymnastics, including member clubs, from 2017-18 to 2018-19.
- 2018-19 membership = 209,000+ USA Gymnastics members and member clubs.

Fan Info

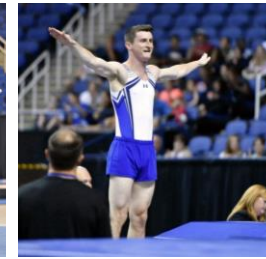
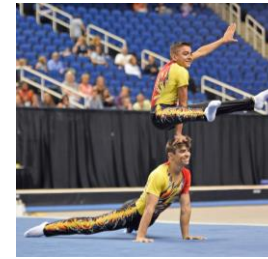
- 61% of the gymnastics audience is female.
- A family-oriented demographic comprised of teens/tweens and females 36-50.
- 56M of all females (18+) in the United States are fans of gymnastics.
- Number 1 Olympic sport with 135 Million fans, 15M more than any other sport.
- On average, gymnastics fans have a higher household income than the general population.

Broadcast

- NBC/NBC Sports Network, Olympic Channel
- U.S. Olympic Team Trials – Women's peaked at a 4.99 HH Rating
- Women's Olympic Team Final – 18.90 RTG
- Gymnastics broadcasts averaged 3.84 in the Olympic Year.

E-newsletters

- E-newsletters: 70% open rate on mobile devices.
- *USA Gymnastics Information*, monthly newsletter
- *Member Club News*, monthly distribution
- *Parents Newsletter*, quarterly distribution



Digital Assets

Social Media

- 64% of gymnastics fans (58M) use social media to consume gymnastics content.
- 54% of gymnastics fans (49M) share gymnastics content.

Current Following (And Growing)

- Facebook: 1.2M+ Likes
- Twitter: 255,000+ Followers
- Instagram: 751,000+ Followers
- YouTube: 226M+ Video Views



Website

- www.usagym.org: 19.3+ million page views annually and growing





usa JUDO

JUDO

OLYMPIC/PARALYMPIC — SUMMER

www.usjudo.org



2019 Events

March 8-10

- Youth National Championships – Colorado Springs, CO

June 1-2

- Senior National Championships – Las Vegas, NV

June 28-30

- USA Judo Junior Olympic National Championships – Anaheim, CA

June 28-30

- USA Judo Junior Olympic International Championships – Anaheim, CA

November 17

- National President's Cup - TBD

- Judo is the “gentle way” and is the most practiced Martial Art in the world.
- An Olympic sport since 1964 and part of the Paralympic program since 1988.
- Judo in the US has been growing strong, creating a loyal and affluent brand community.
- The Judo Moral Code is a set of ethics created by the sports founder, Jigoro Kano: Courtesy, Courage, Friendship, Honesty, Honor, Modesty, Respect, and Self Control.

Programs

- Four USA Judo National Training Sites (Massachusetts, Colorado, Miami, California)
- One USA Judo International Training Site (Portland)
- U23 Program
- U18 Program
- American Medals Reward Program
- Night of Champions Fundraising Dinner
- Jujitsu Joint Memberships
- Paralympic Visually Impaired programs
- Judo in Schools Program
- Try Judo for Free Day Initiative

Current Sponsors & Partners

- Dollamur Sports Surfaces
- Hatashita Sports
- United Airlines
- Judomarket
- Discovery Toys
- Northwest Designs Ink
- Brentwood Digital
- IHG – Intercontinental Hotels Group
- Beautiful Fighter
- RX Smart Gear

Membership Demographics

- 10,300+ members
- 75% male; 25% female
- Total Clubs: 380
- Age
 - 5-12: 37%
 - 13-17: 15.3%
 - 18-34: 19%
 - 35-49: 14.7%
 - 50-64: 9.9%
 - 65+: 4.3%
- Race/Ethnicity
 - Caucasian: 54.2%
 - Non- Caucasian: 45.8%

Media Assets

- Social Media**
 - Facebook: 129,600+ likes
 - Twitter: 21,700+ followers
 - Instagram: 34,000+ followers
- E-mail**
 - E-Newsletters: 10,000+
- Website**
 - USA Judo Website
 - 182,630 annual unique visitors
 - 1,060,400 annual pageviews

Paralympic Information

- USA Judo offers training to judokas who are visually impaired
- The Paralympic Program mirrors the Able-Body Program by travelling to training camps, international competitions, and World Championships
- There are two National Training sites for para-athletes: Colorado Springs, CO and Chicago, IL
- The head coach of the Paralympic Team is 3x Paralympian and Gold Medalist, Scott Moore



USA NATIONAL KARATE-DO FEDERATION

OLYMPIC — SUMMER

www.usankf.org



2019 Events

January 19

- Senior Team Trials – Colorado Springs, CO

April 19–21

- USA Open & Junior International Cup - Las Vegas, NV

July 11-14

- National Championships - Chicago, IL
- 20+ National Qualifiers
- 100+ Sanctioned Events
- Senior Team Events
- PKF Senior Championships
- World University Championship
- PKF Junior Championships
- WKF Senior Championships

- A Lifetime Sport. – Rich in Tradition
- Family Oriented
- Family Values
- Highly Concentrated in Youth
- Special Emphasis on Sportsmanship and Ethics
- Growing Membership
- Karate Clubs are vertical Clubs which allow any sponsor to reach the grassroots development
- Potential Market- Martial Arts - 5,000,000

Programs

- Technical and Sport Clinics
- Para-Karate for athletes with disabilities
- Referee Education and Certification
- Coaching Education and Certification
- Club Programs
- Event Sanctions
- USA Karate Development Camps
- Regional Leagues
- SafeSport

Current Sponsors

- Steadman Hawkins Sports Medicine
- Masters Magazine
- United Airlines
- Major U.S. Cities Support for Events
- IHG

Top Athletes

- Tom Scott -75kg Kumite WKF Ranked #3
- Sakura Kokumai Kata WKF Ranked #6

Media Assets

Social Media

- Facebook: 120,000+
- Twitter: 20,900+
- Instagram: 3,300+

Event Specific Media

- Stream National Championships World Wide
- Email
- E-Magazine Quarterly

Website

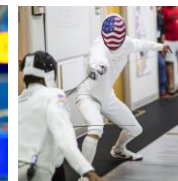
- [USA Karate Website](http://www.usankf.org)
- 169,000+ Sessions
- 102,550+ Users
- 433,900+ Pageviews
- Mobile App



USA PENTATHLON

OLYMPIC — SUMMER

www.usapentathlon.org



2019 Events

March-May

- World Cup Series

June 15-16

- Junior/Senior National Championships
- San Antonio, TX

June 22-23

- Youth National Championships
- San Antonio, TX

June 27-30

- World Cup Final -Tokyo, Japan

September 2-9

- World Championships - Budapest, Hungary

Spring/Summer

- U.S. Regional Series A 12-state American Pentathlon Tour
- Maryland, Ohio, Nebraska, New York, Pennsylvania, Colorado, California, New Mexico, Florida, Minnesota, Virginia & Oregon

October 23-27

- Biathlon (Run-Swim) World Championships - St. Petersburg, FL

December 1-15

- International Training Camp - Colorado Springs, CO

- Pentathlon's five disciplines comprise the ultimate athletic test of mind and body.
- Based on classic military skills that determined survival on the battlefield.
- The Pentathlete is the most interesting athlete in the world.

Disciplines

- **Pentathlon**—Swim, Fence, Ride, Laser, Run
- **Biathlon**—Run, Swim
- **Triathlon**—Run, Swim, Shoot
- **Tetrathlon**—Ride, Run, Swim, Shoot
- **Laser Shoot-Run**—Run, Shoot
- **Obstacle Laser-Run**—Run over Obstacle and Shoot
- **Obstacle Course Racing**—Run over Obstacles

Programs

- Olympic Development Clinics
- Youth & Adult Athlete Camps
- Coaches and Referees Certification Program
- Biathlon (Run-Swim)
- Learn to Swim Program
- Shooting Safety
- Triathlon (Run-Swim-Shoot)
- Annual Assembly
- Pentathlon Summer Speakers Series
- World Cup Fit (World Cup scholastic fitness program)
- Olympic Training Center
- Pentathlon Experience

Current Sponsors

- Thorne
- Nike
- Absolute Fencing
- 24-Hour Fitness
- United Airlines
- Gold-Medal Shooting
- TYR
- New Balance
- Rudy Project
- IHG

Membership Demographics

- Gender
 - 53% male
 - 47% female
- Age
 - 32% under 18
 - 54% 19-35
 - 14% 36+

Media Assets

Social Media

- Facebook: 6,800+ fans
- Twitter: 3,000+ fans

Website

- 14,876 monthly pageviews
- 4,482 average monthly unique visitors

Television

- Eurosport to cover the 2019 World Cup Final and 2019 World Championships

2018 Highlights

- Amro ElGeziry, Seamus Millett and Brendan Anderson place twelfth in the Team event at the UIPM World Championship.
- Amro ElGeziry wins first U.S. National Championship and twentieth place in UIPM World Championship.
- Samantha Achterberg wins fifth U.S. National Championship and thirty-six place in UIPM World Championship.



USROWING

OLYMPIC/PARALYMPIC — SUMMER

www.usrowing.org



2019 Events

June 1-2

- U17/U15 Nationals (Camden, NJ)

June 8-10

- Youth Nationals (Sarasota, FL)

July 11-15

- National Championships (Camden, NJ)

August 16-19

- Masters Nationals (Grand Rapids, MI)

- USRowing serves and promotes the sport on all levels with over 75,000 individuals and 1,400 organizations.
- Develops and selects the national teams that represent the U.S. at the Olympic, Paralympic, senior, U23, and junior levels.
- Run 17 National and Regional Championships for rowers of all ages.
- Train and manages referees who provide safety and fairness to more than 2,000 registered regattas each year.
- Manage coaching certification program that allows coaches at all levels to develop and maximize their abilities.
- Promotes diversity in the sport through America Rows.
- Encourages active participation in para-rowing programs across the country.
- Rowing represents the key attributes of Teamwork: Commitment, Passion, and Timing.

Media Assets

Social Media

- Facebook: 60,000
- Twitter: 31,000
- Instagram: 51,800
- YouTube: 12,000

Publications

- USRowing e-newsletter (published monthly) 88,500+ per issue
- *Rowing* magazine (published monthly) reaching 75,000 individual members

Event Specific Media

- Live streaming USRowing events via YouTube
- Live streaming of World Rowing events at www.worldrowing.com

Website

- 1.4M Sessions
- 750,000 Unique Visitors
- April – September: peak months

Programs

- 1,500 member organizations
- 88 Division I NCAA programs
- 350+ high school programs
- 120 junior clubs
- America Rows
- Freedom Rows
- Row for Clean Water

Current Sponsors

- BucketList Events
- Concept 2
- Connect-A-Dock
- Croker
- EMC Ventures
- Filippi Boats
- HereNow Systems
- Neilsen-Kellerman
- Regatta Central
- Rowing Magazine
- Oakley
- United Airlines
- Shimano Rowing Dynamics
- Thorne Research
- Vespoli Racing Shells
- IHG

Membership Demographics

- 80,000 members (55% female; 45% male)
- Clubs: 1,400

Age

- 13 – 17: 45%
- 18 – 34: 26%
- 35 – 49: 8%
- 50 – 64: 20%

Race/Ethnicity

- Caucasian: 58%
- Non-caucasian: 11%
- Unknown: 31%

Top States in Participation

- New York/New Jersey/Connecticut
- California
- Pennsylvania
- Massachusetts
- DC/Maryland/Virginia
- Florida
- Washington/Oregon
- Illinois
- Texas

Paralympic Information

More than 60 USRowing member organizations now offer adaptive rowing. Expanded adaptive rowing opportunities mean more disabled youth, injured service members, military veterans and individuals with mental and physical disabilities also are able to participate, bolstering the quality of their lives and those of their teammates and communities. USRowing offers adaptive events at both masters nationals and club nationals and is committed to continuing to develop more opportunities for adaptive rowers. USRowing's Para-Rowing national team represents the U.S. at the highest level of international competition, either at the Paralympic Games or the World Championships.

2019 Highlights

- USA Men's 8+ Won Silver Medal in the 2017 World Rowing Championships, held in Sarasota, FL
- United States hosted the 2017 World Rowing Championships for the first time in over 20 years
- United States Women's Pair won Silver Medal at World Rowing Championships
- USA Women's Double Sculls won a silver medal at the 2017 World Rowing Championships, highest finish in history
- PR3 Mixed4+ (Formerly Legs, Trunk and Arms) won Silver medal at 2017 World Rowing Championships.
- US won a combined 14 medals over the U19, U23, Senior and Para World Championships



USA RUGBY

OLYMPIC — SUMMER

www.usarugby.org



2019 Events

USA Men's & Women's Rugby Sevens Tournaments

March 1-3

- HSBC World Rugby Sevens Series - Las Vegas, NV

May 24-26

- USA Rugby College 7s National Championships – Tucson, AZ

August 10-11

- USA Rugby Club 7s National Championships - TBD

October

- HSBC World Rugby Women's Sevens Series – Glendale, CO

2018 Highlights

- Men's Eagles Sevens won first ever gold medal on home soil during the HSBC World Rugby Sevens Series in Las Vegas.
- Rugby World Cup Sevens 2018 hosted in San Francisco brings historic record of 100,000+ in attendance and 8.7 Million in viewership
- Olympian Perry Baker won his second consecutive World Rugby Men's Sevens Player of the Year honor
- USA Rugby fundraising efforts broke the \$1M barrier for the 4th straight year
- Female coach and referee certification reach an all-time high

- Official partners with USA Wheelchair Rugby since November 2013.
- Winning tradition and exciting future.
- Our Mission is to unite an inclusive, passionate American rugby community and ignite sustainable development that grows a game reflective of our core values and history.

Disciplines

- Rugby Sevens - Olympic discipline
- Rugby 15s

Programs

- Training and Education
- Rookie Rugby
- TeamUp SpeakUp (Concussion Initiative)
- CARE – Career Advancement Rugby Enhancement
- Project SOAR
- Impact Beyond
- Girls Rugby Inc.

Certification Numbers

- Match Officials: 1,000+ certified
- Coaches: 1,000+ certified
- Medical Personal: 10 courses offered

Current Sponsors

- Adidas (Premier)
- UL – Underwriters Laboratories (Premier)
- Blass (Signature)
- Citi (Signature)
- World Rugby Shop (Signature)
- Allegheny Health Network Orthopedic Institute
- Gatorade
- Gilbert
- Illinois Bone & Joint Institute
- Opro
- STATSports

Membership Demographics

- 123,000+ members
 - 30,000+ senior clubs
 - 30,000+ college teams
 - 28,000+ high school teams
 - 11,000+ youth teams
 - 5,000+ rookie
- 8,500+ registered coaches, 4,000+ admin, and 3,000+ referees

Education Partners

- World Rugby
- The United States Olympic Committee
- National Federation of State High School Associations
- The U.S. Anti-Doping Agency
- SafeSport
- National Small College Rugby Organization
- Girls Rugby Inc.

Media Assets

Social Media (as of Feb. 15, 2019)

- Facebook: 313,000+ fans
 - 60 million impressions
 - 11.5 million video views
 - 13.5 million reach
- Twitter: 90,000+ followers
 - 36.5 million impressions
- Instagram: 141,000+ followers
- YouTube: 14,000+ subscribers
 - 2 million page views

Website

www.usarugby.org

- 1.9+ million visits in 2018
- 5+ million pageviews in 2018

Television Ratings

- Rugby World Cup Sevens 2018: 8.7 million viewers on NBC and NBC Sports
- Started new partnership with FloSports as official rights holder

Top Athletes to Watch

- Perry Baker (2x World Rugby Men's Sevens Player of the Year)
- Ilona Maher (Women's 7s)
- Naya Tapper (Women's 7s)
- Danny Barrett (Men's 7s)



US SAILING

OLYMPIC — SUMMER

www.ussailing.org | www.ussailing.org/olympics



2019 Events

January 28 – February 3

- Hempel World Cup Series (Miami, FL)

January 31- February 2

- National Sailing Program Symposium (Jacksonville, FL)

June 10 - 13

- U.S. Multihull Championship (Beach Haven, NJ)

June 21 - 25

- U.S. Youth Sailing Championship (Beach Haven, NJ)

June 26 - 30

- U.S. Youth Match Racing Championship (San Diego, CA)

July 8 - 13

- U.S. Junior Women's Singlehanded Championship (Richmond, CA)

July 19 - 24

- U.S. Junior Women's Doublehanded Championship (San Diego, CA)

July 25 - 29

- U.S. Para Sailing Championship (Chicago, IL)

August 7 - 11

- Chubb U.S. Junior Sailing Championships (Redwood City, CA)

August 16 - 18

- U.S. Women's Match Racing Championship (Detroit, MI)

August 16 - 18

- U.S. Team Racing Championship (Newport Beach, CA)

September 5 - 8

- U.S. Adult Sailing Championship (Marion, MA)

October 3 - 6

- U.S. Match Racing Championship (San Francisco, CA)

October 3 - 6

- Championship of Champions (Stamford, CT)

- US Sailing is the National Governing Body for the sport of sailing.
- Mission is to provide leadership, integrity and advancement for the sport of sailing in the U.S.
- Works to achieve this mission through a wide range of programs and events, geared towards providing opportunity and access, education and a level playing field for all sailors.

2018 Highlights

- Carmen and Emma Cowles named US Sailing's 2018 Rolex Yachtwomen of the Year, the highest annual award in U.S.A. Sailing. The sisters won Gold at the 2018 Youth Sailing World Championship.
- U.S.A. won the Nations Trophy at the 2018 Youth Sailing World Championships for best overall performance with six athletes earning gold medals and two earning silver
- U.S.A qualified three classes for the Tokyo 2020 Olympic Games – Women's Singlehanded (Laser Radial), Men's Singlehanded (Laser), Men's Doublehanded (470 class)
- US Sailing's Olympic Development Director, Leandro Spina, was named Developmental Coach of the Year by USOC

Top Athletes to Watch

- Caleb Paine, Rio 2016 Bronze Medalist – Men's Heavyweight Dinghy, Finn Class
- Paige Railey, 2018 US Sailing's Rolex Yachtwoman of the Year Finalist – Women's Singlehanded Dinghy, Laser Radial Class
- Stuart McNay and David Hughes – Men's Two-Person Dinghy, 470 Class
- Charlie Buckingham – Men's Singlehanded Dinghy, Laser Class

Programs

- 900+ Yacht Clubs and Community Programs
- 475 High School Sailing programs
- 245 College Programs
- 6,100 Certified Instructors
- 900 Certified Race Officials

Membership Demographics

- 46,000 members
- 1,700+ member organizations

Media Assets

Broadcast

- Hempel World Cup Series airing on the NBC Olympic Channel
 - SailGP Series broadcast on CBSsports
- #### Social Media – US Sailing + US Sailing Team
- Facebook: 85,550+ Followers
 - Twitter: 51,400+ Followers
 - Instagram: 64,000+ Followers

Email Communications - subscribers

- E-US Sailing newsletter - 50,000+
- The American Sailor – 46,000+
- The Medalist newsletter for US Sailing Team/Olympic Sailing – 35,000+
- The Quarterdeck newsletter for sailing organizations – 13,000+
- Youth Sailing newsletter – 2,000+

Website

- ussailing.org – 275,000+ average monthly pageviews

Apps

- US Sailing Event App – event organization and promotion
- Skill Up App – resources and tools for youth sailors, coaches, parents, and managers for teaching all aspects of high-performance sailing and sport

Paralympic Information

Though Paralympic Sailing is currently not slated for the Tokyo 2020 Games, US Sailing is strongly supporting World Sailing's efforts to rebuild Paralympic programs around the world and get the sport reinstated in the 2024 Games. US Sailing will continue to endorse adaptive sailing around the country through local programs and cultivate elite athletes to represent the USA at International events.

Current Sponsors

- Rolex Watch U.S.A.
- Chubb Personal Insurance
- Gowrie Group
- SAP
- Sperry
- Helly Hansen
- Harken
- McLube
- Group Beneteau
- Hobie Polarized
- The Moorings
- SunSail
- Marlow Ropes
- Zim Sailing
- Regatta Craft Mixers
- TropicSport
- TUUCI
- Sailing World/Cruising World
- New England Ropes
- IHG
- United

NGB Programs

- Sustainability Initiative – bringing sustainable efforts to US Sailing's operations, events, and organizations
- Certified Instructor Programs for all levels
- Instruction in Small Boats, Keelboats, Powerboats, and Windsurfers
- Networking Events and Symposiums for Sailing Programs and Organizations
- Junior Olympic Sailing Festivals
- Certification Programs for Race Officials, Judges, and Umpires
- Rating Certificates for Offshore Sailing
- Safety and Sea and other Safety Training Courses
- Hosts 14 National Championships
- US Sailing Prescriptions to World Sailing's The Racing Rules of Sailing



USA SHOOTING

OLYMPIC/PARALYMPIC — SUMMER

www.usashooting.org

2019 Events

March 25-April 1

- Rifle/Pistol Spring Selection - Ft. Benning, GA

March 19-25

- Shotgun Spring Selection – Tucson, AZ

April 5-28

- Rifle/Pistol Jr Olympic Championships – Colorado Springs, CO

June 1-19

- Shotgun National Championships – Colorado Springs, CO

June 9-23

- Shotgun Jr Olympic Championships – Colorado Springs, CO

September 10-20

- Shotgun Olympic Team Trials, Part I – TBD

September 30-October 4

- Smallbore Rifle/Pistol Olympic Team Trials, Part I – Ft. Benning, GA

December 6-15

- Air Rifle/Pistol Olympic Team Trials, Part I – Colorado Springs, CO

Programs

- Camps/Clinics
- Certified Training Centers
- Paralympic Shooting
- Coaching & Continuing Education
- Safety Coalition, Youth Programs

- Provides an exemplary representation of the shooting sports
 - The debate of what good can come from teaching citizens, particularly our youth, about responsible gun ownership simply begins and ends with the class, distinction and principles USA Shooting athletes nationwide embody each and every day.
- Representation of our sport is vast; a melting pot of character, intrigue and conviction, all of which you'll find within the USA Shooting ranks.
- Strong military presence.
- Roots established by 4-H, Scouts, American Legion or family bonds.
- Youthful beginnings that transform to collegiate, international and Olympic representation all the while creating a lifelong, tireless pursuit of perfection.

Current Sponsors

- Baron Engraving
- Beretta
- Brazen Sports
- Burris Optics
- CanCoker
- Dallas Safari Club
- Davidsons/Gallery of Guns.com
- ELEY Ammunition
- Federal Premium
- FMG Publications
- Henry Repeating Arms
- Kimber
- Megalink
- National Shooting Sports Foundation
- Pardini USA
- Peltor/3M
- Krieghoff
- Podium Pellets
- Ruger
- SAAMI
- Shikar Safari Club
- SKB Cases
- United Airlines
- White Flyer
- Wild Sheep Foundation

Membership Demographics

- 5,436 members
 - 71% male; 29% female
- Clubs: 218
- Age
 - 14 & Under: 9%
 - 15-17: 24%
 - 18-20: 21%
 - 21-49: 18%
 - 50-64: 18%
- Race/Ethnicity
 - Caucasian: 63%
 - Non-Caucasian: 10%
 - Did not identify: 27%

Paralympic Information

Paralympic programs within USA Shooting have steadily increased since the organization began its involvement in 2009, having most recently sent a team of eight athletes to the 2016 Paralympic Games. Events for Para shooters are very similar to the Olympic program which provides ample opportunity for athletes and sponsors to get involved.



Media Assets

Social Media

- Facebook: 62,100 + fans
- Twitter: 49,900 + followers
- Instagram: 26,900 + followers

Publications

- Magazine – published 2 x / year

E-mail

- eNews: 25,000+ emails

Website

- 2018 Total visits: 408,512
- 2018 Unique visitors: 239,000

2018 Highlights

- Vincent Hancock and Caitlin Connor win world titles in Shotgun.
- Led by the historic medals sweep in Women's Skeet, Team USA earns 19 medals at World Champs, eclipsing 2014 mark by two.
- Six-time Olympic medalist Kim Rhode remains the sport's living legend poised to add a seventh Olympic prize to her collection with three World Cup victories in 2018 and a runner-up finish to her teammate at Worlds.



USA SKATEBOARDING

OLYMPIC — SUMMER

www.usaskateboarding.com



2019 Events

Toyota USA Skateboarding National Championships

- Date - 2019 Q3 TBA
- Park
- Street
- Adaptive
- Age Groups and Open

Athletes to Watch 2019 National Team

Men's Street

- Nyjah Huston
- Chris Joslin
- Jagger Eaton
- Louie Lopez

Women's Street

- Jenn Soto
- Lacey Baker
- Mariah Duran
- Alexis Sablone

Men's Park

- Zion Wright
- Tom Schaar
- Tristan Rennie
- Alex Sorgente

Women's Park

- Brighton Zeuner
- Jordyn Barratt
- Bryce Wettstein
- Nicole Hause

Key Selling Message: Born from the passion of youth, over the past 60 years skateboarding has grown into a multi-billion dollar global industry. A pop-culture juggernaut, skateboarding is a core influencer of fashion, music, art, social media, and more.

Skateboarding's inclusion in the Tokyo Games was driven by the IOC's Olympic Agenda 2020, which intends to create a more youthful, modern, urban, and gender-balanced Games. A keystone new sport, the IOC has now voted to recommend Skateboarding for Paris 2024, clearing the way towards a watershed moment for the sport's global homecoming in Los Angeles at the 2028 Olympics.

Youth-focused, culture-based, diverse, inclusive, accessible, and fun—no other sport will do more to change the face of the Olympic Movement over the coming decade.

NGB Programs

- Adaptive Skateboarding
- Innoskate – Smithsonian Collaboration
- Amateur contest series
- Non-profit partnerships

Current Sponsors

- Nike SB
- Toyota

Media Assets

- Instagram: @USASkateboarding
- Facebook: @USASkateboarding
- Twitter: @USASkateboard

Social Footprint

- 8.74 million fans and followers across Instagram, Facebook, and Twitter for national team and NGB combined

Participation Demographics

- 6.38 million skateboarders in the United States
- 72% between the ages of 6-24
- 31 million skateboarders globally

2018 Highlights

- 2018 World Championship Medalists:
 - Men's Park Silver – Heimana Reynolds
 - Women's Park Bronze – Jordyn Barratt
 - Men's Street Gold – Nyjah Huston
 - Women's Street Bronze – Lacey Baker
- 2018 Vans Park Series Champions
 - Alex Sorgente
 - Brighton Zeuner

2019 National Team Announcement

- 224k impressions driven through single post on Instagram
- 1000% follower growth



US SOCCER FEDERATION

OLYMPIC — SUMMER

www.ussoccer.com



2019 Events

- U.S. Men's National Team (MNT) between 15-20 matches (home & away)
- U.S. Women's National Team (WNT) between 15-20 matches (home & away)
- National Women's Soccer League (NWSL)
- U.S. Open Cup - Club competition for amateur and professional teams
- U.S. Soccer Development Academy Showcase Events and Championships (Boys & Girls)
- SheBelieves Summit

Men's matches

- March 21**, Friendly vs. Ecuador
- March 26**, Friendly vs. Chile
- June 15 – July 7**, CONCACAF Gold Cup

Women's matches

- Feb. 27**, SheBelieves Cup vs. Germany
- March 2**, SheBelieves Cup vs. England
- March 5**, SheBelieves Cup vs. Brazil
- April 4**, Friendly vs. Australia
- April 7**, Friendly vs. Belgium
- May 12**, Send Off Series vs. South Africa
- May 26**, Send Off Series vs. Mexico
- June 7 – July 7**, 2019 Women's World Cup

- The WNT is the current FIFA Women's World Cup Champion and looking to capture their fourth WWC title this summer.
- 600,000 total attendees across all matches in 2018.
 - MNT: 40,194 for USMNT v MEX in Nashville
 - WNT: 25,706 for USWNT v FRA in Harrison (SBC)
- Over 19.5M total TV viewers in 2018.
 - MNT: 3.1M for USMNT v MEX in Nashville
 - WNT: 880k for USWNT v CAN in Frisco (WWCQ)
- Men's National Team Fan profile:
 - Age 18-54 : 61%
 - Female: 27% Male: 73%
 - College Graduate or Advanced Degree: 67.66%
- Women's National Team Fan profile:
 - Age 18-54: 66%
 - Female: 46% Male: 54%
 - College Graduate or Advanced Degree: 61.66%

Programs

Player Programs

The Development Academy is a national program for elite youth clubs with the highest standards for creating optimal environments. The program is in the 12th year for boys with 150 clubs and was established in 2017 with 70 girls clubs.

The Federation has Youth National Teams for the most talented boys' and girls' at single age groups from U-15 to U-20, as well as U-23 teams.

The U-14 age group consists of a YNT national identification program to identify future players.

Referee Programs

Referee Pathway; Referee Coach Pathway

Coaching Programs

Professional Coaching Course Pathway; Grassroots Instructor License Pathway; Leadership Course Pathway; Specialist Course Pathway

Current Sponsors

- AT&T
- Anheuser-Busch
- Coca-Cola
- Continental Tire
- Cutter
- Deloitte
- Hisense
- Johnson & Johnson
- Nike
- POWERADE
- Secret
- TAG Heuer
- Thorne
- Volpi

Membership Demographics

- Referees: Approx. 146,000+
- Coaches: 235,000+
- Youth Players (Under 18): Approx. 3.5M
- Adult Players (18+): Approx. 245,000
- Youth Clubs: Approx. 9,000+
- Amateur Clubs: Approx. 2,500

Media Assets

Social Media

- Facebook: 3.1M+ fans
- Twitter: 4.5+ followers
- Instagram: 3.3M+ fans
- YouTube/Website/Facebook video: 304,000 subscribers

Men's Youth National Team Success

The Men's Youth National Team program has reached new heights in recent years. In 2017, the USA was one of two teams to reach the quarterfinals of both the U-20 and U-17 World Cups. The USA claimed its second-straight and second-ever Concacaf U-20 Championship in November, and enters this summer's World Cup as one of two nations to advance to the quarterfinals of the last two tournaments and one of five teams to qualify for the last four editions. At the U-17 level, the USA has qualified for 16 of 17 World Cups, tied for first in the world, and will have a chance to qualify for a record 17th in May at the 2019 Concacaf U-17 Championship.



USA SOFTBALL

OLYMPIC — SUMMER

www.usasoftball.com



2019 Events

June - July - August

- National Teams Training Camps and Exhibition games – Chicago, Houston, more TBD
- USA Softball International Event– Columbus, GA (ESPN/ESPN2 televised) – Annually
- Men's and Women's Slow Pitch Border Battle
- All American Games (12U - Youth)
- Junior Olympic (JO) Cup (Youth)
- GOLD 16U & 18U National Championships (Youth)

Every two years

- WBSC Women's, Jr. Women's, Jr. Men's, Men's World Softball World Cups

Every four years

- Pan American Games (Men's & Women)

Annual

- Over 100 Annual National Championships - Adult (18 and above) & Youth (18 and under) Teams across all 50 states
- National Umpire Schools (approximately 5+ each year)

Programs

- ACE Coaches Education Program
- In 2018, USA Softball completed over 75,000 background checks
- USA Softball Endowment Fund
- USA Softball Childcare Fund
- USA Softball Coaches Clinics
- USA Softball Umpire Program
- USA Softball Legacy Club

Softball At a Glance

Softball...The Game America Plays!® With disciplines of fast pitch, slow pitch and modified pitch, USA Softball has something for everyone! With more than 1.5 million members, we are the perfect fit with everything from grassroots opportunities to competitive championship play, as well as the U.S. National Teams to promote your brand!

Current Partners

- Bownet
- Coca-Cola - Hall of Fame Stadium
- DeMarini
- Dudley
- Easton
- Evoshield
- GameChanger
- IHG
- Jugs
- Louisville Slugger
- Marucci
- Miken
- Monsta
- Mizuno
- MLB PLAY BALL/PHR
- MTM Recognition
- Nike
- OA Apparel/Smash It Sports
- Oklahoma City CVB
- Pocket Radar
- Rawlings
- RPS Bollinger Insurance
- Schutt Sports
- Softball Factory
- Stabilizer Solutions
- Sports Engine
- St. Petersburg/ Clearwater Sports Commission
- THORNE Research
- US NIKE Sport Camps
- United
- Wilson
- Worth
- Wounded Warriors Amputee Softball Team

Program Partners

- Special Olympics North America
- National Pediatric Cancer Foundation
- National Collegiate Athletic Association (NCAA)
- Women's Sports Foundation
- National Federation of State High Schools (NFHS)
- U.S. Military Branches (Air Force, Army, Marines, Navy)

Membership Demographics

- 1,500,000 members (approx.)
 - (49% male; 51% female)
 - Adult teams: 55,000 (approx.)
 - Youth teams: 65,000 (approx.)
- 22,000+ Umpires
- 67 Local Associations organized in 50 states
- By Age
 - 7-18: 47%
 - 19-34: 22%
 - 35-49: 21%
 - 50-64: 10%
- Race/Ethnicity
 - Caucasian: 75%
 - Non-Caucasian: 25%

Media Assets

Websites

- **USASoftball.com**
 - Unique Visitors: 1.5+ million in 2018
 - Pageviews: 6M+ plus in 2018
- **USASoftballStore.com**
- **RegisterUSASoftball.com**
- **OfficialGear.com**
- **TournamentUSASoftball.com**
 - Unique Visitors: 1.5+ million in 2018
 - Pageviews: 25M+ plus in 2018

Social Media

- Facebook: 255K+ fans
- Twitter: 127K+ followers
- Instagram: 226K+ followers

Email

- EBLAST Database: 375,000+ contactable emails

Event Specific Media

- LIVE ESPN/ESPN2 games televised each June or July (Women's Fast Pitch)
- USA Softball Hall of Fame Stadium Complex in OKC (undergoing \$27 million renovation) streaming capabilities for all events



Where Olympic Journeys Begin



USA SURFING

OLYMPIC/PARALYMPIC-SUMMER

www.usasurfing.org



2019 Events

- March 9 – 10**
 - USA Surfing Prime Junior Event and East Coast Junior Team Training (New Smyrna Beach, FL)
- March 30 – 31**
 - USA Surfing Prime Junior Event (Church San Onofre State Beach, CA)
- May 4 - 5**
 - USA Surfing Prime Junior Event (Southern CA - Location TBD)
- June 12 - 15**
 - USA Surfing Championships and Team Trials - Adult Shortboard, All Longboard, SUP Surf Championships and Team Trials, Adaptive Championships and Team Trials (Oceanside Harbor, North Jetty, CA)
- June 18 – 22**
 - USA Surfing Championships and Team Trials - Under 18 Shortboard (Lower Trestles, San Onofre State Beach, CA)
- July 26 - August 11**
 - [Pan American Games](#) - Adult Shortboard, Longboard, SUP Surf and SUP Race (Lima, Peru)
- August 17 – 18**
 - USA Surfing Prime Junior Event and West Coast Junior Team Training (Del Mar Jetty, Camp Pendleton, CA)
- September 6 – 8**
 - USA Surfing Prime Junior Event and East Coast Junior Team Training (Long Beach, New York)
- September 7 – 15**
 - World Surfing Games (Miyazaki, Japan)
- October 5 – 6**
 - USA Surfing Prime Junior Event and Olympic Team Training (Ocean Beach, San Francisco, CA)
- October 10 – 15**
 - Association of National Organizing Committees Beach Games – USA SUP Team, USA Longboard Team and USA Surf Team will be competing (San Diego, CA)
- October 19 – 20**
 - USA Surfing Prime Junior Event and East Coast Junior Team Training (Atlantic City, New Jersey)
- Fall 2019**
 - ISA World Adaptive Surfing Championships – USA Adaptive Surf Team to compete (SoCal Location TBD)
- Fall 2019**
 - USA SUP Team competing at the ISA World SUP and Paddleboard Championships (Location TBD)
- November 2 – 5**
 - USA Surfing Prime Junior Event and East Coast Junior Team Training (Nags Head, North Carolina)
- December 14 – 15**
 - USA Surfing Prime Junior Event (Salt Creek, Dana Point, CA)

- Deep talent pool across all surfing disciplines, including a strong junior Olympic development team
- NGB structure offers a clear path from beginner to professional level competition
- Membership (feeder) organizations have a long history (50+ years) of regional development
- Top athletes includes numerous World Tour competitors developed/trained through the system
- Adaptable from natural waves (coastal) to manmade wave pools/parks (inland) with new/emerging technology
- Highly aspirational sport with an ever-growing membership and fan base
- Mixed demographics with regard to ethnicity, gender, disability

Competition and Programs

- USA Surfing Prime Tour West
- USA Surfing Prime Tour East
- USA Junior Surfing Championships at Lower Trestles
- USA Surfing Adult and Longboard Championships at Oceanside
- USA SUP Championships and Team Trials
- USA Adaptive Championship and Paralympic Team Trials
- USA Surfing Junior Olympic Team
- USA Surfing Olympic Team (Open)
- USA Surfing Masters Team
- SUP Surfing / SUP Racing
- USA Surfing Paralympic Team
- USA Surfing Member Organization Athlete Development Program (Junior U18)
- USA Surfing Elite Athlete Development Program (Olympic hopeful)
- USA Surfing Coaching Development
- USA Surfing Judge Development
- USA Surfing High Performance Ctr.
- USA Surfing Grom Camps

Top WSL CT Athletes to Watch (2019)

- John John Florence, WSL CT No. 1
 - Conner Coffin, WSL CT No. 7
 - Lakey Peterson, WSL CT No. 2
 - Carissa Moore, WSL CT No. 3
- (World Surf League Championship Tour)*

Rising WSL QS Athletes to Watch (2019)

- Griffin Colapinto, WSL CT Rookie
 - Seth Moniz, WSL CT Rookie
 - Caroline Marks, WSL CT Rookie
- (World Surf League Qualifying Series)*

Demographics

- Male 61%
- Female 39%
- Under 18 - 66%
- 18 and Older - 34%
- Median household income \$84,000

Media Assets / Membership

Social Media

- Facebook: 16,350+ fans
- Twitter: 2,669+ followers
- Instagram: 23,700+ followers

Website

- www.usasurfing.org
- 53,221 Unique Visitors in 2018
- 214,423 Pageviews in 2018

Membership

- Membership 6,548
- Newsletter 7,000

Current Sponsors

- Toyota
- Jacuzzi
- New Era Cap
- Got Milk?
- Sun Bum Sunscreen

Highlights

- Gold Medal: 2017 & 2015 ISA World Jr. Championships
- Gold Medal: 2018 ISA World Jr. Champs Aloha Cup
- Silver Medal: 2018 ISA World Jr. Championships
- Silver Medal: 2018 ISA World Stand-up Paddle Championships
- Gold Medal Team and Aloha Cup 2018 ISA World Longboard Championships
- Bronze Medal: 2018 ISA World Surfing Games
- Copper Medal: 2018 ISA World Surfing Games Aloha
- Gold Medal: 2018 ISA World Adaptive Surfing Championships Team



USA SWIMMING

OLYMPIC — SUMMER

www.usaswimming.org



2019 Events

TYR Pro Swim Series
all broadcast on NBCSN and the Olympic Channel

- Jan 9 - 12; Knoxville, TN
- Mar 6 - 9; Des Moines, IA
- Apr 10 - 13; Richmond, VA
- May 17 - 19; Bloomington, IN
- June 12 - 15; Clovis, CA

May 31 - June 1

- FINA Championship Series (Indianapolis, IN)

July 4 - 10

- World University Games (Naples, ITA)

July 21 - 28

- FINA World Championships (Gwangju, KOR) [NBC Broadcast]

July 31 - August 4

- Phillips 66 National Championships (Palo Alto, CA) [NBC Broadcast]

August 6 - 10

- Speedo Junior National Championships (Palo Alto, CA)

December 4 - 7

- Toyota U.S. Open (Atlanta, GA)

December 11 - 14

- Speedo Winter National Championships [EAST] (Atlanta, GA)
- Speedo Winter National Championships [WEST] (Federal Way, WA)

- Swimming is a lifelong sport and a life-saving skill.
- Strong membership profile - Affluent families that are highly-educated, well-traveled, active, environmentally conscience and loyal to our partners.
- USA Swimming partners have the ability to directly interact with grassroots swimmers and align themselves with the USA Swimming National Team - the USA Swimming National Team is the #1 swim team in the world.

Current Sponsors

- Arena
- Golden Road Brewing
- Neptune - Benson
- Marriott
- Myrtha Pools
- OMEGA
- Phillips 66
- Speedo
- United
- Toyota
- TYR
- Xfinity

Suppliers & Licensees

- Bag Tags Inc.
- Beecher Carlson
- Built with Chocolate Milk / Milk Life
- Competitor Swim
- Counsilman - Hunsaker
- Getty Images
- GoSwim
- Master Spas
- Mack's Earplugs
- Streamline Brands
- SwimOutlet.com
- TeamUnify

Membership Demographics

- 400,000+ members
 - 2,900 swim clubs
- Age
- 12-Under: 53.3%
 - 13-18: 44.1%
 - 19-Over: 2.3%

2018 Pan Pacific Championship Highlights

- Finished with 45 medals in 2018
 - 20 Gold, 14 Silver and 11 Bronze
- U.S. Swimmers set 10 Championship Records
- 12 U.S. swimmers won gold in an individual event

Top Athletes to Watch

- Caeleb Dressel
- Katie Ledecky
- Lilly King
- Nathan Adrian
- Ryan Murphy
- Simone Manuel



USA SYNCHRONIZED SWIMMING

OLYMPIC — SUMMER

www.usasynchro.org



2019 Events

March 27 – 31

- U.S. Collegiate & Senior National Championship (San Antonio, TX)

April 10 – 14

- U.S. Junior & 13-15 National Championships (Riverside, CA)

May 24 – 26

- Synchro America Open (Greensboro, NC)

June 28 – July 6

- Junior Olympic Championships (Buffalo, NY)

August 5 – 18

- FINA World Masters Championships (Guangju, KOR)

October 10 – 13

- U.S. Masters Championships (Tupelo, MS)

Programs

- 2017-2020 Senior National Squad trains year-round in California's Bay Area at the National Training Center
- National Talent Program feeds pipeline through regional clinics, camps, grade level testing to track athlete skills and Rising Star Program
- Long Term Athlete Development Program
- Pre-School Program
- Coaches Certification Program
- Coaches College
- Judges Training

- "Swimmer. Gymnast. Dancer. I do all three, AT ONCE. I am a synchronized swimmer."
- Artistic, Athletic and Aquatic – creative and theatrical elegance with beauty, stamina, precision and physical strength.
- Junior Olympic Championships is the largest synchronized swimming meet in the world (1,100+).

Current Partners

- TeamIP
- HerRoom.com
- Pleatco Pure
- Lubell Labs
- Yakult
- LeReve
- Integrated Sports Systems (ISS)
- Triflare
- US Synchronized Swimming Foundation
- Migz Photography
- Liz Corman Photography
- IHG
- United
- RXSG Fitness
- TakeltLive TV

2018 Highlights

- Teams of all age groups totaled 14 medals (nine gold) at the UANA Pan Am Championships. Most notable, the Senior National team and Duet won gold.
- USA Synchro hired four time Olympic medalist, Andrea Fuentes as the Senior National Team Coach and two time Olympian Reem Abdalazem as the Assistant Coach.

Membership Demographics

- 6,000 Members
 - 97.3% female
 - 2.7% male
- 22% of members are less than 18 years old; 47% are 18-36 years old
- 72% of members have some college or are college graduates
- 44% of members have household incomes greater than \$100,000; 28.5% report HHI over \$125,000
- 56% of members own a home
- 83.7% report using Facebook daily
- Almost half have been members for 10+ years
- 44.9% are likely to show loyalty to a sponsor of USA Synchro; 36.4% to a USOC sponsor
- 90.1% make online purchases
- Top five states of residency are CA, FL, NY, OH and AZ

Media Assets

Social Media

- Facebook: 33,593 Fans
- Twitter: 6,235 Followers
- Instagram: 21,600 Followers
- 4.15M impressions from our top videos on Instagram

Publications

- Newsletters: Distributed electronically monthly and bi-monthly to 6,000+

Website

- Ended 2018 with a total of 153,629 unique visitors
- 875,430 pageviews
- Webcasts for five National Championships each year - # of live views:
 - Collegiates = 4,234
 - Nationals = 14,102
 - Junior Olympics = 41,161
 - Synchro America Open = 7,244
 - Masters = 17,309

Total Minutes Consumed across

all five = 1,104,054



USA TABLE TENNIS

OLYMPIC/PARALYMPIC — SUMMER

www.usatt.org



2019 Major Events

- USATT stages annual U.S. Open and U.S. National Championships (700 athletes, 1,000 hotel nights)
- Sanctions over 300 tournaments

March 1-3

- Pan Am Games Trials and First Adult National Ranking Tournament (Santa Monica, CA)

March 28-31

- First Youth National Ranking Tournament and TTT USA Training Camp (Milpitas, CA)

June 30 – July 5

- US National Championships (Las Vegas, NV)

August 30 – September 1

- Second Adult National Ranking Tournament and Pan Am Championships Preparation Camp (Pleasantville, NY)

October 3-6

- Second Youth National Ranking Tournament and TTT USA Training Camp (Pleasantville, NY)

December 16-21

- US Open (TBD)

Nationals Centers of Excellence

- Alameda TTC – Alameda, CA
- Broward TTC - Dania Beach, FL
- ICC TTC - Milpitas, CA
- Lily Yip TTC - Dunellen, N.J.
- Maryland TTC - Gaithersburg, MD
- NY International TTC - Flushing, N.Y.
- Triangle TTC – Morrisville, NC

- Lifetime and family-centered sport
- 16 million recreational players in the U.S.
- Health and fitness components
- 227 international associations
- Fun to play / inexpensive
- Mixed gender disciplines
- An Olympic / Paralympic Sport
- A Pan American Games Sport
- Youth Olympics, Senior Olympics, and Special Olympics

2018 Highlights

- Kanak Jha wins ITTF World Junior Circuit Grand Finals, becomes World Junior Number 1, wins Pan American Junior and Senior Championships, wins 3rd US National Championships in a row, makes main draw of Men's World Cup.
- Jennifer (Yue) Wu reaches final of Pan American Cup, enters top 50 in women's world ranking.
- US Women's Team reaches quarterfinal of World Team Cup, finish 13th in World Team Championships.
- USA swept all but one gold at Pan American Junior Championships, winning all doubles and team events, plus the boy's singles.
- US Para team claim 5 gold medals in singles at the US Para Open.
- Liu Juan wins the US Open over Lily Zhang in all-US final.

Membership Demographics

Full Members: 7,388
 Tournament Pass Holders: 3,108
 Affiliated Clubs: 231

Age Breakdown

- 17 and Under: 17%
- 18-34: 22%
- 35-49: 16%
- 50-64: 24%
- 65+: 21%

Race/Ethnicity

- Caucasian: 54.5%
- Non-caucasian: 45.5%

Programs

- 161 collegiate clubs within the NCTT Association. Annual National Championships (April 12-14)
- 250 athletes - 40 colleges
- Table Tennis University Scholarship offered by Texas Wesleyan University

Current Table Tennis Participation

- Total Participation - 16,565,000
- Casual (1-12 times) - 12,031,000
- Core (13+ times) - 4,534,000
- Male Participation – 9,862,000
- Female Participation – 6,703,000

Leading Regions (Participation)

- South Atlantic (3.2 Million)
- Pacific – (2.85 Million)
- East North Central (2.78 Million)
- Middle Atlantic (2.44 Million)
- West South Central (1.37 Million)
- West North Central (1.11 Million)

Leading States

- CA, TX, NY, NJ, IL, OH, MD, GA, OR, WA, AZ, NV, CO, FL, PA, DC

Disciplines

- Men
- Women
- Doubles / Mixed
- Para - 11 Classes
- Junior / Senior

Media Assets

Social Media

- Facebook: 70,000+ fans
- Twitter: 12,000+ followers
- Instagram: 8,600+ followers
- Google+: 100,000+ fans
- YouTube: 10,700+ subscribers, 2M+ annual views

E-mail

- E-Newsletter (circ. 20,000) distributed weekly

Website

- Official website - www.usatt.org
- Unique Users 2018: 350,000
- Active Sessions: 800,000
- Pageviews in 2018: 1.99M
- Country Location: 66% USA, 34% other location

Current Sponsors

- Butterfly (Apparel and Equipment)
- Nittaku (Balls)
- Paddle Palace (Equipment)
- Cornilleau (Tables)
- Zero Pong (Equipment)
- Ping Pong Depot (Equipment)
- GoDaddy (Technology)
- Diamond Wipes (Consumer Prod)
- United Airlines (Airlines)
- IHG

Players to Watch

- Lily Zhang
- Jennifer (Yue) Wu
- Kanak Jha
- Tahl Leibovitz



USA TAEKWONDO

OLYMPIC — SUMMER

www.usa-taekwondo.us



2019 Events

February 27 – March 3

- 2019 US Open Taekwondo Championships (Las Vegas, NV)

April 13

- 2019 TTVL State Championships (Cedar Park, TX)

June 9

- 2019 Metro Open (Rahway, NJ)

June 28 – July 4

- 2019 USA Taekwondo Championships (Minneapolis, MN)

- Growing Family Sport
- Mid to High Income Demo
- Winning History (50% of Olympic Team members have medaled since becoming an official sport in 2000)
- Extremely diverse membership
- Active, Educated, tech-savvy, multi-cultural, well-traveled fan base
- Practitioners embrace the five tenets:
 - Courtesy
 - Integrity
 - Perseverance
 - Self-Control
 - Indomitable spirit

Disciplines

- Olympic style sparring
- Poomsae (self-defense forms)
- Para-taekwondo

Programs

- Olympic Team
- National & Jr. National Teams
- Cadet National Team
- National Ranking System
- Coaching & Referee Certification
- Athlete Development Camps

Current Sponsors

- Thorne
- TrueScore
- Vision USA
- Jcalicu USA
- United Airlines
- Brentwood Digital Photography
- Fine Designs Imprinted Sportswear
- Chicas Graphics

Membership Demographics

- 16,869 members
 - (69% male; 31% female)
- Clubs: 829
- Age
 - 0-11: 36%
 - 12-19: 31%
 - 20-39: 18%
 - 40+: 15%
- Race/Ethnicity
 - Caucasian: 60%
 - Non-caucasian: 40%
- Registered coaches: 3,117
- Registered referees: 1,379
- Instructors: 785
- Supporting Members: 258

Media Assets

Social Media

- Facebook: 214,000+ fans
- Twitter: 29,700+ followers
- Instagram: 4,200+ followers

Live Streaming

- Worldwide audience of 500,000+ for U.S. Open

Website

- USA Taekwondo Official
 - 2018 Unique Visitors: 404,724
 - 2018 Pageviews: 1,898,143

Event Signage

- Ring Sponsor
- Banners
- Video displays
- Schedules
- Event participant goodie bags
- Event towels
- Broadcast Graphics
- Athlete Vignettes



USA TEAM HANDBALL

OLYMPIC — SUMMER

www.usateamhandball.org



2019 Events

- Domestic events typically last three days and feature 16 to 32 teams and 300 to 500+ athletes.

April 26 - 28

- Men's & Women's Collegiate Championships – 16 teams (UNC, Chapel Hill)

May 24 – 26

- Men's and Women's Open Championships Elite Men, Men's Open and Women's - 32 teams (Myrtle Beach, SC)

Future International Competition

May 27 – June 2

- Women's North American / Caribbean Qualification for the World Championships in Japan (Mexico City, Mexico)

July 11–14

- Men's and Women's Beach North American / Caribbean Qualification in Trinidad & Tobago for Beach World Championships in Italy 2020

July 24 – August 5

- Men's and Women's Pan American Games – Qualification for the Tokyo Olympic Games (Lima, Peru)

October 9 – October 14

- World Beach Games (San Diego, CA)

- Handball is one of the most popular sports currently dominated by European powers, with modern arenas, star athletes and broad TV exposure. Russian (women) and Denmark (men) are reigning Olympic Champs.
- USATH has made significant strides to grow the sport at a grassroots level and return USA to Olympic success (nine Olympic appearances from 1972 to 1996).
- Fast-paced, high-scoring, easy to learn and inexpensive., can be played indoors or out, and a rapidly growing Beach Handball discipline.
- Partner with USA Team Handball:
 - Recognition on National Team jerseys, all federation events and marketing materials
 - Activation opportunities
 - Exposure on USA cable television/streaming
 - Every sponsorship dollar impacts aspiring Olympians significantly and directly
 - Relatively modest investment now in a sport poised for breakthrough in 2018

Programs 2019

- The MNT & WNT will be focused on preparing for the Pan American Games in Lima, Peru. Preparation programs involve a series of domestic and international competition experiences.
- USA Junior Men qualified for and will compete for the first time ever in the Junior World Championships in Spain in June.
- USATH will collaborate with the IHF to implement a collegiate club development program that will focus on four geographies – competitive based program that will have start up funding and lead to sustainable league competition. The project will involve certifying teachers, coaches and referees.
- Beach Handball is included in the 2019 World Beach Games in San Diego and the World Games in Birmingham, AL in 2021. Player pool primarily from So. California

Membership Demographics

- 800 registered members
- Under-18 with goal of 100,000 Youth Players by 2019 – not included in registered members
- 35,000 HS athletes trained since 2008
- 60% male; 40% female
- Clubs: 60 in 25 states
- Hubs: New York, Chicago, Los Angeles, Atlanta, Denver/Colorado Springs, San Francisco, Boston, Dallas, Houston
- Growing collegiate base with 25 active clubs.

Athletes to Watch

Jence Rhoads – 4 year starter @ Vanderbilt in basketball, Mother is an '84 Olympian in THB, Melinda Hale

Karoline Borg – plays in the top division in Norway, a top scorer for the USA WNT

Greg Inahara & Alden Mezic – Court player and goalkeeper on MNT with exceptionally high potential.

Current Sponsors

- United Airlines
- IHG

Media Assets

Social Media

- Facebook: 47,000+ fans
- Twitter: 9,600+ followers
- Instagram: 4,200 followers

Website

- 7,240 average monthly unique visitors
- 2018: 86,885 unique visitors and 329,334 pageviews

Monthly E- Newsletter

- Circulation: 1,000



US TENNIS ASSOCIATION

OLYMPIC/PARALYMPIC — SUMMER

www.usta.com



2019 Events

- US Open Tennis Championships
- US Open Series (6 events)
- Arthur Ashe Kids' Day
- Davis/Fed Cup ties (2 events)
- Pro Circuit (90+ events)
- Recreational and community tournaments/events

March 4 – March 17

- BNP Paribas Open (Indian Wells, CA)

March 18 – March 31

- Miami Open (Miami, FL)

August 10– August 18

- Western & Southern Open (Mason, Ohio)

August 26 - September 8

- US Open (New York, NY)

Media Assets

Media Partners:

- ESPN, Tennis Channel

Digital Media Network:

- www.usta.com, www.usopen.org, and over 200 USTA-managed websites

Social Media:

- USTA
 - Facebook: 250K+ fans
 - Twitter: 438K+ followers
 - Instagram: 104K+ followers
- US Open
 - Facebook: 3.5M+ fans
 - Twitter: 1.96M+ followers
 - Instagram: 1.1M+ followers

- Tennis is a sport for a lifetime and is the fastest-growing traditional sport.
- The USTA has over 654,000 members and over one million participants in its programs each year.
- In 2016 the USTA opened the USTA National Campus, in Orlando, FL. A facility with 100+ tennis courts that offers playing experiences to recreational players and is also a training base camp for top athletes.
- Tennis fans are highly desirable to marketers: educated, affluent, gender-neutral, influential and diverse.
- Tennis has been proven to provide positive brand impact and value for sponsors.
- Because of its infrastructure and nationwide volunteer network, the USTA is uniquely positioned to execute large-scale national grassroots partnerships.
- Custom sponsorship opportunities exist on the professional, recreational, and community tennis levels – as well as at the USTA National Campus.
- The USTA has oversight over both the Olympic and Paralympic Tennis Teams.

Programs

Professional Tennis:

- US Open & US Open Series
- Pro Circuit
- Team Events
- USTA Player Development
- Wheelchair Tennis

Community Tennis:

- Supports Youth, College and Adult recreational play
- Junior Tournaments
- Junior Team Tennis
- Tennis-On-Campus
- USTA League
- Net Generation

Charitable Arm and Grants:

- USTA Foundation
- USTA Foundation support of National Junior Tennis and Learning Chapters
- Tennis & Education Programs for under resourced children
- Adaptive Tennis Programs
- Military Outreach
- Facility Funding

Demographics

USTA Members:

- 654,627 USTA members
 - (49% male; 51% female)
- Age
 - 11-18: 21%
 - 19-35: 12%
 - 36-50: 23%
 - 50-64: 26%
- Ethnicity
 - Caucasian: 50%
 - Non-Caucasian: 50%
- Household Income
 - Under \$50k: 7%
 - \$50k-\$99k: 39%
 - \$100k+: 39%
 - Unreported: 15%

US Open:

- 828,000+ annual attendees
 - 50% Male; 50% Female
 - 36% Diverse
 - Average Age of 43
 - 58% Tri-State Residents
 - 23% International Travelers
 - Average HHI of \$253K+
 - 77% Bachelor's Degree or Higher

Sponsors

US Open:

- American Express
- Chase
- Deloitte
- Emirates Airline
- Evian
- IBM
- IHG
- J.P. Morgan
- Mercedes-Benz
- Mount Sinai
- Polo Ralph Lauren
- Rolex
- Spectrum
- Tiffany & Co.
- Wilson

USTA National Campus:

- Adidas
- Andrew's Institute for Orthopedics and Sports Medicine
- Nemours Children's Health System
- Orlando Utilities Commission
- PepsiCo
- Blue Lizard



USA TRACK & FIELD

OLYMPIC — SUMMER

www.usatf.org



2019 Events

February 22-24

- Toyota USATF Indoor Championships (New York, NY)

March 15—17

- USATF Hershey Youth Indoor Championships (New York, NY)

March 30

- IAAF World Cross Country Championships (Aarhus, Denmark)

July 22-28

- USATF Hershey National Junior Olympic Outdoor Track & Field Championships (Sacramento, CA)

July 25-28

- Toyota USATF Outdoor Championships (Des Moines, IA)

July 26- August 11

- Pan American Games (Lima, Peru)

September 27- October 6

- IAAF World Championships in Athletics (Doha, Qatar)

Total Events

- National Championship Events: 60+
- Sanctioned Events: 7,000+
- Competitors in Sanctioned Events: 7,000,000+

- Our mission is to inspire LIFELONG INTEREST & COMPETITIVE EXCELLENCE IN THE MOST INCLUSIVE, DIVERSE AND FOUNDATIONAL SPORT IN THE WORLD
- USA Track & Field is one of the world's premier international sporting brands.
- Disciplines serve as the foundation for nearly every sport and promote a healthy lifestyle.
- Track & Field is the nation's #1 and fastest-growing high school participatory sport, with millions of young track and cross country athletes.
- Over 50 million Americans will go running regularly this year.

Disciplines

- Track & Field
- Road Running/Long Distance
- Mountain/Ultra-Trail
- Cross Country
- Race Walking

Programs

- RunJumpThrow
- USATF Merchandise
- Event Sanctioning
- Race Certification
- Coaching Education & Registry
- USATF Officials Certification
- Future Stars
- U20
- Athlete Mentoring

Current Sponsors

- Nike
- Toyota
- Comcast/Xfinity
- The Hershey Company
- Garden of Life
- Gatorade
- KT Tape
- NCSA
- Normatech
- St. Vincent Sports Performance
- UCS

Membership Demographics

- 130K members
 - 57% male; 43% female
- Total Clubs: 3,431
- Age
 - 17 & under: 57%
 - 18-34: 18%
 - 35-49: 11%
 - 50 and above: 14%

Statistics

- 17 million road race finishers per year (50 million runners nationally)
- 30,000+ running events annually
- #1 Junior High and High School participatory sport – and fastest-growing sport in this demographic
- Typical US runner
 - Average age: 41.2
 - 74% college educated
 - 73% household income over \$75K

Accomplishments

- World's No.1 Track & Field Team
- 32 medals at 2016 Olympic Games
- 30 medals at 2017 IAAF World Championships

Media Assets

Social Media

- Facebook: 568,600+ fans
- Twitter: 295,000+ followers
- Instagram: 302,000+ followers

TV Coverage

- 2019 USATF Championship Series televised on NBC/NBCSN
- 24 hours of live programming, including 9 hours on NBC

Streaming Coverage (USATF.tv)

- Web coverage of 48 events, with 32 live webcast
- Over 7,000 Videos total per year
- Original content production, athlete spotlights and web shows

Digital Publications

- USATF Member Newsletters & Emails
- Championship Event Programs
- USATF Rulebook
- USATF Governance Manual
- USATF Media Guide and FAST Annual

Website

- Annual Website Statistics: www.usatf.org
- Total visitors: 10.8 million
- Unique visitors: 5.4 million



USA TRIATHLON

OLYMPIC/PARALYMPIC — SUMMER

www.usatriathlon.org



2019 Events

March 17

- Winter Triathlon National Championships (Minneapolis, MN)

April 5

- High School National Championships (Tempe, AZ)

April 5-6

- Collegiate Club National Championships (Tempe, AZ)

April 13-14

- Duathlon National Championships (Greenville, SC)

June 8

- Off-Road National Championships (Waco, TX)

June 23

- Clydesdale & Athena National Championships (Chattanooga, TN)

July 20

- Toyota Paratriathlon National Championships & Legacy Triathlon (Long Beach, CA)

July 20-21

- Club National Championships (West Windsor, NJ)

August 3-4

- Youth & Junior National Championships (West Chester, OH)

August 10-11

- Toyota Age Group National Championships (Cleveland, OH)

August 18

- Ultra-Distance National Championships (Oklahoma City, OK)

November 9-10

- Aquathlon, Long Course Duathlon, Aquabike and Long Course Triathlon National Championships (Miami, FL)

TBA

- Draft-Legal Triathlon National Championships
- Women's Collegiate Triathlon National Championships

- USA Triathlon is the largest multisport organization in the world, serving athletes ages 7 to 80-plus, as well as race directors, coaches, officials and clubs.
- USA Triathlon's more than 350,000 members are affluent, active, brand-loyal, early adopters of technology, college educated, healthy, environmentally conscious, well-traveled, and passionate about the sport.

Current Sponsors

- 2XU
- ACTIVE Network
- Ashworth Awards
- Avis Budget Group
- BOCO Gear
- Body Glide
- Gatorade Endurance
- Garmin
- Health IQ
- HotelPlanner
- KT Tape
- MPA Event Graphics
- Nationwide Insurance
- Newton Running
- NormaTec
- Pilates For Sports
- Quintana Roo
- Race Innovation
- Retül
- ROKA
- Rudy Project
- Science in Sport
- Technogym
- Thorne Research
- Toyota
- TrainingPeaks
- TriBike Transport
- United Airlines
- Visa Signature Rewards Card

Media Assets

Social Media

- Facebook: 180,000+ likes
- Twitter: 82,000+ followers
- Instagram: 92,000+ followers

Magazine

- USA Triathlon Magazine: 135,000+ circulation (quarterly)
- USA Triathlon Magazine digital edition available online and via Android and iTunes App to all annual members

E-Newsletters

- Multisport Zone E-Newsletter: weekly; 90,000+ circulation (28% open rate)
- Race Director E-Newsletter: monthly; 1,100 readers
- Performance Coaching E-Newsletter: bi-monthly; 2,100 readers
- Club E-Newsletters: monthly; 670 readers

Website

- usatriathlon.org: 1.67M unique visitors annually
- Membership Database Integration

Paralympic Program

A division of USA Triathlon based in Colorado Springs, Colorado, USA Paratriathlon is dedicated to advancing triathlon participation for individuals with physical and visual impairments. USA Paratriathlon is responsible for designating and supporting the Toyota USA Paratriathlon National and Development Teams, as well as training athletes for international competitions such as the ITU World Paratriathlon Series, ITU Paratriathlon World Championships and the Paralympic Games. In addition, USA Paratriathlon supports grassroots participation by hosting introductory paratriathlon training camps, expanding access for youth and junior paratriathletes, working with military and adaptive sport nonprofits nationwide, and guiding up-and-coming talent through the athlete development pipeline.

Membership Demographics

- 2,600+ certified coaches, race directors and officials
- 750+ official clubs
- Membership Overview
- 60.96% male / 39.04% female
- 28.74% have a master's degree or higher
- Average age is 36
- \$125,00 median household income
- (According to our 2016 Membership Survey of 14,600 members.)



USA VOLLEYBALL

OLYMPIC/PARALYMPIC — SUMMER

www.usavolleyball.org



2019 USA Events

National Team:

March 15-17 Women's Sitting Volleyball

- Exhibitions vs Canada (Denver, CO)

June 4-6 Women's Volleyball

- FIVB Volleyball Nations League – vs Brazil, Germany, Korea (Lincoln, NE)

June 21-23 Men's Volleyball

- FIVB Volleyball Nations League – vs Canada, China, Japan (Chicago, IL)

Aug. 20-25 Men's & Women's Volleyball

- NORCECA Champions Cup (Colorado Springs, CO)

Indoor National Championships:

April 26-28

- Girls 18 Championships (Dallas, TX) - 250 Teams

May 24-29

- Open National Championships (Columbus, OH) - 550 Teams

June 27-July 6

- Girls National Championships (Indianapolis, IN) - 1,300 Teams

June 30-July 7

- Boys Junior Championships (Dallas, TX) - 500 Teams

July 18-22

- High Performance Championships (Ft. Lauderdale, FL) - 100 Teams

Beach National Championships:

May 8-11

- Team USA Champions Series - Collegiate Pairs Championships - Men & Women (Hermosa Beach, CA)

July 18-23

- USA National Beach Tour Championships (Manhattan Beach, CA)

- USA Volleyball is a lifetime, family-centered sport with over 360,000 individual members and 12,000 teams.
 - Includes a focus around the young female demographic with approximately 257,000 females ages 10-18.
- Reaches 1.3B+ fans in the U.S. and internationally through broadcast and streaming of successful Men's and Women's Indoor and Beach Volleyball National teams, along with national championship events.

Programs

- USA Women's & Men's National
- Teams (Indoor, Beach, Sitting, Snow)
- USA Youth & Junior National Teams
- USA National Championships
- High Performance
- Coaching Education
- USA National Beach Tour

Current Sponsors

- Adidas
- Molten
- Lucky Dog Merchandising
- Sport Court
- Enterprise Rental Car
- VolleyMetrics Powered by Hudl
- Team Travel Source
- City of Anaheim
- Sports Imports
- United Airlines
- VERT
- MuscleAidTape

2018 Highlights

- Beach – Hughes/Ross & Gibb/Crabb rank 9th & 12th in world for women/men
- Indoor – Men finish with bronze at World Championship
- Indoor – Women win inaugural FIVB Volleyball Nations League and \$1 million purse
- Sitting – Women finish with silver at World ParaVolley World Championships

Media Assets

Social Media

- Facebook: 650,000+ fans
- Twitter: 230,000+ followers
- Instagram: 540,000
- YouTube: 18,000

Publications

- Digital: Your Court magazine - distributed four times per year (circulation: 220,000)

Event Specific Media

- National championships Digital streaming via www.usavolleyball.org
- FIVB Volleyball Nations League – www.fivolleyball.tv
- Beach Pairs Championships – NBC Sports Network

E-mail

- Full marketable membership
- “Dig Deeper” e-newsletter to players (220,000) plus targeted newsletters for coaches, club directors and parents
- Press releases for National Team news in Beach, Indoor and Sitting Volleyball
- Education News

Website

- Website 2018
- (2,900,000+ unique visitors; 10,403,000+ pageviews)

Paralympic Information

USA Volleyball has been the NGB for sitting (Paralympic) volleyball since 2014. USAV has a full-time sitting national team program for both genders that trains at the University of Central Oklahoma, in addition to a high-performance pipeline programs for both genders and outreach development throughout the U.S. USAV is also the Official National Federation for Beach Paralympics (Standing).

Membership Demographics

- 360,000 members
 - 12% male; 88% female
- Clubs: 7,500; Teams: 12,000
- Age
 - 18 & Under Female 72%
 - 18 & Under Male 8%
 - Adult Female 13%
 - Adult Male 7%
- Race/Ethnicity
 - Caucasian: 81%
 - Non-Caucasian: 19%



USA WATER POLO

OLYMPIC - SUMMER
USAWATERPOLO.ORG



2019 Events

JANUARY

- College Alumni Tournament (CA)
- Dare to Dream (CA & TX)
- ODP Regional Championships (NC)

MARCH

- Boys' ODP National Championships (CA)
- Girls' ODP National Championships (CA)
- Men's National League (CA)

APRIL

- Men's National League (CA)
- Spring Sunday (CA)

MAY

- Men's National League (CA)
- Clearwater Beach Challenge (FL)
- Welcome to Texas (TX)

JUNE

- Great Lakes Classic (MI)
- Masters National Championships (CA)

JULY

- Junior Olympics Session One (CA)
- Junior Olympics Sessions Two (CA)
- Women's Senior Nationals (CA)
- Golden State Invitational (CA)

SEPTEMBER

- Four Corners Classic (UT)

OCTOBER

- Rock-Tober Classic (AZ)

NOVEMBER

- Champions Cup (CA)
- Collegiate Cup (CA)

DECEMBER

- Exhibition Series: Women's Sr. National Team (TBD)
- Division III Men's Intercollegiate Championship (TBD)

- USA Water Polo oversees the U.S. Olympic water polo program
- The Women's National Team is ranked NUMBER ONE in the world and has been since 2014; Current 2-time defending OLYMPIC GOLD medalists (2012 & 2016)
- The Men's National Team is ranked NUMBER SIX in the world and is swiftly moving up the world rankings
- USA Water Polo owns, manages and executes 20+ signature events annually across the United States with an annual attendance average of 60K
- USA Water Polo serves as the sanctioning authority for 500+ member clubs and 500+ tournaments executed locally and regionally across the United States
- USA Water Polo hosts the country's largest water polo tournament – USAWP Junior Olympics; during the course of the event over 10K athletes compete with 25K+ spectators

Programs

- Olympic Development Program
- Splash Ball™ – Youth introduction to sport & water safety
- U.S. Leagues
- Masters

Membership Demographics

- 50K members (59% male & 41% female)
- 2.5 million water polo enthusiasts
- 2.5K coaches nationwide
- 500 clubs nation wide
- AGE:
 - 65% membership age 13-18
 - 15% membership age 19-30
- RACE:
 - 65% Caucasian
 - 35% Non-Caucasian
- Average HHI: \$150K

Current Sponsors

(snapshot)

- Cobian
- IHG
- KAP7
- Klean Athlete
- Motus Specialists Physical Therapy
- RockTape
- Sea Air Federal Credit Union
- TropicSport
- TYR
- United Airlines

Growth Market

- Florida
- Georgia
- Illinois
- New England Area
- North Carolina
- Texas



Media Assets

• SOCIAL MEDIA



• WEEKLY WEB SHOW

- The Counter Attack (weekly show)

• VIDEO

- Live Broadcast: 50+ events a year (via YouTube & Facebook)
- YouTube: 2.1 million views

• WEBSITE (2018)

- Pageviews: Total 2.2 million; Monthly 180K
- Unique Visitors: Total 390K; Monthly 33K

• PUBLICATIONS

- Skip Shot National Magazine (50K+ circulation; 150K readership – 4X per year)

• WEBSITE (2018)

- Pageviews: Total 2.2 million; Monthly 180K
- Unique Visitors: Total 390K; Monthly 33K

• EMAIL

- 75K opt-in monthly newsletter

“Polo In Every Pool”



USA WEIGHTLIFTING

OLYMPIC — SUMMER

www.usaweighting.org



2019 Events

USA Weightlifting sanctions eight National Championship events per year.

February 14-17

- National Junior Championships & Pan Am Ch. Trials – Chicago, IL

March 8-16

- IWF Youth World Championships - Las Vegas, NV

May 9-12

- National Championships - Memphis, TN

June 26-29

- National Youth Championships – Anaheim, CA

December 6-9

- American Open Finals – Salt Lake City, UT

- Experiencing record growth across the board, from membership to event attendees and viewers.
- An opportunity sport – a sport that is experiencing its best results in 30+ years.
- Holds WORLD RECORDS in both female and male weightlifting.
- On track to win more medals than in 60 years.

Programs

- Largest Direct Athlete Support program per athlete.
- 160 international athletes per year
- International Weightlifting Day
- Regional Development Camps
- Coaching Education Program (350 per year)
- Local Competition Program (650 per year)
- Online Competition
- Talent ID and University Pro Day recruitment programs

Media Assets

Social Media

- Facebook: 190,000 fans
- Twitter: 57,000 followers
- Instagram: 208,000 followers

Membership Demographics

- Members: 27,000+
- Certified Coaches: 10,000+
- Sanctioned Clubs: 1,087

Key Athletes

Mattie Rogers

- 2017, 2018 World Medalist
- First back-to-back medalist in 23 years
- Over 700,000 Social Media followers
- 24 years of age
- Orlando, FL

CJ Cummings

- World Junior Champion
- World Junior Record Holder
- 19 years of age
- Beaufort, SC

Harrison Maurus

- World Junior Record Holder
- 19 years of age
- Orlando, FL

Sarah Robles

- Olympic Bronze Medalist
- 30 years of Age
- Houston, TX

Website Statistics

- 1M unique visitors in 2018

2018 Highlights

- Junior World Champions (Women)
- Record number of Junior World Medals
- Pan Am Champions (Women)
- Mattie Rogers wins back-to-back World Medals

Top 10 States in Participation

- California
- Florida
- Texas
- Georgia
- Minnesota
- New York
- Colorado
- Illinois
- Pennsylvania
- North Carolina

Growth 2012-2018

- Direct Athlete Support – 900%
- Total Membership – 168%
- Snr Athlete Members – 280%
- Masters Athlete Members – 221%
- Youth Athletes – 181%
- Coach Members – 101%



USA WRESTLING

OLYMPIC — SUMMER

www.themat.com



2019 Events

Sanctions 2,200+ events
40 national events including:

March

- U.S. Marine Corps Girls Folkstyle National Championships, Junior Women's Folkstyle Duals – Oklahoma City, OK
- USAW Folkstyle National Championships – Cedar Falls, IA

April

- UWW U15 Nationals – Omaha, NE
- Marines U.S. Open – Las Vegas, NV

May

- Women's National Championships – Irving, TX
- Beat the Streets International Dual – New York, NY
- Senior World Team Trials Challenge Tournament – Raleigh, NC
- UWW Cadet & U23 Nationals – Akron, OH

June

- Final X: Senior World Team Trial Finals Series – Lincoln, NE & Piscataway, NJ

July

- U.S. Marine Corps/USA Wrestling Junior & Cadet National Championships - Fargo, ND

September

- 2019 Wrestling World Championships – Astana, Kazakhstan

- "Helping Members Achieve Their Full Human and Athletic Potential."
- Develop Sponsor Brand interest through direct market reach.

Programs

- 4,500+ nationwide youth programs
- 245,000+ high school athletes
- 447 collegiate programs
- USA Wrestling Development Camps
- Big Brother & Future Freestyle Camps
- Training Camps for Junior Olympics and World Events
- 45 National Team Athlete appearances to grassroots events
- International Hospitality Program
- Living the Dream Medal Fund (Direct Athlete Support)

Current Sponsors

- Athlete Performance Solutions
- BattleSkin
- EarSplintz
- IHG
- KT Tape
- United States Marine Corps
- Nationwide Insurance
- Next College Student Athlete
- Nike
- NormaTec
- OPRO
- Pure&Clean Sports
- Rx Smart Gear
- Suples Training Systems
- Tanita
- United Airlines
- USANA
- Dollamur
- Hasty Awards

Media Assets

Social Media

- Facebook: 483,000+ Fans
- Twitter: 204,000+ Followers
- Instagram: 347,000+ Followers
- YouTube: 95K subscribers

Publications

- USA Wrestler Magazine: 140,000 Subscribers, distributed six times per year

Event Specific Activation

- Digital Opportunities through Partnerships with FloWrestling and TrackWrestling (SportsEngine/NBC Sports)
- Event Signage
- On-Site Promotions & Other Engagement Opportunities

E-mail

- Monthly Email Newsletter - 30,000 Impressions Per Month

Website

- TheMat.Com
- 1.8M Unique Visitors
- 8.1M Pageviews

Membership Demographics

- 235,000+ Members
- Clubs: 4,529
- Race/Ethnicity
 - Caucasian: 76%
 - Non-Caucasian: 24%
- Gender
 - Male: 93%
 - Female: 7%

Top 10 States in Membership

- California
- Illinois
- Wisconsin
- Kansas
- Indiana
- Washington
- Missouri
- Oregon
- Colorado
- Pennsylvania

Athletes to Watch (w/ Instagram handle)

- **Tamyra Mensah-Stock** (@mensahamyrastock)
- **David Taylor** (@magicman_psu)
- **Adam Coon** (@adam_coooon)
- **Sarah Hildebrandt** (@sarhilde)
- **J'den Cox** (@jmiz_cusa)



NGB OVERVIEWS

PARALYMPIC — SUMMER



USA BOCCIA

PARALYMPIC — SUMMER

www.usaboccia.org



2019 Events

April 6-7

- Jack Attack Regional – Columbus, OH

May 3-5

- Mid America Games – Olathe, KS

July 25-28

- USA Boccia Nationals

October

- PVA Boccia Nationals

November

- Chicagoland Regionals

- USA Boccia provides persons with physical disabilities the opportunity to play, learn and compete in the sport of Boccia on the local, regional, national and international level.
- Our purpose is to establish an annual high performance plan and national goals for the promotion and continued growth of the sport of Boccia, and for participation and competition at all levels.

Programs

- National Championships
- Training Camps
- Clubs in the U.S.
- Veterans Workshop
- Coaching Education
- Classifier Training
- Referee Training
- U.S. Paralympics
- Workshops / Clinics

Media Assets

Social Media:

Facebook: 700+ followers

<https://www.facebook.com/USABoccia1>

Twitter: 60+ followers

<https://twitter.com/usaboccia>

Flickr:

<https://www.flickr.com/photos/usaboccia/>

Video: 200+ subscribers

<https://youtu.be/lviUoASLZXs>

Website:

www.usaboccia.org

2018 Highlights

- Successful National Tournament
- Established Regional Referee Training
- Boccia workshop for persons with spinal cord injury
- Collaboration with Veteran Organizations
- Building an equipment loan bank

Athletes to Watch

- Nick Taylor
- Scott Stokes
- Henry Sawyer
- Katie Smith



USA GOALBALL

PARALYMPIC — SUMMER

www.usaba.org / <https://www.usaba.org/sports/goalball>



2019 Events

May 24-26

- USABA Goalball National Championships (Atlanta, Georgia)

June 30 - July 10

- IBSA Goalball International Qualifier (Tokyo Qualifier) —Men's and Women's National Teams to compete (Fort Wayne, Indiana)

August 23 - September 1

- Parapan America Games —Men's and Women's National Teams to compete (Lima, Peru)

- A team sport specifically developed for blind and visually impaired athletes.
- One of the only Paralympic sports without an Olympic counterpart.
- Developed in 1946 to help rehabilitate blinded WWII veterans.
- Introduced as a medal event at the 1976 Paralympic Games in Toronto.
- Is now the most popular team sport amongst blind athletes worldwide.

Broadcasting and Digital Information

- U.S. Association of Blind Athletes, goalball's national governing body, is on [Facebook](#) and [Twitter](#).
- U.S. Men's Goalball Team:
 - [Facebook page](#)
 - Twitter: [@USMGoalball](#)
- U.S. Women's Goalball Team:
 - [Facebook page](#)
 - Twitter: [@USAWGoalball](#)

Membership Demographics

Total Membership: 8,009

- Male 58.7% / Female 41.3%
- Under 20: 11.96%
- 20-30: 36.5%
- 31-40: 21.9%
- 41-50: 11%
- 51-60: 10.2%
- 60 and older: 8.4%

USABA Sponsors

- Vanda Pharmaceuticals, Inc..
- The Gibney Family Foundation
- Anthem
- Anthem Foundation
- Hanson McClain Advisors
- Delta Gamma Foundation
- Department of Veterans Affairs

USABA Partners

- National Industries for the Blind

Athletes to Watch

- Cody Carmicle
- Lisa Czechowski
- Amanda Dennis
- Joe Hamilton
- Marybai Huking
- Andy Jenks
- John Kusku
- Eliana Mason
- Asya Miller
- Matt Simpson
- Calahan Young

In 2015, USABA established the first-ever **U.S. Goalball Resident Program** in Fort Wayne, IN. The comprehensive program provides resident athletes at the Goalball Center of Excellence opportunities to enhance playing skills through participation in a training program geared to individual athlete needs, with the objective of developing athletes for future world championship and Paralympic teams. Training cycles are 7-10 weeks throughout the year and include 5 days of court time per week and a rigorous in-and-out of season individual strength and conditioning training plan. Learn more on our website: <https://goo.gl/L5UkJm>



U.S. PARALYMPICS CYCLING

PARALYMPIC — SUMMER

www.usparalympics.org/cycling



2019 Events

March 14-17

- UCI Para-cycling Track World Championships (Apeldoorn, Netherlands)

May 9-12

- UCI road world cup (Corridonia, Italy)

May 16-19

- UCI road world cup (Ostend, Belgium)

June 27-28

- U.S. Paralympics Cycling Road Nationals (Knoxville, TN)

August 8-11

- UCI road world cup (Baie-Comeau, Canada)

August 23- Sept. 1

- Parapan American Games (Lima, Peru)

September 12-15

- UCI Para-cycling Road World Championships (Emmen, Netherlands)

December 7-8

- U.S. Paralympics Track Cycling Nationals (Colorado Springs, CO)

- U.S. Paralympics Cycling looks poised to continue its success on the road and track through Tokyo 2020.
- The U.S. won 15 medals at the 2018 UCI Para-cycling Road World Championships and secured eight medals at the 2018 UCI Para-cycling Track World Championships.
- The cycling team is one of the most visible Paralympic national teams.
- Many of the Para-cycling national events are co-hosted by able-bodied USA Cycling events.

Programs

- Resident Athlete Program at Colorado Springs OTC
- Training Camps
- Grassroots Progression
- Talent ID Camps
- Pilot ID Camps and Programs
- 200+ affiliated Paralympic Sport Clubs in the U.S.
- Paralympic Champions Fund
- Coaching Education
- U.S. Paralympics National Championships

Media Assets

Social Media

- Facebook: 3,000 fans
- Instagram: 1,125 followers
- Twitter: 2,150 followers

Website

- USParalympics.org: 1,052,612 page views in 2018

Clubs

- Find a Club online, searchable database: 500+ organizations

2018 Highlights

- Team USA returned to the site of the 2016 Paralympic Games and came away with eight podium finishes, two of them gold, at the 2018 UCI Para-cycling Track World Championships.
- U.S. athletes closed the 2018 UCI Para-cycling Road World Championships in Maniago, Italy with 15 total medals, including nine gold, four silver and two bronze to finish second overall on the medal leaderboard.

Athletes to Watch

- Joe Berenyi
- Will Groulx
- Shawn Morelli
- Chris Murphy
- Clara Brown



U.S. PARALYMPICS POWERLIFTING

PARALYMPIC — SUMMER

www.usparalympics.org/sports/powerlifting



2019 Events

February 19th

- Level 1 camp, competition & qualifier – Samaritan's Walk Gym (Ashland, VA)

April 27th

- Level 1 camp, competition & qualifier – West Gray Adapted Recreation Center (Houston, TX)

June 12-19th

- World Championships (Astana, Kazakhstan)

Also see

www.disabledpowerlifting.com for more events

- The U.S Paralympics Powerlifting program captures the sheer strength and power of athletes in one of the fastest growing Paralympic sports.

Programs

- Training Camps
 - Regional Hub events – updates as they are schedule (see website for dates- www.logan.edu/usapp)
- Grassroots Progression
- Gateway to Gold Talent ID Camps
- Pilot ID Camps and Programs
- 200+ affiliated Paralympic Sport Clubs in the U.S.
- Coaching Education
- Level I coaches certification
- Level II coaches certification
- Level I athlete camp

Media Assets

Social Media

- Facebook: 200,000 fans
- Twitter: 35,000 followers

Website

- USParalympics.org: nearly 2 million pageviews in 2016
- New web address: www.logan.edu/usapp
- This web address has a list of our regional hubs and our calendar of events

- Athlete friendly website: www.disabledpowerlifting.com

Clubs

- Find a Club online, searchable database: 500+ organizations

2017/18 Highlights

2017

- 8 top 12 finishes internationally
- Christian Largo – silver medal in 65 kg. juniors

2018

- Christian Largo – gold medal in 65 kg. juniors
- Admed Shafik – bronze medal in 88 kg. open

Athletes to Watch

- Jonathan Coots
- Christian Largo
- Jacob Schrom



U.S. PARALYMPICS SWIMMING

PARALYMPIC — SUMMER

www.usparalympics.org/swimming



2019 Events

April 4-6

- World Para Swimming World Series (Indianapolis, IN)

April 25-28

- World Para Swimming World Series (Glasgow, Great Britain)

May 10-12

- World Para Swimming World Series (Singapore)

May 11-12

- 16th Annual Bill Keating Jr Memorial Cincinnati Para Swimming Open (Cincinnati, OH)

June 1-2

- Jimi Flowers Meet (Colorado Springs, CO)

June 6-9

- World Para Swimming World Series (Berlin, Germany)

July 12-14

- Canadian CanAm (Vancouver, British Columbia)

August 23 - September 1

- Parapan American Games (Lima, Peru)

September TBD

- California Classic (Yucaipa, CA)

TBD

- World Para Swimming World Championships (TBD)

November 2-3

- Northeast Para Swimming Open (Ithaca, NY)

December TBD

- U.S. Paralympics Swimming Nationals (TBD)

- The U.S. Paralympics Swimming National Team benefits from the popularity of the sport at the Olympic and Paralympic Games.
- A widespread network of community groups that provide competitive opportunities to swimmers of all ability levels.
- The U.S. Paralympic Swimming Team has a robust talent pipeline and continues to impress year after year.

Programs

- Resident Athlete Program at Colorado Springs OTC
- Training Camps for National/Emerging Teams
- Grassroots Progression
- Talent ID/Education Camps
- ID Camps and Programs
- 200+ affiliated Paralympic Sport Clubs in the U.S.
- Coaching Education
- U.S. Paralympics Supported Competitions
- National Championships

Media Assets

Social Media

- Facebook: 5,400 fans
- Instagram: 1,900 followers
- Twitter: 1,130 followers

Website

- USParalympics.org: 1,052,612 pageviews in 2018

Clubs

- Find a Club online, searchable database: 500+ organizations

2018 Highlights

- Team USA put on a show in Cairns, Australia, for the 2018 Pan Pacific Para Swimming Championships, taking home 65 medals, including 33 gold, 19 silver and 13 bronze.
- Following three days of competition at the 2018 U.S. Paralympics Swimming Para National Championships presented by Toyota, 20 records were set by U.S. athletes, including two world, four Pan American and 14 American.

Athletes to Watch

- McKenzie Coan
- Julia Gaffney
- Robert Griswold
- Jessica Long
- Becca Meyers
- Leanne Smith



U.S. PARALYMPICS TRACK & FIELD

PARALYMPIC — SUMMER

www.usparalympics.org/trackandfield



2019 Events

April 24-27

- Drake Relays (Des Moines, Iowa)

April 28

- World Para Athletics Marathon Championships (London, Great Britain)

May 24-25

- Desert Challenge Games/Arizona Grand Prix (Tempe, AZ)

June 8-9

- Grosseto Grand Prix (Grosseto, Italy)

August 1-4

- World Para Athletics Junior Championships (Nottwil, Switzerland)

August 23-September 1

- Parapan American Games (Lima, Peru)

November 7-15

- World Para Athletics Championships (Dubai, United Arab Emirates)

- Track and Field has long been the marquee event of the Olympic and Paralympic Games.
- Most mainstream of the Paralympic sports.
- The U.S. Paralympic Track & Field Team is one of the top teams in the world, winning 42 medals at the Paralympic Games Rio 2016 and 59 medals at the 2017 World Para Athletics Championships, finishing second in the medal count.
- Wheelchair racers are leading the way at every major marathon. Tatyana McFadden, Daniel Romanchuk and Susannah Scaroni combined for 12 podium performances in major marathons throughout the 2018 season.
- Many high school federations and NCAA institutions have started to include Paralympic-eligible athletes into state championship meets and varsity teams.

Programs

- Resident Athlete Program Training Camps
- Grassroots Progression
- Talent ID Camps
- Running Guide ID Camps and Programs
- 200+ affiliated Paralympic Sport Clubs in the U.S.
- Coaching Education
- U.S. Paralympics National Championships

Media Assets

Social Media - U.S. Para T&F

- Facebook: 4,427 fans
- Instagram: 810 followers

Social Media - U.S. Paralympics

- Facebook: 207,000 fans
- Twitter: 42,500 followers
- Instagram: 39,700 followers

Website

- USParalympics.org: 1,052,612 pageviews in 2018

Clubs

- Find a Club online, searchable database: 500+ organizations

Athletes to Watch

- Tatyana McFadden
- Lex Gillette
- Deja Young
- Daniel Romanchuk
- David Blair
- Hunter Woodhall
- Roderick Townsend

2018 Highlights

- Daniel Romanchuk became the first American man to win the wheelchair division of the New York City Marathon, just weeks after winning the Chicago Marathon for his first ever major marathon victory.
- U.S. athletes placed on the podium 12 times in major marathons throughout the 2018 season.
- Two world records were broken by Daniel Romanchuk and Breanna Clark at the World Para Athletics Grand Prix in Tempe, Arizona in June.
- Forty-five athletes (33 men, 12 women) were named to the 2018-2019 U.S. Paralympics Track & Field National Team.



US WHEELCHAIR BASKETBALL

PARALYMPIC — SUMMER

www.NWBA.org



2019 Events

March 14-16

- Toyota National Intercollegiate Wheelchair Basketball Tournament - Champaign, IL

March 15-17

- Toyota National Adult DII Wheelchair Basketball Tournament - Cleveland, OH

March 22-24

- Toyota National Adult DI Wheelchair Basketball Tournament - Cleveland, OH

March 29-31

- Toyota National Women's Wheelchair Basketball Tournament - New Lenox, IL

March 29-31

- Toyota National Varsity Wheelchair Basketball Tournament - New Lenox, IL

March 29-31

- Toyota National Varsity Invitational Wheelchair Basketball Tournament - New Lenox, IL

March 29-31

- Toyota National Prep Wheelchair Basketball Tournament - New Lenox, IL

April 5-7

- Toyota National Adult DIII Wheelchair Basketball Tournament - Chicago, IL

May 17-29

- IWBF Women's U25 World Championships -Thailand

June 20-26

- Toyota Team USA Men's International Friendly - TX

June 25-July 5

- Toyota Team USA International Friendly - Sydney, Australia

July 11-17

- Toyota Team USA Women's International Friendly - KY

July 12-20

- Toyota Team USA Men's International Friendly - Italy

August 20 - September 2

- ParaPan Games - Lima, Peru

- NWBA is still the model sport governing body: We Lead, We Inspire, We Win.
- National Wheelchair Basketball Tournament has been restructured into the Toyota National Wheelchair Basketball Tournament Series.
 - The series has 8 tournaments (Adult Division I, Adult DII, Adult DIII, Women's, Intercollegiate, Junior Prep, Junior Varsity, and Junior Varsity Invitational).
 - Features top 16 teams from each division who compete for the national title.

NWBA Divisions

- Junior Prep
- Junior Varsity
- Division I
- Division II
- Division III
- Intercollegiate Women's
- Intercollegiate Men's
- Women's

Membership Demographics

- 79% Male, 21% Female
- 13 and Under: 10%
- 14-18: 16%
- 19-30: 24%
- 31+: 50%
- 43 States
- Teams: 222
- Total Athletes: 2,211
- Total Members: 2,758

Top Athletes to Watch

- Rose Hollermann
- Tre Jennifer
- Steve Serio
- Ixhelt Gonzalez

Current Sponsors

- Nike
- ABC Medical
- Toyota
- Molten
- T-Mobile
- Eagle Sports Chairs
- Performax
- Spinerly
- Top End
- Ultimate Workout and Recovery
- Nugevity
- ABLEnow
- ResCare
- Stack Sports

Entitlement Programs

- Operation Rebound (Military)
- U.S. vs. World (Friendlies)
- Coaches Certification
- Officials Certification
- Kid's Education Program
- Team Reviewer Certification
- Safe Sport Training
- Concussion Safety

Media Assets

Social Media

- Facebook: 20,305 Followers
- Twitter: 5,012
- Instagram: 3,842
- Youtube
 - NWBA TV
 - Instructional videos
 - 176,324 views
 - NWBA channel
 - Promotional/Featured content
 - 29,129 views
- Live Stream
 - 2018 National Championships
 - 41,100+ views
 - 2018 U.S. Women's International Friendlies
 - 30,100+ views

2018 Highlights

- USA Men's National Team won Silver at 2018 IWBF World Championships
- NWBA launched "Start Your Impossible" partnership with Toyota



USA WHEELCHAIR RUGBY

PARALYMPIC — SUMMER

www.usawr.org



Photo credit @lexibrantacoon

2019 Events

April 24-28

- Training Camp - Lakeshore (Birmingham, AL)

May 18-26

- Four Nations Wheelchair Rugby Invitational (USA,AUS,GB,JPN) - Lakeshore (Birmingham, AL)

May 27-29

- Training Camp - Lakeshore (Birmingham, AL)

June 26-30

- Training Camp - U.S. Olympic Training Center (Colorado Springs, CO)

July 31-August 10

- Resident Camp - Lakeshore (Birmingham, AL)

August 17-August 28 (competition dates 23-27)

- Parapan American Games - (Lima, Peru)

October 2-6

- Training Camp - Lakeshore (Birmingham, AL)

October 13-21

- World Wheelchair Rugby Challenge (Tokyo)

December 11-15

- Tokyo 2020 Selection Camp - Lakeshore (Birmingham, AL)

Team USA is 27-3 in Paralympic wheelchair rugby competition having been on the podium in every Games since the introduction of the sport at Sydney 2000 with two golds (Sydney 2000 and Beijing 2008), two bronze (Athens 2004 and London 2012) and a silver (Rio 2016). One of the strongest mixes of veteran talent and strong newcomers should make 2019 a year to remember. The team looks to take top honors at Parapan Am Games in August, securing their spot in Tokyo. Another exciting 2019 highlight is the introduction of a new domestic international competition, the *Four Nations Invitational* in May. Four of the top five countries in the world will compete to be crowned the inaugural champion.

Athletes to Watch

- Chuck Aoki
- Kevin Hamilton
- Eric Newby
- Lee Fredette

Media Assets

- **Facebook:** 11,200 fans
facebook.com/USAWheelchairRugby
- **Instagram/usawr:** 1,684 followers
- **Twitter/usawchrugby:** 220,000 impressions
- **Website:** www.usawr.org

2018 Highlights

USA Wheelchair Rugby had a strong international season in 2018, finishing on top of two international competitions and capturing the bronze at the GIO IWRF World Championships in August.

National Program

Developing a strong athlete pool and ensuring a legacy of top international finishes is a priority for the program. Several training camps each year engage emerging athletes with current national team players, serving as mentors and coaches.



NGB OVERVIEWS

OLYMPIC — WINTER



U.S. BIATHLON ASSOCIATION

OLYMPIC — WINTER

www.usbiathlon.com



2019 Events

February 11-17

- IBU World Cup (Midway, UT)

March 26-31

- North American and Canadian Championships (Whistler, Canada)

March 28-31

- National Championships (Jericho, VT)

April 13

- Washington Biathlon – SPNC #9 Mass Start (Skykomish, WA)

April 14

- Washington Biathlon – SPNC #10 Mixed Relay (Skykomish, WA)

June 16-20

- 2019 USBA Talent ID Camp (Lake Placid, NY)

- US Biathlon is striving to win America’s first Olympic Biathlon medal in 2022.
- Best TV of winter sports—top rated sport in Europe (900 Million viewers).
- Inspiring athletes –attractive, relatable, bright, articulate.
- Biathlon stands out because its different.
- Lowell Bailey won gold in the men’s 20km individual race at the 2017 IBU World Championships.
- Susan Dunklee won silver in the women’s 12.5km mass start at the 2017 IBU World Championships—making her the first American woman to earn an individual medal at the event.
- Sean Doherty, Ctr. Conway, NH Most decorated U21 World Championships athlete in biathlon history 10 medals.

Programs

- Clinics
- Training Camps
- GREAT indoor competition activity - ski-erg biathlon using laser rifles
- Champion’s Fund Corporate Patron programs presented by athletes & coaches

Membership Demographics

- 900+ members
 - (78% male; 22% female)
- Total Clubs: 30
- Age
 - 13-17: 16.1%
 - 18-34: 23.2%
 - 35-49: 26.8%
 - 50-64: 26%

Current Sponsors

- Ariens
- Maloja
- Auto Europe
- Lapua Ammunition
- Conceptum Sport Logistics
- IHG

Current Suppliers

- Airex
- Alpina
- Fischer
- Julbo
- Lowa
- One-Way
- Roeckl
- Rossignol
- Salomon

Media Assets

Social Media

- Facebook: 8,100+ fans
- Twitter: 7,200+ followers

Event Specific Media

- Olympic Channel network to air 6+ hours of same-day World Championship coverage in 2017

Website

- USBA Website: 2018
 - 158,000+ unique visitors
 - 420,000+ pageviews



USA BOBSLED & SKELETON

OLYMPIC — WINTER

www.usabs.com



2019 Events

March 22-23

- National Championships (Lake Placid, NY)

October/ November

- National Team Trials (TBD)

November/December

- IBSF World Cup (Lake Placid, NY and Park City, UT)

2018 Highlights

- Women's bobsledders Elana Meyers Taylor and Lauren Gibbs win Olympic silver in PyeongChang
- 48 medals earned during 2018-2019 season
- Elana Meyers Taylor leads again, medaling in seven of eight World Cup races
- Kendall Wesenberg breaks two-year medal drought for USA Skeleton with bronze in Lake Placid, NY World Cup

- Global visibility on a worldwide stage.
- Win-Win partnership - pride that comes from knowing that you're supporting our country's best amateur athletes competing for Olympic and World Championship glory.
- A sport that includes very unique and brandable equipment—our SLEDS.
- 2018 PyeongChang Olympic Games Medalists: Elana Meyers Taylor and Lauren Gibbs – Silver (Women's Two-Man Bobsled)

Programs

- World Cup
- Intercontinental Cup (skeleton only)
- European Cup
- North American Cup
- Park City, Utah development sliding and passenger ride program
- Lake Placid, NY development sliding and passenger ride program
- Emerging Elite Pilots program
- Para Sport World Cup

Disciplines

Bobsled

- Four Person
- Two-Man
- Women's
- Women's Monobob
- Para Mono

Skeleton

- Men's
- Women's
- Para

Paralympic Information

- Women's monobob was one of seven sports announced as additions to the 2022 Olympic program, giving women's bobsledders two medal opportunities.

Membership Demographics

- 164 members
 - (56% male; 44% female)
- White (Non-Hispanic): 78%
- African American: 11%
- Hispanic: 6%
- Asian American: 5%

Media Assets

Worldwide TV Exposure

- 700M total audience
- 2,241 total programs
- 1,039 broadcast hours

Social Media

- Facebook: 14,000+ fans
- Twitter: 13,200+ followers
- Instagram: 9,000+ followers

Website

- Website (43K+ views per month)

Branding

- USABS offers your brand a definitive edge in the one-of-a-kind sports of bobsled and skeleton.

Current Sponsors/Suppliers

- BMW
- UnderArmour
- Kampgrounds of America
- PVS International
- Boomerang Carnets
- Statement Apparel
- The Decal Source
- Intercomp
- Discount Two-Way Radio
- Smoky Mountain Growlers
- Machintek
- Carpenter Technology
- Debotech
- Tesa Tape
- Ferris Mfg. Corp
- NormaTec Recovery Systems
- United Airlines
- IHG
- BiPro
- U.S. MRI
- Medco
- Corvid



USA CURLING

OLYMPIC/PARALYMPIC — WINTER

www.usacurl.org



2019 Events

March 30-April 7

- Men's World Curling Championships (Canada)

April 20-27

- World Mixed Doubles Championship (Stavanger, Norway)

August 22-24 (dates tentative)

- Curling Night in America, Raleigh-Durham, N.C.

October 2-3

- 6th Annual Hawaii Charity Curling Classic (Honolulu, HI)

Of Note for Curling

- #1 sport trending on Twitter during the 2018 Olympics
- USA's gold medal victory in 2018 Olympics drew 7.5 million viewers in NBC's original and encore presentations
- Saw biggest spike in interest in Google searches of all Olympic sports during the Sochi Games
- USA won most medals of any WCF member nation during 2016 World Championship season

- Passion, integrity, camaraderie, heritage, strangely mesmerizing.
- Approachable, competitive, strategic, fun!
- A year-round and lifetime sport.
- Open to nearly every activity and ability level.
- 2018 PyeongChang Olympic Games Medalists: Men's Team – Gold - 1st Olympic Gold Medal for USA Curling

Programs

- Members' Assembly, Oct. 11-13, Milwaukee, Wis.
- High Performance Program Key Benefactors - ongoing
- Pipeline Development – ongoing
- U5 Championships, U18 Championships and youth initiatives
- Granite Society
- Corporate Training programs – ongoing

In Development

- 2019 Curling Night in America
- 2021 Nationals RFP
- 2022 Olympic Team Trials
- 2022 Olympic Mixed Doubles Team Trials

Teams to Watch

- Mixed Doubles team of Sarah Anderson and Korey Dropkin
- Team Sinclair with Jamie Sinclair, Sarah Anderson, Taylor Anderson and Monica Walker
- Team Shuster with John Shuster, Chris Plys, Matt Hamilton and John Landsteiner
- Team Stopera with Andrew Stopera, Luc Violette, Ben Richardson and Graem Fenson

Membership Demographics

- 23,000 members
- 67% male; 33% female
- Membership has increased over 100% since the Salt Lake City Winter Olympic Games
- Total Clubs: 180
- Established in 43 states
- Age
 - 18-34: 19.3%
 - 35-49: 26.7%
 - 50-64: 54.0%
- Race/Ethnicity
 - Caucasian: 96.7%
 - Non-Caucasian: 3.3%

Current Sponsors

- AtomOS
- RAM Restaurant & Brewpub
- Toyota
- Thorne
- Twin Cities Orthopedics
- BroomsUp Curling Supplies
- CryoMAX 8-Hour-Coldpack
- Brakebush
- Sitrin
- Jet Ice
- ISS Ice, Sports & Solar
- IHG
- United

Media Assets

Website

- 758,000 unique visitors in 2018
- 2,000,000 pageviews during January – February 2018

TV

- Curling Night in America: Over 50 hours on NBCSN including nine original airings plus re-airst (November 2018 – January 2019)
- Curling World Cup
- World Championships

Social Media

- Facebook: 44,000+ followers
- Twitter: 33,300+ followers

Publications

- U.S. Curling News – six issues (four magazine style mailed to 12,000+ households; two digital-only issues)
- E-Newsletter – twice monthly (23,000+)
- Club Membership calendar (200)
- Media Guide/Directory (120 direct mail)

Paralympic Information

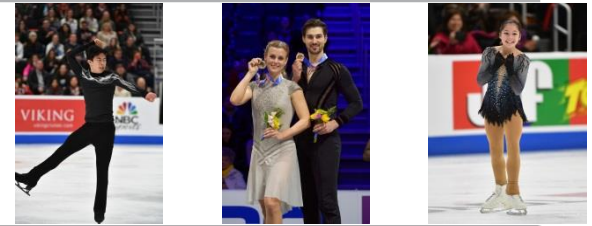
- USA Curling offers opportunities for wheelchair users to be able to compete from the club level all the way to the Paralympics. Throughout the year, USA Curling holds many different recruitment and training opportunities around the country for both new and experienced curlers alike. USA Curling also is a proud recipient of the VA Adaptive Sports Grant, allowing us even more ways to recruit, train, and provide resources to Veterans and others throughout the nation.



U.S. FIGURE SKATING

OLYMPIC — WINTER

www.usfigureskating.org | usfigureskatingfanzone.com | WeGetUp.com | LearnToSkateUSA.com



2019-20 Events

October 18-20, 2019

- 2019 Skate America – Las Vegas, NV

January 20-26, 2020

- 2020 U.S. Championships – Greensboro, NC

February 25 - March 1, 2020

- 2020 U.S. Synchronized Skating Championships – Providence, RI

April 3-5, 2020

- ISU World Synchronized Skating Championships 2020 – Lake Placid, NY

1,200+ sanctioned events

Athletes to Watch

- Nathan Chen
- Vincent Zhou
- Alysa Liu
- Bradie Tennell
- Madison Hubbell & Zachary Donohue
- Ashley Cain & Timothy LeDuc

Olympic Highlights

- Team USA won bronze in the figure skating team event
- Maia & Alex Shibutani earned the bronze medal in ice dance (2018)
- Mirai Nagasu became the first American woman to land a triple Axel in Olympic competition (2018)

- One of the premier sports organizations in the United States
- Founded in 1921
- Mission is to provide programs that encourage participation and achievement in the sport of figure skating
- Serves as the official governing body for the sport in the U.S.
- The organization is comprised of member, collegiate and school-affiliated clubs; Learn to Skate USA programs and synchronized skating teams
- A member of the U.S. Olympic Committee (USOC) and the International Skating Union (ISU)
- U.S. Figure Skating has developed some of the greatest and most successful stars on the international and Olympic stage for decades
- Winter Olympic Games PyeongChang Medalists: Alex and Maia Shibutani – Bronze (Ice Dance), Team Event - Bronze

Current Sponsors

Official Partners

- Bridgestone
- Consumer Cellular
- Folgers
- GEICO
- HomeLight
- JIF
- Toyota
- Viking River Cruises
- Wayfair

Official Suppliers

- Ex³
- Ice Dynamics
- Main Event Merchandise
- Stars on Ice
- United

Licensees

- NBC Sports

Programs

- Learn to Skate USA, formerly known as the Basic Skills Program, has over 1,000 programs nationwide and 110,000 registered skaters (2018-19 season)

Programs, cont.

- National Skating Month (January) – Free skating lessons and celebration of skating; more than 50,000 participants each year in 550+ communities and nearly every state represented

Membership Demographics

- 192,000+ members
 - 70% female, 30% male
- Total Clubs: 750+
- Age
 - Under 18: 74%
 - 18 and over: 26%
- 65% of women older than 12 consider themselves Figure Skating fans
- 12+ million ice skating participants annually in the U.S.
- Sixth most popular sport among adults 18+

Media Assets

Social Media

- Facebook: 173,000
- Twitter: 95,800+
- Instagram: 145,000+

Media Assets, cont.

Publications

- *SKATING* magazine 10 issues
- Readership of 130,000+

Event Specific Media

- ISU GP series: 15 hrs. on NBC, 7 hrs. on NBCSN, 84 hrs. on Olympic Channel, 102 hrs. on NBC Sports Gold
- U.S. Championships: 10 hrs., including (3) primetime on NBC, 8 hrs. on NBCSN, 16 hrs. on Olympic Channel, 16 hrs. on NBC Sports Gold
- ISU Four Continents Championships: 2 hrs. on NBC, 11 hrs. on NBCSN, 26 hrs. on NBC Sports Gold
- ISU European Championships: 2 hrs. on NBC, 12 hrs. on NBCSN, 17 hrs. on NBC Sports Gold
- ISU World Championships: 5 hrs. on NBC, 12 hrs. on NBCSN, 16 hrs. on Olympic Channel, 40 hrs. on NBC Sports Gold

Website

- usfigureskating.org: 2.5M unique visitors per year, 20M pageviews per month
- usfigureskatingfanzone.com - New, fan-focused website launched prior to this season.



USA HOCKEY

OLYMPIC/PARALYMPIC - WINTER

www.usahockey.com



2019 Events

February 8-10

- Labatt Blue/USA Hockey Pond Hockey Championships (Eagle River, WI)

February 12-17

- 2019 Rivalry Series (London & Toronto, ON; Detroit, MI)

February 17-24

- Hockey Week Across America

February 24, November - TBD

- "Try Hockey for Free" Days

March 2-12

- World University Games (Krasnoyarsk, Russia)

March 23

- Patty Kazmaier Award Ceremony (Hamden, CT)

March 28-31, April 4-7

- Disabled Festival (Wesley Chapel, FL)

March 28 – April 8

- Youth National Championships (multiple sites)

April 11-14

- Men's Adult Recreational National Championships (FL)

April 28 – May 5

- IPC Sled Hockey World Championship (Czech Republic)

May 2-5

- Women's Adult Recreational National Championships (FL)

May 21-24

- North American Rink Conference and Exposition [NARCE] (Buffalo, NY)

June & July

- Player Development Camps (Multiple Sites)

IIHF World Championships

April 4-13

- Women's World Championship (Espoo, Finland)

April 18-28

- Men's U18 World Championship (Sweden)

May 10-26

- Men's World Championship (Slovakia)

Winter 2019

- U.S. Hockey Hall of Fame Induction (TBD)

December 27 – January 6

- World Junior Championship (Czech Republic)

January 2020

- Women's U18 World Championship (TBD)

Key Sponsor Message

- Multiple opportunities exist for recognition and direct interaction with grassroots hockey players, families and fans
- Hockey families are one-of-a-kind, extremely passionate and fanatic about their sport, its supporters and sponsors
- Exclusive content and custom sponsorship packages
- USA Hockey develops teams to compete on the international stage against elite competition
- Service activation professionals dedicated to ensuring 100% sponsor satisfaction
- Not just a sport: It's a Way of Life. Watch it, Play it, Live it!

Programs

Youth Hockey; Adult Hockey; Junior Hockey; Girls/Women's Hockey; Coaching Education and Certification; Officiating Education and Certification; National Team Development Program (NTDP); Disabled Hockey (Sled, Hearing, Amputee, Special, Blind); Player Development Camps; Parent Education; "Try Hockey For Free" Days; Come Play Youth Hockey; 2 and 2 Challenge; American Development Model (ADM); Quick Change Goalie; USA Hockey SafeSport; OneGoal, Club Excellence, Development Camps

Sponsors & Suppliers

Major Sponsors/Partners

- Applied Cognitive Engineering (ACE)
- Athletica Sports Systems
- Bauer Hockey
- Blademaster Skate Sharpeners
- CCM Hockey
- Chipotle
- Deloitte
- Enterprise/National/Alamo Car Rental
- flexCOACH Education Programs
- HockeyTV
- Insureon
- K & K Insurance
- Labatt Blue
- Liberty Mutual Insurance
- Marriott International
- National Hockey League (NHL)
- Navy Federal Credit Union
- NHL Network
- Nike
- NormaTech
- RallyMe
- Sani Sport Sanitation Equipment
- Scapa Renfrew Hockey Tape

Key Sponsors & Suppliers Cont.

- SportsEngine
- STX Hockey
- TCF Bank
- Terry Fator
- Thorne
- Touchpoint Media
- Toyota
- Pure Hockey
- United Airlines
- XOS Technologies

Membership Demographics(16-17)

- 1,153,740 members
- 637,744 Participants (players, coaches and officials):
 - (86% male; 14% female)
 - Players – 555,175
 - Coaches – 57,801
 - Officials – 24,768
- 515,996 Non-participants (administrators, team managers/ volunteers, parents)
- Districts: 12
- Clubs/Associations: 34,000
- Player's Age Breakdown
 - Age – 8 and under: 21%
 - Age – 9-12: 23%
 - Age – 13-18: 24%
 - Age – 19 and over: 32%
- Household
 - Married – 82%
 - 4-Year College Degree – 54%
 - Post Graduate Degree – 16%
 - Average# People in Household – 4
 - Average# Hockey Players per Household – 1.7
 - Home Owning Families – 94%

Media Assets

- Facebook – 338,890+ fans
- Twitter – 322,000+ followers
- Instagram – 250,000+ followers
- Direct Mail Database – 571,500
- USA Hockey Magazine – 468,500
 - Nine (9) Issues/Year
 - Impressions – 4,600,00
- USA Hockey Digital Magazine – 546,000
 - Ten (10) Issues/Year
- eNewsletters – 6.4 million/year
 - American Development Model (ADM) (40 issues)
 - Adult (10 issues)
 - Coaching (10 issues)
 - Officiating (8 issues)
 - Tape to Tape (8 issues)
- Live Game Streaming @ HockeyTV
- NHL Network Broadcasts
- E-mail Database: 400,000+
- USAHockey.com: 6,550,000 Unique Annual Visitors

Paralympic Information

USA Hockey, in addition to its other disabled hockey disciplines, manages and oversees the Paralympic sport of sled hockey. USA Hockey supports sled hockey events such as the Adult Sled Hockey National Championship, Disabled Hockey Workshop, Disabled Festival, NHL Sled Classic, and Sled Jamboree that are focused on teaching, developing and raising awareness for the sport of sled hockey. In addition, USA Hockey oversees the U.S. National and Development Sled Hockey Teams, both of which partake in regular sled hockey camps and international competitions throughout the year.



USA LUGE

OLYMPIC — WINTER

www.usaluge.org



2019 Races

October

- U.S. National Championships

Nov.30-Dec. 1

- World Cup (Lake Placid, NY)

- **THE FASTEST SPORT ON ICE.**
- Brand attributes include speed, precision, timing, and excellence.
- Unique, year-round activation opportunities.
- Well spoken, media/presentation trained athletes.
- Totally unique hospitality opportunities.
- 2018 PyeongChang Games Medalists: Chris Mazdzer – Silver (Men’s Single).

Top Athletes to Watch

- Chris Mazdzer
- Chris Mazdzer/Jayson Terdman (doubles)
- Tucker West
- Emily Sweeney
- Summer Britcher

Programs

- White Castle USA Luge Slider Search
- Win-at-School
- Luge Challenge at ski areas nationwide

Current Sponsors

- Norton
- U-Haul
- Dow
- Team Worldwide
- U.S. Venture
- White Castle

Membership Demographics

- 722 members
- (60% male; 40% female)
- Total Clubs: 4
- Age
 - 13–17: 5.5%
 - 18–34: 22.5%
 - 35–49: 45.5%
 - 50–64: 27.5%
- Race/Ethnicity
 - Caucasian: 92%
 - Non-Caucasian: 8%

Media Assets

- Social Media
 - 15,500 + fans on Facebook with 1,650 in group
 - Twitter: 9,000 followers
- Publications
 - 100M print media impressions in non-Olympic years
 - 300M+ impressions in Olympic years

Media Assets Cont.

- Email
 - E-Newsletter, with 3,000+ subscribers, sent weekly in-season and monthly during the off-season
- Website
 - www.usaluge.org
 - 169,000+ pageviews in 2017
- Webcasts
 - All National Championships (Youth, Junior and National) streamed live with results and chat to www.usaluge.org
 - All Junior World Cups and World Championships held in the U.S. are also streamed to the site
- Television
 - Regular prime-time broadcasts on NBC, NBC Sports Network and the Olympic Channel during the winter months

Olympic Highlights

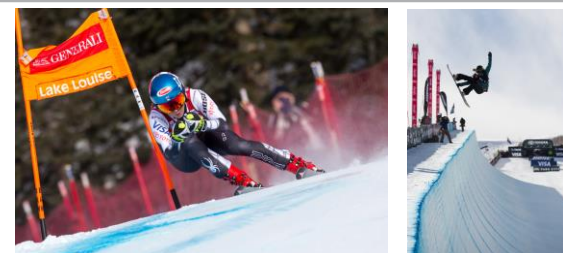
- Chris Mazdzer won silver in men’s singles at the 2018 Olympics
- 2014 Bronze medalist Erin Hamlin carried the US flag at the 2018 Opening Ceremonies
- USA Luge has won six Olympic medals since 1998



U.S. SKI & SNOWBOARD

OLYMPIC — WINTER

usskiandsnowboard.org and nastar.com



2019 Events

World Cup, U.S. Grand Prix, National Championships:

Toyota U.S. Grand Prix

- Three snowboard events (Copper, Stadium Big Air, Mammoth)
- Three freeski events (Copper, Stadium Big Air, Mammoth)

U.S. Ski Team (freestyle)

- Three freestyle events (Deer Valley, Lake Placid, Park City, Waterville)

U.S. Ski Team (alpine)

- Three alpine events (Killington, Beaver Creek, TBD)

U.S. Ski Team (cross country)

- One cross country event (Minneapolis, MN)

NASTAR

- Recreational ski racing course at over 115 resorts over 165,000 participants
- Liberty Mutual Insurance is the continued title partner

4,200 sanctioned events across the U.S.

Disciplines

- Alpine (downhill, super-G, giant slalom, slalom, alpine combined)
- Nordic (cross country)
- Freestyle (moguls, aerials)
- Freeski (halfpipe, slopestyle, big air, skicross)
- Snowboard (halfpipe, slopestyle, big air, snowboardcross)

Programs

- Junior Championships; Toyota U.S. Revolution Tour; Hole Shot Tour; SkillsQuest; SuperTour

- Robust national TV schedule that U.S. Ski & Snowboard owns.
- Every year proposition.
- High-profile athletes.
- Global appeal.
- Highly attractive demographic due to wide array of sport profiles.
- 5-star VIP hospitality programs at destination resorts.
- Sought-after young adult demographic with action sports, as well as an affluent demo with alpine and nordic sports.
- Strong digital and social media programming.
- Best-in-class partners; cross-promotional opportunities.
- Strongest NGB medal tally for Winter Olympic Games.
- Relevant sports from a consumer participation perspective.

Current Sponsors

- Airweave
- Aubio
- Blue Diamond Growers
- Bose
- Bulletproof
- BWT
- Charles Schwab
- Comcast
- Global Rescue
- GoPro
- Hershey's
- HiDow
- High Sierra
- High West
- IHC
- InFront
- Jacuzzi
- John Paul Mitchell Systems
- Liberty Mutual Insurance
- Liftopia
- L.L. Bean
- NBC
- Orig3n
- Pacifico
- ProBar
- Procter & Gamble
- Rockin' Protein
- SKI
- Spyder
- Smartwool
- Swix

Current Sponsors Cont.

- Toyota
- USANA
- Utah Sports Commission
- VISA

Media Assets

- Facebook
 - U.S. Ski & Snowboard Team – 633,000 fans
- Twitter
 - U.S. Ski & Snowboard Team (@usskiteam) – 63,800 followers
- Instagram
 - U.S. Ski Team (@usskiteam) – 156,000 fans
 - U.S. Snowboard Team (@ussnowboardteam) – 67,159
 - U.S. Freeski Team (@usfreeskiteam) – 23,805
- Daily/Weekly/Monthly Newsletters
- 27 million domestic viewers across 41.5 hours of programming this year on NBC

Broadcast

Membership Demographics

- 35,500+ members
 - 61% male, 39% female
- Clubs: 368
- Age
 - Under 18: 61%
 - 18 and over: 39%
- Skiing/snowboarding participants in U.S.: 32 Million

2019 FIS World Championships Freestyle, Freeski, & Snowboard ReCap

- Solitude, Park City, and Deer Valley, Utah – February 1-10, 2019
- 1,400 athletes from 45 nations competed
- 21 Nations Medaling, with the U.S. leading the medal count with 14.
- 25.5 broadcast hours on NBC and NBCSN, 11.5 broadcast hours on Olympic Channel.
- Expected international broadcast to exceed 250 Million.
- 300 Media and Broadcasters from 20 nations on-site provided global coverage from the 4 press centers.



US SPEEDSKATING

US SPEEDSKATING

OLYMPIC — WINTER

www.usspeedskating.org



2019-20 Events

- **ISU World Cup Short Track**
 - TBA - November 2019
- **ISU World Speed Skating Championships**
 - Salt Lake City, UT – February 2020
- **Four Continents Long Track Championships**
 - Milwaukee, WI – January 2020
- **Long Track & Short Track U.S. Championships**
 - Salt Lake City, UT – January 2020
- **Junior & Age Group U.S. Championships** - TBA

Current Partners

- Under Armour
- Toyota
- Deloitte
- USANA Health Sciences Inc.
- KT Tape
- Dairy West
- Utah Sports Commission
- NormaTec
- Cascade
- United Airlines

- From Pond to Podium, we are US Speedskating
- Global Appeal – branding on all competition gear
- Tradition of excellence with 88 Olympic medals
- Most medals of any U.S. Winter Olympic Sport
- Iconic Olympic Champions: Ohno, Heiden, Blair, Jansen, Cheek, Parra, Hedrick, Celski
- One-stop shopping with team rights, individual athlete agreements, event sponsorship, TV Inventory, hospitality, digital and venue exposure all rolled into one offering
- Over 300 million global impressions with 45+ event racing days per season

Programs

- National Training Programs
- Junior Development Camps
- Learn-to-Skate School Program
- Talent Identification Events
- Sports Science
 - Rest, recovery, nutrition
 - Heart Rate / VO2
- Coaching Education / Professional Development

Membership Demographics

- 2,300 members
 - (58% male; 42% female)
- Clubs: 60
- Age
 - 0-12: 19.2%
 - 13-17: 18.9%
 - 18-34: 18.3%
 - 35-49: 14.2%
 - 50-64: 20%
 - 65+: 9.4%

Media Assets

Worldwide TV Exposure

- 300M+ global impressions
- 45+ Event days per year

U.S. TV Exposure

- 35+ hours on Olympic Channel
- 10+ hours on NBCSN
- Events streamed on NBC Sports Gold

Social Media

- Social media exposure increased 302%
- Facebook: 26,500+ fans
- Twitter: 12,800+ followers
- Instagram: 11,000+ followers
- YouTube: 2,700+ subscribers

Fan Newsletter

- Inside Track sent quarterly
- 10,000+ fans

Member Newsletter

- Member News distributed weekly

Website - www.usspeedskating.org

- 383,451 Unique Visitors
- 1,210,772 Page Views

Top Athletes

Brittany Bowe

- 2018 Olympic Bronze Medalist
- Two-time Olympian
- 2019 World Champion – 1000m
- 2019 World Sprints – Bornze

Maame Biney

- 5x World Junior Champ Medalist
- 2018 Olympian

Erin Jackson

- 2018 Olympian
- 1st African American LT Olympian

Joey Mantia

- 2017 & 2019 World Champion— Mass Start
- Two-time Olympian

Kristen Santos

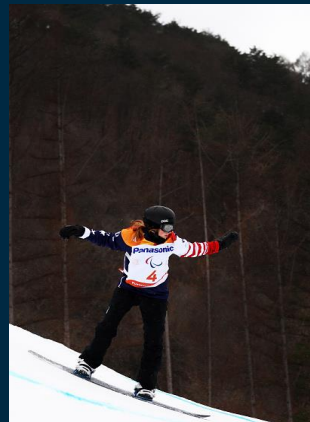
- World Cup Medalist

Aaron Tran

- 2018 Olympian
- World Cup Medalist

Ethan Cepuran

- 2018 Jr. World's Silver Medalist



NGB OVERVIEWS

PARALYMPIC — WINTER



U.S. PARALYMPICS ALPINE SKIING

PARALYMPIC — WINTER

www.usparalympics.org/alpineskiing



2019 Events

March 10-16

- World Para Alpine Skiing World Cup (La Molina, Spain)

March 19-21

- World Para Alpine Skiing World Cup (Morzine, France)

March 26-30

- Alpine National Championships (Winter Park, CO)

- The U.S. Paralympics Alpine Skiing National Team has a long tradition of success. The team took home 21 medals from the last two Paralympic Winter Games.
- Won six Paralympic medals (one gold, four silver, one bronze) at the Paralympic Winter Games PyeongChang 2018.
- The sport is thrilling for spectators. Para downhill athletes often ski down the same race hills as their able-bodied counterparts and reach speeds up to 85 miles per hour.
- The sport's equipment is another fascinating draw for enthusiasts. Primary equipment includes outrigger skis, mono-skis and depending on the classification, other equipment such as Bluetooth helmets may be used by skiers including guide skiers, cut-down ski poles, orthopedic aids, or prostheses.

Programs

- Training Camps
- Grassroots Progression
- Talent ID Camps
- Skiing Guide ID Camps and Programs
- 200+ affiliated Paralympic Sport Clubs in the U.S.
- Paralympic Champions Fund
- Coaching Education
- U.S. Paralympics National Championships

Athletes to Watch

- Andrew Kurka
- Laurie Stephens
- Thomas Walsh
- Kevin Burton

Media Assets

Social Media – U.S. Para Alpine Skiing

- Facebook: 200,000 fans
- Twitter: 40,000 followers

Social Media - U.S. Paralympics

- Facebook: 207,000 fans
- Twitter: 42,500 followers
- Instagram: 39,700 followers

Website

- USParalympics.org: 1,052,612 pageviews in 2018

Clubs

- Find a Club online, searchable database: 500+ organizations

2018 Highlights

- Team USA won six medals (one gold, four silver, one bronze) at the Paralympic Games PyeongChang 2018.
- Three athletes won their first Paralympic medals in PyeongChang: Andrew Kurka, Tyler Walker and Jamie Stanton.
- U.S. athletes had 34 top-10 placements at the Winter Games, showcasing their potential heading into Beijing 2022.
- After competing in her third Paralympic Games, Danelle Umstead traded her skis for dancing shoes on season 27 of Dancing With The Stars.
- Team USA captured 11 medals, including multi-medal performances from Thomas Walsh and Laurie Stephens, at the 2017 World Para Alpine Skiing Championships.
- U.S. athletes won 15 medals in world cup competition during the 2017-18 season.



U.S. PARALYMPICS NORDIC SKIING

PARALYMPIC — WINTER

www.usparalympics.org/nordicskiing



2019 Events

January 3-5

- U.S. Paralympics Nordic Skiing Nationals (Craftsbury, VT)

January 12-19

- World Para Nordic Skiing World Cup (Ostersund, Sweden)

February 15-24

- World Para Nordic Skiing Championships (Prince George, British Columbia)

March 12-17

- World Para Nordic Skiing World Cup (Sapporo, Japan)

- Team USA hit its stride at the Paralympic Winter Games PyeongChang 2018, taking home an unprecedented 16 medals, including six gold, seven silver and three bronze. Of the 16, nine were secured in cross-country races and seven were in biathlon events.
- To open competition in PyeongChang, Dan Clossen and Kendall Gretsche made history in the biathlon sprint by becoming the first Americans to win biathlon gold in Paralympic or Olympic Winter Games history.

Programs

- Training Camps
- Grassroots Progression
- Talent ID Camps
- Skiing Guide ID Camps and Programs
- 200+ affiliated Paralympic Sport Clubs in the U.S.
- Paralympic Champions Fund
- Coaching Education
- U.S. Paralympics National Championships

Media Assets

Social Media

- Facebook: 2,500 fans
- Instagram: 1,100 followers
- Twitter: 1,120 followers

Website

- USParalympics.org: 1,052,612 page views in 2018

Clubs

- Find a Club online, searchable database: 500+ organizations

2018 Highlights

- Team won 16 medals at the Paralympic Winter Games PyeongChang 2018, including six gold, seven silver and three bronze.
- Dan Clossen and Kendall Gretsche became the first Americans to win biathlon gold in Paralympic or Olympic Winter Games history.
- Clossen medaled in every cross-country and biathlon event he entered.
- Despite competing with a dislocated elbow, Oksana Masters won five medals, including two golds.

Athletes to Watch

- Oksana Masters
- Dan Clossen
- Aaron Pike
- Kendal Gretsche



U.S. PARALYMPICS SNOWBOARDING

PARALYMPIC — WINTER

www.usparalympics.org/snowboarding



2019 Events

March 4-8

- World Para Snowboard World Cup (La Molina, Spain)

March 25-April 1

- World Para Snowboard Championships (Pyhä, Finland)

April 2-10

- World Para Snowboard World Cup Finals (Klövsvjö, Sweden)

- Para snowboarding is the fastest growing Paralympic sport.
- Debuted with the snowboardcross competition at the Paralympic Winter Games Sochi 2014.
- In PyeongChang, the sport grew from two to ten medal events with the addition of more classifications and a new event: banked slalom.
- Team USA is the world leader in Para snowboarding, securing the nations cup for the fifth consecutive year during the 2017-18 world cup season.
- The U.S. Paralympics Snowboarding National Team boasts young athletes who connect with the action sports audience and have huge crossover star power with mainstream America.
- Won 13 Paralympic medals (five gold, five silver, three bronze) at the Paralympic Winter Games PyeongChang 2018.

Programs

- Training Camps
- Grassroots Progression
- Talent ID Camps
- 200+ affiliated Paralympic Sport Clubs in the U.S.
- Paralympic Champions Fund
- Coaching Education
- U.S. Paralympics National Championships

Media Assets

Social Media - U.S. Paralympics

- Facebook: 207,000 fans
- Twitter: 42,500 followers
- Instagram: 39,700 followers

Website

- USParalympics.org: 1,052,612 pageviews in 2018

Clubs

- Find a Club online, searchable database: 500+ organizations

Athletes to Watch

- Brenna Huckaby
- Mike Schultz
- Noah Elliott
- Keith Gabel
- Brittani Coury
- Amy Purdy

2018 Highlights

- The U.S. snowboarding team finished at the top of the medal table with 13 medals (five gold, five silver and three bronze) and nearly tripling the number of medals won by the next closest nation.
- Five U.S. athletes combined for nine medals in their Paralympic debuts in PyeongChang.
- Brenna Huckaby was the only U.S. athlete to go undefeated in individual competition at the Paralympic Games in 2018. She is also the first-ever gold medalist for the U.S. in banked slalom, which made its debut in PyeongChang.
- Brenna Huckaby and Mike Schultz swept ESPY awards for Best Female and Male Athlete with a Disability.
- The U.S. team has produced breakout media stars like Brenna Huckaby, Amy Purdy and Mike Schultz.



NGB OVERVIEWS

PAN AMERICAN



U.S. BOWLING CONGRESS

PAN-AM

www.BOWL.com



The United States Bowling Congress is the National Governing Body for bowling. Our mission is to provide services, resources and standards for the sport. Our vision is to be the leading authority to the sport, servicing the needs of bowling. Our promise is to celebrate the past, be mindful of the present and ensure bowling's future through thoughtful research, planning and delivery. In addition to numerous benefits, a USBC membership is an investment in bowling's future, as it supports numerous programs and initiatives that ensure the sport's continuous growth.

2019 Events

January 2-7

- Team USA Trials/U.S. Amateur (Las Vegas, NV)

March 8-10

- Intercollegiate Singles and Team Sectionals (Stratford, NJ; Smyrna, Tenn., Addison, Ill., Dallas, TX)

March 9-July 8

- Open Championships (Las Vegas, NV)

March 15-18

- USBC Senior Queens (Las Vegas, NV)

March 26-April 1

- USBC Masters (Las Vegas, NV)

April 15-20

- Intercollegiate Team and Singles Championships (Dayton, OH)

April 20-June 29

- USBC Women's Championships (Wichita, KS)

April 29-May 2

- USBC Convention (Las Vegas, NV)

May 15-21

- USBC Queens (Wichita, KS)

May 30 – June 3

- Super Senior Classic (Las Vegas, NV)

June 3-9

- USBC Senior Masters (Las Vegas, NV)

June 16-23

- U.S. Women's Open (Las Vegas, NV)

July 11-28

- Youth Open Championships (Sterling Heights, MI)

July 11-12

- USA Bowling Nationals (Detroit, MI)

July 12-20

- Junior Gold Championships (Detroit, MI)

August 6-9

- USBC Senior Championships (Cincinnati, OH)

October 23-30

- U.S. Open (Mooresville, NC)

Current Sponsors

- Brunswick
- Cambridge Credit Services
- Columbia 300
- Ebonite International
- Hammer
- Kegel
- Las Vegas Events
- Logo Infusion
- Motiv
- Nationwide Insurance
- Roto Grip
- Storm Bowling
- Track
- IHG
- United Airlines

Membership Demographics

- 1,418,000+ members
- 64% male; 36% female
- Age
 - 20 and under: 15.3%
 - 21-40: 23.3%
 - 41-60: 33.5%
 - 61-80: 25.1%
 - 81-up: 2.7%
- Race/Ethnicity
 - Caucasian: 76%
 - Non-Caucasian: 24%
- Average Household Income: \$75,000

Media Assets

Social Media

- Facebook: 278,000+ fans
- Twitter: 34,300+ followers
- Instagram: 15,200+ followers
- YouTube: 74,700+ subscribers

Publications

- Print: Program Books, Open, Women's Championships, PWBA Yearbook, USBC Yearbook

E-mail

- Targeted newsletters based on member segments (new member, avid bowler, tournaments bowler)
- Recurring departmental newsletters (Association Development, Coaching, Rules, Youth)

Websites

- BOWL.com (official site) - 500,000 unique visitors monthly
- PWBA.com (professional bowling tour for the best women bowlers in the world)
- BowlTV.com (live streaming and VOD platform)
- USBCBowlingStore.com (ecommerce)
- MyBowlingVacation.com (event management and travel services)

Programs

- Professional Women's Bowling Association (PWBA) Tour
- Association Leadership Academy
- Bowl for the Cure® (partnership with Susan G. Komen®)
- Member Rewards, powered by BenefitHub
- Bowling Combine
- Special Olympics Unified Championships
- Team USA and Junior Team USA
- USBC Hall of Fame
- Registered Volunteer Program

2018 Highlights

- Team USA member Andrew Anderson wins his first title, a major, at USBC Masters
- Shannon O'Keefe captures the USBC Queens on her way PWBA Player of the Year honors
- England's Dom Barrett becomes third foreign-born player to win U.S. Open
- Liz Kuhlkin wins U.S. Women's Open for her first major title
- Team USA men win trios gold at the World Bowling Men's Championship
- Team USA's Shannon O'Keefe wins QubicaAMF World Cup title
- Tish Johnson breaks through to win USBC Senior Queens
- Chris Warren beats Hall of Famer Norm Duke twice to win USBC Senior Masters
- Anthony Neuer starts the U20 boys title match with nine consecutive strikes on his way to the Junior Gold title
- Julia Huren strikes on her first shot in the final frame to clinch the Junior Gold U20 girls title
- In her third title-match appearance, Stephen F. Austin's Stephanie Schwartz wins women's title at the Intercollegiate Singles Championships
- The Lindenwood women and McKendree men each win their second Intercollegiate Team Championships title



USA RACQUETBALL

PAN-AM

www.USARacquetball.com



2019 Events

February 6-10

- National Doubles Championship (Tempe, AZ)

February 27 – March 3

- National High School Championships (St. Louis, MO)

April 3-6

- National Intercollegiate Championships (Tempe, AZ)

May 22-26

- National Singles Championships (Highlands Ranch, CO)

June 19-23

- National Junior Olympic Championships (Portland, OR)

October 2-6

- United Healthcare US OPEN Championships (Minneapolis, MN)

Programs

- Scholarship Programs
- Annual Awards
- Hall of Fame
- Facility Partnership
- Instructor Certification
- Referee Certification
- Ambassador Program
- Women's Committee

- America's racquetball players are particularly passionate about the sport and about fitness in general.
- 1 hour of racquetball play will burn between 600 and 800 calories.
- Every major muscle group is used while playing racquetball.

2018 Highlights

- Sudy Monchik is a National Doubles Champion and makes the US National Team for the first time since 1995.
- Erik Garcia takes gold in the Intercollegiate Championships.
- Rhonda Rajsich captures the top spot for Women's Singles at the Pan American Games.
- David "Bobby" Horn captures gold at the National Singles Championship.
- Jordan Ellis and Mollie Hansen capture gold for 10 and under Doubles at the Junior Olympic Championships.

Current Sponsors

- United Airlines
- United Healthcare
- Dick's Sporting Goods
- Lewis Drug
- HEAD/Penn
- GearBox
- Ashaway
- Rollout Racquetball
- Red Iron Brand
- KWM Gutterman
- IHG

Membership Demographics

- 12,000 members
- 75% male; 25% female
- Total Clubs: 2,200
- Age
 - Under 18: 30%
 - 18 and over: 70%
- Race/Ethnicity
 - Caucasian: 83.3%
 - Non-Caucasian: 16.7%

Top Athletes to Watch

- Rocky Carson
- Jake Bredenbeck
- Rhonda Rajsich
- Charlie Pratt
- David "Bobby" Horn
- Aimee Ruiz
- Janel Tisinger
- Kelani Bailey Lawrence
- Thomas Carter

Media Assets

Social Media

- Facebook: 15,500 fans
- Twitter: 4,878 followers
- YouTube: 143,000+ views
- Instagram: 5,350 followers

Publications

- RACQUETBALL Magazine
- Print - 1,500
- Digital - 50,000

Event Specific Media

- National Championship events streamed live on the internet via the USA Racquetball Channel on LiveStream.
<https://livestream.com/usaracquetball>
- Mobile media communication

Website

- www.USARacquetball.com
- 80,131 Unique Visitors in 2018
- 201,604 Pageviews in 2018

E-mail

- membership@usaracquetball.com



USA ROLLER SPORTS

www.usarollersports.org



2019 Events

January 17-21

- Americas Cup Championship of Clubs

April 19-21

- Artistic World Team Qualifier

National Championships

May 7-14

- Outdoor National Championships/ Team USA Trials

June 28-July 14

- World Roller Games

July 17-28

- Figure Skating National Championships

July 29-August 3

- Indoor Speed National Championships

July 30-August 6

- Rink Hockey National Championships

August 5-7

- Roller Derby National Championships

Pan Am Games

July 26-27

- Roller Figure

August 9-10

- Speed Skating

- Recognized by the United States Olympic Committee as a National Governing Body (NGB).
- The mission of the USA Roller Sports (USARS) shall be to develop, promote, educate and grow Roller Sports at all levels and to enable athletes to achieve sustained competitive excellence in domestic and international competitions.

Disciplines

- Speed Skating
- Figure Skating
- Inline Hockey
- Rink Hockey
- Roller Derby
- Extreme Roller Sports

Programs

- Roller Skating Museum
- World Team Endowment Fund
- Scholarship Funds
- High School Inline Hockey
- Banked Track Speed Clinics Coaching Seminars
- Speed Skating National Team Camps
- Coaches' / Officials' Education & Certification
- Speed Skating Regional Clinics
- Skate Developmental Programs

Current Sponsors

- CCN
- CCN Sport
- Cricket Loft Sports Apparel
- Enterprise Car Rental
- United Airlines
- IHG Hotels

Athletes To Watch

Speed

Jonathan Blair	Corrie Stoddard
Caleb Wakefield	McKenzie Browne
Tanner Worley	Kelsey Helman

Figure

John Burchfield	Ashley Clifford
Benson Kuan	Jessica Gaudy
Collin Motel	Emma Gloudeman

Rink Hockey

Bill Mihay	Kylie Hughes
Matt Price	Ciara Ashlock
Andrew Woolfolk	Kimberly Hughes

Roller Derby

Stephen Carter	Kaylee Jankowski
Tony muse	Kristine Northrop
Nick Becker	Mackenzie Chesko

Inline Hockey

Shane Fox	Allison Era
Tyler Kraft	Laura Veharanta
Travis Noe	Kyla Sanders

Media Assets

Social Media

- Facebook: 38,500+ fans
- Twitter: 6,400+ followers
- LinkedIn: 400+ followers
- Instagram: 1,800+ followers

Event Specific Media

- Live event streaming
- USA Roller Sports Indoor National Championship Program
- USA Roller Sports Outdoor National Championship and Team USA Trials Program
- Dasher board advertising
- Local press conferences, signage and event promotion

E-mail

- 8,050+ subscribers

Website

- www.usarollersports.org
- 140,000+ unique visitors in 2018
- 585,000+ pageviews in 2018

Membership Demographics

- 7,500+ Members
- 400+ Total Clubs
- 450+ Coaching Members
- 300+ Volunteer Officials



US SQUASH

PAN-AM

www.ussquash.com | www.usopensquash.com



2019 Events

February 1-3:

- 2019 HEAD U.S. High School Team Championships (Greater Hartford Area)

March 1-3:

- 2019 U.S. Squash Doubles Championships presented by Hospital for Special Surgeries (Apawamis Club – Rye, NY)

March 15-17:

- 2019 U.S. Junior Squash Championships (McArthur Squash Center – Charlottesville, VA)

March 26-31:

- 2019 U.S. Women's and S.L. Green U.S. Men's Championships, and the National Singles Championships (Squash on Fire – Washington, DC)

October 5-12:

- 2019 U.S. Open Squash Championships (Drexel University – Philadelphia, PA)

- Very upscale demographic.
- Strong brand attributes of sport easily affiliated with company (Excellence, Performance, Dedication, Fun, Smart, Social, Fitness).
- Narrow and deep connection to a coveted demographic with passionate participants.
- Direct access to affluent, educated key influencers and business leaders in the U.S.
- Key contacts in many industries from finance and insurance, to real estate and media.

Programs

- Coaching Certification
- Elite Athlete Program
- Hall of Fame & Awards
- Leadership Development Internship Program
- National Championships
- National Leagues
- Referee Certification
- Scholastic Squash Program
- U.S. Squash Academy
- Women's Squash Week

Current Sponsors

- ASB
- Comcast NBC Universal
- Dunlop Sports
- HEAD Sports
- Hospital for Special Surgeries
- Life Time Fitness
- United
- S.L. Green Reality
- SquashGear
- Yards Brewing Company
- Zarett Rehab & Fitness

Membership Demographics

- 17,300 members
- (72% male; 28% female)
- Clubs: 1,400
- Age
 - Junior: 39%
 - Adult: 61%
- Mean household income of \$300,000
- Average net worth of \$1.5 million
- 98% have college degrees, 57% have graduate degrees

Media Assets

Social Media

- Facebook: 14,000+ fans
- Twitter: 6,500+ followers
- Instagram: 6,500+ followers

Website: Annually

- ussquash.com
- 3 million visits
- 600,000 unique visits
- 24 million pageviews
- 5:00 average time on site

Squash Magazine: Annually

- Published 4x annually
- 50,000+ pass on readership

Athletes To Watch

- Amanda Sohby
- Olivia Blatchford Clyne
- Haley Mendez
- Olivia Fiechter
- Todd Harrity
- Chris Hanson
- Chris Gordon
- Andrew Douglas
- Marina Stefanoni

2018 Highlights

- Formal plans announced for the Arlen Specter US Squash Center, slated to open in Fall 2020.
- Club Locker technology platform has been adopted by the World Squash Federation as the exclusive World Championship Event Software and SPIN Database Management provider.
- An enhanced focused on sportsmanship and positive behavior through awards, recognition and enforcement of the Code of Conduct.
- Team USA earned eight medals at the Pan American Championships across the team, individual and doubles events.



USA WATER SKI & WAKE SPORTS

PAN-AM

www.usawaterski.org



2019 Events

May 25-26

- 60th Nautique Masters Water Ski Tournament – Pine Mountain, GA

June 28-29

- 19th Junior U.S. Open Water Ski Championships – Oconomowoc, WI

July 27-30

- XVIII Pan American Games (Water Ski & Wakeboard) – Lima, Peru

August 2-4

- 19th Division 2 Show Ski National Championships – Tomahawk, WI

August 6-10

- 77th GOODE Water Ski National Championships - West Palm Beach, FL

August 9-11

- 45th Indmar Division 1 Show Ski National Championships – Warsaw, IN

August 22-25

- 42nd Barefoot Water Ski National Championships – Alma Center, WI

October 5-6

- 15th U.S. Open Water Ski Racing National Championships – (Havasu Springs) Parker, AZ

October 10-12

- 41st Collegiate Water Ski National Championships - Rio Linda, CA

October 12-14

- ANOC World Beach Games – San Diego, CA

- Align with healthy, active, outdoor, affluent, family-oriented lifestyle.
- Water Skiing and wakeboarding offer a great visual platform for life at the lake, recreation and fun!
- "Life on the Water" embraces the wonderful outdoors, healthy activities, family atmosphere, camaraderie and community.
- Over 8,000,000 recreational participants in the United States.
- The greatest tournament water skiers in the world are from the United States (three current world record holders).

Membership Demographics

15,000 members

- 60% male; 40% female

Clubs: 550

Age

- Under 12: 19%
- 13-17: 10%
- 18-34: 25%
- 35-49: 19%
- 50+: 27%

Programs

- Water ski instructor certification
- Officials' education
- Learn to ski clinics
- Junior skiers' development
- Legislative assistance
- Safety training and info dissemination
- Membership development

Disciplines

- Water Ski
- Wakeboard
- Show Skiing
- Collegiate Skiing
- Disabled Skiing
- Barefoot Water Skiing
- Ski Racing
- Kneeboarding
- Hydrofoiling

Current Sponsors

- Bart's Water Sports
- Connelly Skis
- D3 Skis
- Discount Inboard Marine
- GEICO
- GOODE Skis
- H.O Sports
- Indmar Marine Engines
- Knotty Girl Ski School
- Lake on Company
- Malibu Boats
- MasterCraft
- Masterline
- Nautique / Correct Craft
- OJ Props
- Polk County Sports Marketing / Visit Central Florida
- Radar Skis
- Reflex
- Rosewater Estates
- ShoulderSphere
- SkiSafe
- World Barefoot Center

Athletes to Watch

- Freddy Krueger
- Regina Jaquess
- Nate Smith
- Adam Pickos
- Mary Morgan Howell
- Andrew Adkison

Media Assets

Social Media

- Facebook: 16,700+ fans
- Twitter: 5,200+ followers
- Instagram: 9,900+ followers

Website

- usawaterski.org
- 8,000+ unique views monthly

Magazine

- *The Water Skier* magazine: Circulation 11,000 reaching more than 44,000 readers per issue, four issues per year.

Email

- Sponsored E-blasts
- Monthly – sport discipline related e-newsletter's

Webcast

- All professional tour and world-championship level events webcast worldwide: average of 5,000+ live-views plus an additional 10,000 views on archived versions within a year.

Paralympic Info

The 2019 USA Adaptive Water Ski Team will compete in the 14th Disabled Water Ski World Championships, July 22-28, in Skarnes, Norway.